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## From the Editors' Desk



We feel delighted in bringing out the second issue of Vol.3 of our journal "Review of Professional Management". The response to our previous issues has been extremely positive from our contributors, critics, and avid readers. We take this moment to thank all of them profusely and seek their continuous support to take the journal to greater heights.

Business across the world has undergone a basic transformation and the change has just begun. Growth requires new and innovative ways of delivering value. Consumer is getting more demanding everyday. New and complex challenges define the role of modern business professionals. Constant upgradation of technology and skills is the order of the day. We need to be more research oriented. This journal provides a unique platform for new ideas in the field of management and information technology.

It is indeed heartening to mention that the current issue of our journal contains research papers from eminent academicians and practitioners from reputed business schools and corporate world. The journal continues to enjoy the confidence of contributors from abroad in keeping with the trend started in the last issue. We are proud to present, in this issue, a case study from one of our esteemed neighbouring nations, Pakistan, written by Prof. (Dr.) Masood Quraishi and Prof. Shahid Quereshi of the School of Business Administration, Gift University, Gujranwala.

We are sure this issue will also be received well by all our readers. We look forward to your critical comments and constructive feedback.

Let's continue the journey.....

A handwritten signature in black ink, appearing to read "M. Adhikary".

**Prof. (Dr.) M. Adhikary**  
Editor

A handwritten signature in black ink, appearing to read "J.R. Arora".

**Prof. (Dr.) J.R. Arora**  
Co-Editor

