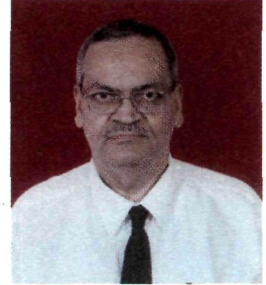

From the Editors' Desk



The world is passing through difficult times as a result of global economic downturn. The people all over are agog with the impact that this phenomenon is likely to have on our economic and social life. The situation on the ground looks gloomy as a consequence of low industrial growth rate, particularly in the areas of infrastructure, automobiles, IT sectors and several others. Indian market place is greatly affected as a result of these developments leading to unemployment, poor accessibility to bank loans, and diminishing returns from the investments in the stock market consequent to withdrawal of money from the stock market by the FIIs. Several new strategies and stimulus packages are being discussed and implemented to overcome this giant problem. Amongst these difficult times, new opportunities have to be explored to continue to maintain our projected growth rate and allay the fears of our young managers for their future. This Journal will continue to address some of these developments in its current and future issues.

The current issue highlights some of the functional and sectoral issues concerning Economics (Recession, Vulnerability of India for sub-prime housing), Marketing (Market Analysis and Performance Evaluation of Two Wheeler Products, Consumer attitude regarding mobile service buying behavior in NCR), Technology (Impact of E-Banking on business results of Banks, Role of Data Warehousing and Data mining in E-Governance), HR (Changing trends in Performance assessment, The Global Indian Manager: Developing the Global DNA), Service Quality (Predictive validity of service quality dimensions in commercial banks), and Motivation (Strategic Innovation, Make your team excel). This issue also covers two case studies on a) The impact of organizational climate in Singareni Collieries Company, and b) The Aviation Industry and Passengers' Expectancy – A case study of Chennai airport. Two book reviews carried out by our own faculty members have also been included for the benefit of our readers.

We appreciate the commitment and efforts of the researchers who have contributed their thoughts to cover diverse themes of contemporary and future relevance in the world of management. We also wish to record our appreciation for our readers whose insatiable desire for sharing new developments in the management world has prompted us and encouraged us to continue with our commitment and efforts to promote the cause of research in understanding the complexities of the modern management.

The distinguished members of the Editorial Board need a special word of appreciation for their guidance, suggestions and criticism which in no uncertain terms has contributed in maintaining the quality of every issue of our Journal.

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

Prof. (Dr.) J. R. Arora
Editor & Dean (Academics)
