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From the Editors' Desk

New Year Greetings to all our readers!

This year will be milestone in history for various changes of directions both nationally and internationally. USA is moving towards more conservative economic policies of protectionism, and job reservation for her own people. India in the midst of high rate of growth, has demonetized its highest denomination of currencies as a drive against black and counterfeit money. While success of the policy can be evaluated only at a later date, India is steadily pushed towards digital economy as its side effects. Utmost concern is how India can be completely a digital economy when 26 percent of population is illiterate? Most of these people are the part of informal economy depended on cash for trade and daily transactions. Also, security of transactions is utmost important for success of a digital economy.

Presently, Indian economy has been going through some of the critical problems, such as environmental pollution, constraints of city transportation infrastructure causing both pollution and slow movements of the traffic. While the cooperate needs to reinvent management strategies to deal with their financial HR and Marketing issues, the general business of a country is affected by overall business ecosystem.

This issue of the journal is able to select research papers on problems which the corporate needs to directly deal with for business growth. Pollution issues of two thermal power generation plants in West Bengal and its management problems are analyzed on the basis of responses collected from afflicted people, those in the vicinity and from socially concerned citizens. There has been a paradigm shifts in methods and strategy in area of marketing. Digitalization of marketing has intensified competition leading to the necessity of branding for market differentiation. A research paper on marketing analyses how brand image, brand credibility interplay to create brand equity for a product that help the customer to make the choice among similar products. The paper on digital marketing investigate the role of Twitter and Face book to promote products among the tech savvy youth. Importance of psychological contract in human resource management has been investigated in the empirical study of employees of FMCG companies. In two other papers, usage of credit cards and importance of service quality for customer satisfaction of retail banks of India has been studied empirically. Additionally, this issue has brought out perspectives on issues viz. on Indian entrepreneurial ecosystem and another on professional hazards and preventive measures for health care employees.

We take this opportunity to thank all our readers and contributors for keeping up connect with us. This help us in our drive for our further progress.

Wish you all the best once again.

Regards to all our readers



Prof.(Dr.) Arati Basu

Editor

PS: Research papers published in the Journal are availavle at the above website. Our readers are welcome to send feedback on the present issue.