

# Editorial Board

**Dr. Hanuman Kennedy**

Professor, MBA Programme, PESIT

**Murali Murti**

Professor, MBA Programme, PESIT

**Dr. R. Durai Pandian**

Professor, MBA Programme, PESSE

**Veena .A**

Asst. Professor, MBA Programme, PESIT

## From the Editor

We bring with this issue, news of our International Conference, slated for 8<sup>th</sup> and 9<sup>th</sup> January 2010. Do book your paper well in advance. Dr P Shahaida has left our editorial board as she has shifted to Hyderabad and we have in her place, Dr Hanuman Kennedy, an expert in Human Resource area, a recent valuable addition to the MBA Programme, PES Institute of Technology, Bangalore.

Arindam Das Gupta, well known economist has contributed an erudite paper on "Institutions for Performance oriented tax administration". The paper attempts to identify important hypothesis that underlie Milka Casanegra's well known saying, 'In developing countries, tax policy is tax administration'.

Surajit Bhattacharya and Arunima Saxena investigate the impact of firm size on current profitability, with an empirical study. The impact is positive in both steel and electronic industry. Gibrat's Law of Proportionate Effects says firm's growth rate is independent of its size.

Saiganesh's paper focuses the reader's attention on the theme of Organisational Politics, which is all pervading and stems from fundamental differences in perception and ideas. The paper emphasises the importance of understanding the etiology of Organizational Politics so that this powerful tactic can be leveraged for societal benefit.

We have a paper on Business Process Re engineering by Tanmoy De and Souren Sarkar, developing a conceptual framework and two case studies, one of Bhilai Steel plant and other of a small scale sweet manufacturing firm.

Veena and Venkatesha have an interesting paper on "Future of Desi Coffee Parlors in India".

And finally we have started a new segment on the use of statistical tools. Rajendra Nargundkar, an expert in Marketing Research has a paper on "How and When to Use Multivariate Analysis."

There are two book reviews-Veena Venugopal reviews "Schools that Learn" by Peter Senge emphasising the importance of fostering a societal culture devoted to learning. Another by yours truly, on a corporate novel "If God was a Bank•r" by Ravi Subramanian which has made it to the Best seller list in 2008.

For PESBR team

Dr. Kalyani Rangarajan