

# From the Editors

Research and Journal publication in 'post Google era' is highly challenging. Globalization, Synthesis of disciplines, ever increasing death rate of information and exponential birth of new information provides both an opportunity and challenge for researchers. In the same breath, publishers have to device themselves to meet the dynamic expectations of readers. We are glad that at the MBA department - PESIT, we have, to a great extent taken these challenges and succeeded in bringing out every issue more competing than the earlier issues.

This issue is the result of a landmark event 'ANVESHANA 2011'- a research paper contest which attracted quality research papers. Selected few are published in this issue. We profusely thank all contributors and compliment those authors whose articles are selected for publication in this issue. The success of this research paper contest has made us to make 'ANVESHANA' a regular annual event. We solicit higher level of response in coming years too from the academic, corporate and research fraternity.

This issue carries six research articles and two book reviews. The article by Surekha Invali on 'A Cross-Sectional Study of Customer Satisfaction among Customer Groups in Retail Banking' attempts to analyze customer satisfaction through customization of services and relationships. The study finds that in the short run, Reliability related attributes and in the long run, Assurance related attributes have to be improved for better customer satisfaction. Aiswarya. B and G. Ramasundaram attempt to identify the demographic factors that discriminate the different conflict segments. The article 'Empirical Study of Factors Influencing Employer Branding' by Asha. P and Rani Swetha explores that the employee loyalty and employer image are the most influencing factors for employer branding. 'Insuring The Uninsured - The Post Office Way' a paper by M. V. Rama Prasad and Upender Yennam analyses the role of post offices in covering the rural people under rural postal life insurance. The study reinforces the fact that the future of insurance lies in the bottom of the pyramid. Another interesting paper on the topic 'Management of Students' Motivation in the Context of Higher Education in India: An indigenous model' by Fakir Mohan Sahoo and Nivedita Das identifies salient and non-salient needs to measure total need satisfaction. The examination of relationship between salient needs satisfaction and motivation provided supportive evidence for the indigenous model in the article. V. V. Devi Prasad Kotni in his paper 'Value Chain Management Practices in Marine Fisheries: A Special Reference to Coastal Andhra Pradesh' deals with different value chain management practices adopted by various fish exporters in coastal Andhra Pradesh. Aiswarya. S presents the gist of the book entitled 'Advertising and Sales Promotion-An Indian Perspective authored by V. S. Padmanabhan and H. S. Murthy. Anitha S. Yadav reviews the book 'Derivatives and Financial Innovations; 2010' authored by Manish Bansal and Navneet Bansal, giving an overview of the derivatives market in India and explains in detail the basic concepts and terminologies of futures, Options contract and detailed description of new innovative financial products in India.

We are aware that the orbit of quality is infinite. This universal truth applies to our journal too. The Editorial team invites reviews and comments about this issue to make the coming issues much more meaningful and of value. We thank all the reviewers and editorial board members in bringing out this issue.

We look forward for your continued support and readership for PESBR.

Dr. M. S. Ranga Raju

Prof. Veena. A

Dr. Somashekar. P