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From the Editors' Desk

"Come June" new batch of Students enters B-schools for higher education in search of new directions in life. There is all round preparation at NDIM for actualizing their dreams –a support system for their learning goals. Both Global and Indian macroeconomic environment have been facing new challenges viz. tariff war between China and USA, Indian economy facing unprecedented increase in oil price due to US sanction on Iran. Depreciation of rupee and depletion of foreign exchange reserve call for better macroeconomic management of Indian economy. Indian Banking system needs to reinvent themselves to regain depositors' confidence.

In the present decade, marketing is mainly technology driven and consumer oriented. The digital format of marketing requires fresh investigation at the strategic level. Two papers in this issue, using advanced statistical methodology (confirmatory factor analysis and SEM Model), suggest what should be the effective strategy of online marketing/ advertisement. In the first paper, the author suggests that in digital marketing, access convenience, search convenience and possession convenience are to be emphasized for online marketing to be more effective. Findings of Second paper confirm that advertisement value and there after attitude towards purchasing a product are significantly influenced by information and entertainment elements of online advertisement The third paper on marketing looks into the effect of visual merchandising on impulsive buying behavior.

In a paper on HR, authors review the need for developing cultural competency among providers of services especially of health care sector; they find relevance of cultural competency practices in the organizations especially in MNCs for people management. Another paper critically assesses training and development requirements of PSUs (Navrata and Miniratna companies) through a qualitative method - Focus Group Discussion(FGD) and suggests that emphasis on training alone cannot help achieve excellence; organizations need to have supportive ecosystem for employees to make use of acquired skills.

In two papers on CSR, one paper is a review of literature on Social Accounting and Reporting Practices to find gaps and further scope of research in this field. Another paper is an exploratory study on corporate Social Responsibility practices of Indian luxury chain of Hotels.

Of two papers on entrepreneurship, in one, authors analyze impacts of four categories of factors influencing performance of Saudi Arabian women entrepreneurship. The other is a case study of Farm Harvest – a company in Tamilnadu, analyzing its model of sustainable growth with twin objectives of eradication of poverty and generation of employment as well as entrepreneurships.

Thus, all papers have made useful contributions both in terms of the choice of issues to deal with and methodologies of analyses.

Thanks and regard to all

Prof.(Dr.) Arati Basu
Editor

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