

## Editorial Board

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### From the editor

Warm New Year Greetings from the PESBR Team! We thank the readers for supporting us through the first four years of the journal's existence. Into the fifth year, PESBR is now ready to take on fresh challenges in the field of management research. This issue comes to you at the time of the International Conference on the novel theme 'Management of Emerging Paradigm Conflicts in a Globalizing World', being conducted at PESIT Campus, Bangalore. It is an apt theme indeed in the current scenario of the Climate Summit Conference at Copenhagen. The keynote sessions in the PESIT Conference by Paul Shrivastava, a founder of the sustainability movement in the West and Probir Ghosh, the CEO of invVest, USA would be of great value.

We are a decade into the new millennium and the January 2010 issue of PES Business Review reflects a variety of concerns relating to Globalization, especially in the context of developing countries.

The current issue carries three empirical papers. The first one is by Parimal Bhagat, Mohamed Albohali and Framarz Byramjee and highlights issues relating to differences in the relationship development of buyers and sellers in a negotiating situation, reporting results from over seventy negotiating papers in a longitudinally structured experiment, involving role plays as buyers or sellers.

We have another empirical paper by Lakshmi K, on the cross-sectional validation in the Capital Structure Perspective, establishing an inverse relationship between ownership and capital structure; and institutional investors' shareholding and debt employment. In the third empirical paper, Samik Shome tackles regional disparities in growth in the domestic product of major Indian states.

Libby Simon and Hanuman Kennedy look into various aspects of constructive and destructive conflicts that affect organisational creativity and offer insights into constructive leveraging of conflicts to foster organisational creativity.

On the application side, the case study on Vodafone's ZooZoo campaign shows how a focused ad campaign could create the ZooZoo commercial, which had an instant connect with the audience leading to iconic property for Vodafone in India.

We are continuing with the 'Research Tools', section, going on from Factor Analysis to the use of Binary Logistic Regression by Shankar, MM.

There are two book reviews : one by Krishna Moorthy P. of the edited book *Performance Management : putting Research into Action*, by James W. Smither, and Manual London and published by Jossey-Bass. Rangarajan takes a neutral view of *A view from outside- why good economics works for everyone* by Chidambaram, P (2007). Chidambaram's work precedes and lays the foundation for Nilekani's(2009) more recent work, *Imagining India-Ideas for the New Century*.

We promise you fresher pastures in the issues to come, and a veritable Feast in the June 2010 issue.

For PESBR Team

Dr. Kalyani Rangarajan