

## Editorial

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Dear Readers,

Greetings!!

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

Like every issue of SAMVAD, this issue also comprises of articles on the important contemporary topics of business management.

The banking system and financial transactions have taken paradigm shift in recent decade in India. The present era has entered into smartphone to smart wallet and they have become mainstream mode of online payment. Mobile users use digital payment gateway and e-commerce applications to facilitate financial transactions to online retailers and e-businesses. Demonetization has also envisaged progressive shift to cashless economy. A study was conducted to find out the dimensions and impact of various demographic factors on the usage of payment banks in the Ahmedabad district of Gujarat.

Since the past decade, there has been a universal awareness and acknowledgement that “Sexual Harassment” does exist and is widely prevalent at the work place. A conceptual paper on this aims at highlighting how training employees and employers can help in the prevention of “Sexual Harassment” at the workplace.

For employees working in a typical production system, the external work environment changes from one type of operation to another. The motivational level of superior influences the motivational level of subordinate. The authors in their research on production environment motivation, have tried to find whether different work environments in a production system influence the working relationship in the subordinate-superior dyad.

Rural development measures have always been on the top of the list of government in India. An important study is conducted which gives an idea about developing a Model, by comparing role model of a Sustainable Village with other village.

This issue of Samvad, also has an interesting research on ‘logos’ and their impact on consumer behavior. Can a logo create a cumulative positive impact, that will forge an emotional bond with customers which in turn will positively influence the purchasing decision, and breed customer loyalty?

There are two interesting case studies included in this issue. One is on Sugar Cooperative Factory. A model is developed by authors to study the influence of Resource Based and Social Capital Theory on Performance of Sugar Cooperative Factory. The study suggests few policy measures for a better performance of sugar cooperative.

Other case study is on Financial Viability Analysis of Bridge Construction Project - A Study of Hyderabad Toll Way Private Limited.

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 confident that 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