

Editorial Board

Dr. R. Durai Pandian

Professor, MBA Programme, PESSE

Shahaida .P

Asst. Professor, MBA Programme, PESIT

Murali Murti

Professor, MBA Programme, PESIT

Veena .A

Asst. Professor, MBA Programme, PESIT

From the Editor

It gives me great pleasure to release this special issue of PES Business Review (PESBR), focusing on the theme of our International Conference on 2nd and 3rd Jan 2009, on 'Managing for a Sustainable Economy'. We have papers, book reviews and a case study based on the issues related to Sustainable development.

This is my first issue as editor, taking over from where Prof. Manasa Nagabhushanam has left, having nurtured PESBR through its initial teething period. Plans are afoot to make the journal available online.

This issue has a heady mix ranging from a highly conceptual paper by a true blue economist down to a brass tacks type of paper on the role of industry associations in Tirupur, Tamilnadu.

J. Mohan Rao, the eminent economist from University of Massachusetts sets the tone for our International Conference with his paper, drawing on insights of the economic theories of growth and policy implementation. This analysis advances the notion of sustainable economy, in terms of balancing of ends and means.

Gayathri Band has come out with an interesting case study of the Participative management approach of corporate social responsibility initiatives at WCL, Nagpur.

Savitha Rani Ramachandran presents an overview of the carbon credit markets as a key to clean and sustainable energy. Basanth K, Runa Sarkar and Binayak Rath attempt to build a model based on fuzzy logic to assess the sustainability of the mining and mineral sector.

Satya priya and Saiganesh trace the targeted institutional support to the local knitwear industry by a few organizations, leading to exports of Rs 11,000 crores during 2006-07. Currently Tirupur exports are down, due to the downslide in US imports. New strategies will have to be evolved by the support structure at Tirupur, to protect the local garment industry.

In the current turbulent times with a high risk quotient, the issues of talent supply chain management are explored at length by Shubhra P Gaur, Amardeep Laktakia and Gaurav Kohli .

We have a regular empirical study of Indian banking industry, using Service Quality Gap Analysis by Vanniarajan. Service quality gap and delivery gap have been identified as the main reasons, contributing to the service quality shortfalls in the Indian Banking Industry.

DL Sundar works at various definitions of vision and mission statements in the Indian Context and the perception of Indian Managers. Suggestions are made on how organizations could build effective vision and mission statements. There are three book reviews. In keeping with the theme of our International Conference, Thomas Friedman's 'Hot, Flat and Crowded', is reviewed by Murali Murti.

Three different book reviews: one by Preeti Srivastava, faculty AIT Ahmedabad Institute of Technology reviewing 'International Business' by Justin Paul, a text book; Anitha S Yadav reviews a motivational book on 'Belief in Oneself' by Subroto Bagchi known as the gardener of Mind tree with an attractive title 'Go Kiss the World', and in keeping with our conference theme 'Hot, Flat Crowded' by Thomas Friedman is reviewed by Murali Murti.

My heart felt thanks to all the authors and reviewers who have contributed to this special issue.

We wish to build PESBR as a compendium of high quality research papers spanning the empirical and conceptual realms. Perspectives, case studies and book reviews are also welcome. My thanks to my team members Murali Murti, Dr. R. Durai Pandian, Shahaida P and, Veena A who helped in selecting the papers.

I wish to place on record the pioneering work done by Dr. Rajendra Nargundkar in putting PESBR on the academic map of the Indian Management world, and shall endeavour to maintain the high standards set by him.

I hope the present issue will motivate the readers to come out with contributions for the forthcoming issues.

For PESBR team

Dr. Kalyani Rangarajan