

From the Editor

Dear Reader,

At the outset, I would like to extend a warm welcome to the new members who have joined the editorial advisory/review panel of **PES Business Review** in the recent past. I am thankful to Dr. Anwar Ali, Dr. Ram Kumar Mishra, Dr. Mukesh Kumar, Dr. Amitabh Deo Kodwani, Dr. Thenmozhi and Dr. Bernadette D'Silva for accepting our invitation to join the editorial advisory/review panel of the journal and contribute to its success.

The current issue has an interesting content mix. Parasuraman's paper on 'Capital Structuring of Leading Companies -A Statistical Analysis' tests broad based hypotheses on leverage. Using a sample drawn from NIFTY & JUNIOR NIFTY, the author has investigated the relationship between specific parameters of profitability and growth.

This issue also carries Dominic's Paper 'Identification of a Heuristic Which Maximizes Percentage Utilization of Machine in a Job Shop Problem'. The paper discusses a set of heuristic algorithms used in a Job Shop Scheduling (JSS) problem. The author has used Genetic Algorithm (GA), Simulated Algorithm (SA) and Hybrid Simulated Algorithm (HAS) to measure the utilization of machines in Job Shop Model.

Subhadip Roy has empirically tested the factors governing students' perception of celebrity advertising. In this factor analytic study, using exploratory factor analysis, the author has arrived at five factors namely celebrity misuse, celebrity assurance, celebrity leverage, marketing gimmick and celebrity association.

Prashanth Bharadwaj in his paper has synthesized the multidimensional perspectives on learning organizations. The paper provides an overview of Peter Senge's best seller 'Fifth Discipline' and articulates each discipline viz., personal mastery, mental model, shared vision, team learning & systems thinking in detail. The author underlines that the concept of the learning organization is practical and realistic.

Bhagyalakshmi and Tapan Panda have put forth some testable propositions about a customer and his role as a co-creator of products and services.

Lakshminarasimha & Harish in their paper 'Organisational Performance Measures: A Review' have reviewed some of the currently available methods of measurement like EVA & MVA, Cash Flow Return on Investment (CFROI), Cash Value Added (CVA), Total Shareholder Return (TSR) and Total Business Return (TBR), Shareholder Value Added (SVA), Marakon Approach, McKinsey & Co.'s approach and Balanced Score Card. This paper would excite both practicing managers and academicians alike.

Blue Ocean Strategy by Kim & Mauborgne and The Seven Day Weekend by Ricardo Semler are two interesting books that are reviewed.

My best wishes to Prof. Manasa Nagabhushanam who would take over the reins of the PESBR from me.

Thank you very much for the wonderful support extended to me.

Prof. Jayasimha K. R.