

Editorial

Dear Readers,

Greetings!!

It gives me immense pleasure to bring XIV issue of SAMVAD - A double blind peer reviewed bi-annual international Journal of Management with e-ISSN 2348-5329, published by SIBM Pune.

This issue of SAMVAD comprises of articles on the important contemporary topics along with case studies and a book review.

As Demonetization in India has created waves, so did Income Tax filing process. It is evolving and becoming more friendly. The paper on the changing face of Indian income taxpayers in e-filing era is an attempt to examine level of awareness about e-filing in India. The analysis reveal that sufficient steps still need to be taken by the income tax department to provide operational knowledge of e-filing to the tax payers. Various measures are discussed in this paper which can be used to make e-filing service more effective in India.

What determines success of a movie? Is there any impact of electronic word of mouth on the success of a movie? A paper on this is a novice attempt. Study reveals that there is a significant relationship between, the number of times a movie is searched on Google and the corresponding box office sales.

There is yet another interesting article on Work Motivation, Organizational Commitment, and Locus of Control vis-a-vis Work Experience amongst University Teachers. The findings reveal that with the rise in work experience, the level of intrinsic motivation also increases. Teachers with lesser work experience are found to be more extrinsically motivated.

A research on education sector also reveals strong relationship between 'wisdom' and the factors such as length of experience, number of organisations worked for, and the position held by the person in the organization. Wisdom is the outcome of duration, variety of professional exposure, and the role and position related responsibilities carried out by the person.

Business scenario is changing rapidly and competition both, internal and external is increasing. To sustain and overcome, it is inevitable for organizations to have delighted, focused, self-motivated, and self-directed employees. But organizations in present time are filled with employees having low inner zeal and diluted compassion. It is now a herculean task for organization to enhance and improvise employees' self-efficacy. Paper on self-efficacy investigates and validates using advanced analytic techniques, the conceptualized linkage between self-efficacy and workplace spirituality.

In a country like India where the number of registered companies is shooting up day by day, the potential employees are getting chance to choose their dream employer based upon their preferences. One such study in this issue attempts to answer what are the factors that influence the potential 'female' employees in choosing their employers.

Yet another interesting article describes the stakeholder theory, the shareholder theory, and conscious management theory. Their similarities, differences and complementarities are examined.

In the last two decades, Indian families have witnessed drastic changes in terms of family setup, lifestyle and type of bond and relationship that exists among the members of a family. The author through the paper on

Family Vacation, intends to unravel, deeper understanding of the cues of vacation.

An interesting case study on Hyderabad Secunderabad Direct (HSD) Flyway deals with the need for financial restructuring for projects when there is a wide deviation between what is planned and what actually turns out. Most of the projects have very promising business plan but when it comes to execution stage things may not go as per the initial business plan. There is a tricky situation where formulating a win-win strategy for lenders and shareholders is very crucial for the sustainability. The case has been disguised to protect the interests of stakeholders and is useful for class room discussion.

This issue of Samvad also comprises of a book review. “Malled” is a semi-autobiographical account of the author Caitlin Kelly. Kelly has shared her experiences of working in a retail store (North Face) in a mall. North Face is a national chain of high-end outdoor wear. The author has described the painful circumstances under which she had to switch careers from being a journalist to a retail store associate.

I am sure, readers will enjoy reading every contribution made by the authors for this issue of Samvad.

I take this opportunity to thank all the authors, reviewers, and editorial team members for their kind support and contribution. I am sure the issue will add value to the readers!

I look forward to march ahead with you all in this never ending journey of research.

Editor,
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