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From the Editor's Desk

Deep prayer from NDIM for the nature to be kind to all humanity and world to come out of the unprecedented crisis. Big salute to the marvel of science and commitment to humanity by the entire medical fraternity and medical research teams from all over the world.

With hope of vaccine and application of technology, economies are showing sign of recovery while differentiating impacts of covid -19 and its new strains cannot be ignored. Across the globe countries are facing challenge of managing life vs livelihood. Millions of jobs are lost, large number of people are pushed to abject poverty. While technology and global connectivity fast developing communication, world is divided by digital divide so also economies. According CMIE report in December, 2020, 9.8 % working population is unemployment. Unemployment among women is higher than men in India. Participation of women in labour force in India pushed to 149 as per global labour participation index.

Countries are forced to choose self reliant policy to contain spread of deadly virus. Decoupling in the present degree of globalization will hurt competitiveness for industrial sectors of many countries and India as well.

Most of developed countries have been using huge amount of economic stimulus packages to save their people from economic disaster of covid -19 and consequent lock down. India and other developing /emerging economies cannot afford such big economic stimulus due to already fragile financial structure and fiscal deficits which may lead to debt trap weakening economic fundamentals.

In this unprecedented crisis scholars have put up their best efforts and this issue is able to publish 6 well researched papers. The first paper analyses in details "new age mantra" of design thinking, consequences of its absence even for well established companies, process of design thinking, capturing benefits derived from design thinking by innovative oriented group . The paper analyses using illustrative diagram and examples of success of those corporates who have been using design thinking process in their companies. The paper adds value to the present research. The second paper is an empirical study on impacts of FDP on the faculty satisfaction and motivation in a fast changing education environment with application of technology in teaching learning processes. Both motivation and satisfaction of the faculty are significant for innovative teaching. The paper has drawn conclusion to that effect. The research paper on importance of digital marketing for the hotel industry in India has been analyzed through relevant literature review. Research paper on social media usage has analyzed relation between three emotive factors e.g. Loneliness, happiness, interpersonal with respect to functional factors viz., Health, Politics, Education, Business, Workplace and cybercrime. The last research paper analyses the influence of Knowledge Capital Development Initiatives of IT 500 executives in Bangalore and identifies factors influencing Knowledge capital development initiatives in these organizations.

Hope our readers and researchers will be benefitted from the works of this issue.

Wish Happy New Year to all from the Journal and NDIM fraternity!

Thanks and regards to all

Prof. (Dr.) Arati Basu
Editor

PS: Research papers published in the Journal are available at the website (www.rpmdim.org). Our readers are welcome to send feedback on the present issue.