

## Editorial

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Dear Readers,

Greetings!!

It gives me immense pleasure to bring XV 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 a case study.

Life Insurance sector is one of the important pillars of risk management mechanism which provides help and support to individuals and group of people to manage their risk. The financial performance of insurance sector depends on many internal factors. Paper on this issue aims to explore and analyze the impact of internal factors on the profitability of Indian life insurance sector.

Paper on Tipping Point Leadership is bringing about a turnaround in management education in India. The paper also questions the Americanization of management education in India wherein student feedback is used as the sole means of gauging performance of a faculty member. Author recommends the use of Tipping point leadership in instigating a culture of quality in management institutions.

We all use Personal Care Products. Selection of these products is largely influenced by the advertisements. The study on factors in advertisement such as- innovativeness, preferential purchase, personal advertisement and portraying, are significantly and positively influencing the advertisement effectiveness of personal care products. Author suggests advertisers to nurture their advertisement with innovation and novelty along with modernity for the effective utilization of audio/visual communication, creativity and culture.

There are many theories on leadership. What type of leadership is suitable in today's competitive and challenging situation? Paper on strategic leadership explores if this is the most suitable one. Can it manage risk and attain sustainability for organizations?

Though India is positioned at 60<sup>th</sup> rank in Global Innovation Index report (2017) unfortunately over 90% of Indian start-ups fail within the first five years since their inception. Paper on this issue attempts to explain the role of education, family support and societal culture in harnessing life skills which act as mediator variable for the growth of entrepreneurship. Author concludes that the ideology of sustainable development is based upon education not as an end result but as a beginning by nurturing appropriate life skills, which lead to harness both the present and future demands.

Financial literacy is an ability to read numbers and understand financial statement which allows individual to identify the strength and weakness of an investment. Paper on 'Financial literacy scale development' gives five factors of financial literacy, viz. investment planning, financial planning, retirement planning, mutual funds and risk and return.

Entertainment is all which amuses and involves viewers' attention during leisure time and is an important part of our lives. Indian Media and Entertainment industry is growing exponentially at a compounded annual growth rate (CAGR) of 12.5%. The industry gained momentum post liberalization, foraying into multinational markets. It poses a natural solution to cover the risk of growing competition by grabbing a higher market share, new customers and cost effective solutions with modern technology and supply chain. Paper on Internationalization of

Entertainment Industry is an effort to uncover the impact of internationalization of Indian Entertainment industry and its huge potential for providing employment, earning foreign exchange and rest.

This issue of SAMVAD includes a case study on the missed appraisal. A real interesting read! It encourages critical evaluation of the performance appraisal system of the organization under study.

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,  
**Dr. Poornima Tapas**  
Professor, SIBM Pune