

## EDITORIAL



Last year 2013, was an eventful one for us. It was the Golden Jubilee year of the institute, and also witnessed the maiden issue of TSM Business Review (TBR).

This volume is a collation of research articles and a book review. Keeping quality and high standards at the back of our mind, we have meticulously read and handpicked the papers. The process may be strenuous for editorial team and authors but, at the end of the day it, is rewarding in terms of quality. Thus, our acceptance rate this time has been 23 %.

The current issue of TBR deals with diverse subjects, such as: research by Rentala on determinants of export performance of 171 Indian industries using panel data; Mukherjee and Ramos- Salazar on role of business etiquette for managers in an international arena. The context of cross-cultural communication of Suganthi's work tries to understand causal relationship between Foreign Institutional Investment (FII) and Indian Stock Market.

We have two papers on marketing area from Rama Moorthy and Inbalakshmi, where the former discusses customer purchase decisions for health insurance products and the later on instant food products. A study on challenges of knowledge management in SME's is dealt by Bhanumathi whereas Selwin's paper talks about impact of decision making on the empowerment of women entrepreneurs, based on a study using 130 respondents from South India. A book reviewed by Stella, authored by Brain E. Becker is on Human Resource that touches upon HR score card.

Finally, I thank all the contributors for their efforts in creating and enriching the contents of this volume.

**Gautam Ghosh**