
From the Editors' Desk



This is our proud privilege to bring out first issue of our journal of this year even in the excitement of world cup and commonwealth games. Our Journal has been gaining popularity among serious researchers as reflected in the large number of contributions we are receiving for each issue. For research endeavors of our esteem authors, we are able to publish fifteen quality research papers and two case studies encompassing all current aspects of management e.g., finance, marketing and issues related to HRD, women's development and entrepreneurial growth.

This year looks to be particularly promising for Asian economic growth and it appears "twenty first century belongs to Asia". According to latest report, Indian economy has registered robust growth of 8.6 per cent in the recent quarter of 2010 taking place in many core sectors e.g. industry, infrastructure, electricity generation and consumer goods. In this optimistic economic environment, professional management assumes foremost importance among academia and management practitioners. We feel privileged to reflect the most recent thinking, concept and paradigm of business management in this issue.

Papers on financial management have focused on limitations of full capital account convertibility for Asian economies on the basis of experiences of India, Thailand and Malaysia, recent financial crisis and policies of containment, risk management techniques used by banks and disclosure norms practiced by microfinance intuitions. Research papers on Human Resource Development developed on the significance of development of cultural intelligence for the success of global companies operating in diverse cultural environment, employees burnt out phenomenon in pharmaceutical industry, conditions for successful implementation of six sigma for an organization. The papers on marketing have addressed empirical approaches to study marketing strategies selected by various industries to develop competitive edge. Studies point out the necessities of segmentation of prescription drug marketers and the best strategy of segmentation in this market, the exquisite tribal handicrafts of Bastar losing its identity due to lack of branding, importance of relationships in Multi level Marketing (MLM) and its potentiality in Asia, key store attributes that Indian customers consideration for purchase of apparels from a store. In addition, we also have been able to accommodate two empirical studies on developmental issues and two case studies.

We express our deep sense of gratitude to our management for providing all support for the publication of this issue. We extend our appreciation to our colleagues who have been a great source of inspiration in terms of their contributions and other ways. A special word needs to be mentioned for Mr. Mahenda Kumar Srivastava for his committed technical support.

Last but not the least, we are grateful to our readers for their constructive support which has always been inspiration for us. Wish you great days ahead and excitement of the gala Commonwealth games.

A handwritten signature in black ink, appearing to read "J.R. Arora", with a horizontal line underneath.

Prof. (Dr.) J.R Arora
Editor
