
From the Editors' Desk



It is indeed a proud feeling to have published 10 issues of our esteemed journal "Review of Professional Management" ever since the journal was first published in November 2003. We continue our resolve to march ahead in promoting the cause of research in management education and in understanding new issues and challenges arising in the rapidly developing new paradigms of the corporate world.

The 11th issues of our journal covers some important contemporary themes spanning both the corporate and the societal issues relevant in today's management world. There has been a greater focus on studies on topics such as Organized Retail Business in India and its impact on our economic growth and the Indian society, Export led growth through the establishment of Special Economic Zones, Business models for entry of FDI in the Indian retail market, Empowering retail stores with technical ecosystems, Introspection on the Indian Small Scale Sector, Relationship Marketing, Corporate Branding, Transition from BPOs to KPOs, etc. The issue also contains a few other important contributions addressing such issues as the impact of economic growth in India on the energy consumption and environment degradation, Work life imbalance amongst IT professionals, Relationship of materialism with satisfaction in life. A case study is also included on the analysis of the Working Capital Management in Mahindra and Mahindra Ltd.

The current issue thus reflects a keen interest and sustained efforts of academicians and professionals who have covered such diverse themes of contemporary and future relevance. We appreciate the commitment and efforts put in by the authors in terms of the relevance of topics, quality of contents, and the versatility of their research methodologies.

We also wish to record our appreciation for our readers whose insatiable desire for sharing new developments in the management world has prompted us and encouraged us to continue with our commitment and efforts to the cause of promoting research in diverse areas of management sciences.

The distinguished members of the Editorial Board need a special word of appreciation for their guidance, suggestions and criticism which in no uncertain terms has contributed in maintaining the quality of every issue of our Journal.

A handwritten signature in black ink, appearing to read "J.R. Arora". The signature is written in a cursive style and is positioned above a horizontal line.

Prof. (Dr.) J.R Arora
Dean (Academics)
