
From the Editors' Desk



Amidst apprehension and expectation of hopes at Copenhagen, in relatively colder days of this winter in Delhi, we bring out this year's last issue of our Journal. This issue is special in more than one reasons. The Editorial Committee has selected papers on topics that affect today's business managers from entrepreneurial development, corporate social responsibilities to usher in **Social welfare, Finance, Marketing and HR issues**. Majority of the contributors, eight out of sixteen have written their papers on Indian corporate experiences. Some of the contributors have used their own sample surveys for the development of empirical models. We hope reading this issue will be educational and fun for you all.

In all there are sixteen full papers, two book reviews and one case study. Papers are focused on most debated yet current issues in the world of management and business. First four papers have analyzed issues on growth and expansion as well as indexing of welfare of stakeholders through various standard measures for the guidance of the corporate to take social responsibility of creating well being for the stakeholders. The paper on Home-based women entrepreneurs aptly shows how opportunities of Home-based businesses have come up mainly due to two changes firstly technological change and secondly women's education. The paper on IT industry on the basis of sample survey, has analysed how IT companies make the choice of entry mode in various global markets out of three options namely potential strength, risk responsiveness of internationalization, and effects of use of strength potential know-how internally or externally. The empirical study on FDI's sectoral inflows and its spill over effects suggest several recommendations to maximise the potential benefits from FDI in India. In all there are four papers on Financial issues viz. determinants of leveraging in SSE in Haryana, liquidity management of Mahindra and Mahindra, customer perception about service quality of Indian banking industry and centralized banking solution through application of technology. Three papers on Marketing analyse problems and challenges as well as opportunities of Indian rural marketing, logistics in supply chain management for overall customer satisfaction and determinants of quality service marketing. First two papers have developed the analyses through their own empirical surveys. Three research papers and one digression have contributed to the HR monitoring, performance improvement and optimum utilization of self skills. Two book reviews suggest two useful readings for the practitioners and students of Business Management for enriching their business skills. The case study goes in depth to recommend changes for initiating dynamism in the company.

I take this opportunity to thank members of the editorial Committee, our colleagues and administrative staff who have been constantly supporting our endeavors. Our technical staff needs special mention for his dedication. We offer special heartfelt *gratitude* to our Management for all financial and moral support. Finally, we take this opportunity to extend season's greetings to the entire fraternity of our contributors and Readers and wish them all a **prosperous, joyful and happy New Year**.

A handwritten signature in black ink, appearing to read 'J.R. Arora', written over a horizontal line.

Prof. (Dr.) J.R Arora
Editor

