
From the Editors' Desk



Welcome to Vol. 9, and issue 2 of the Journal. Keeping up with trends of contributing to the body of knowledge in the field of Management, this issue is able to select, among large number of submissions, research papers of high standard with empirical investigations and case studies on management issues.

Come 2012, Indian economic environment appears to be challenging with discontents among public about nearly double digit inflation fuelled by rising petroleum and food prices. Discontents are evident among the corporate due to slow reforms, slow growth of exports abetted by depreciation of rupee and RBI monetary policy revising rates upwards 13 times since March 2010. The recent Global competitive index (2011), does not show much improvement of India's competitiveness. All these are indications that India needs to have much more preparedness for faster economic growth in order to assume global leadership.

Along with weakening economic conditions, turmoil in the polity for anything or everything is making any change both in economic policy front or in any other front ineffectual. Retail Sector Reforms allowing 51 percent FDI in the multi brand and 100 per cent in the single brand have been postponed indefinitely till consensus is created among political parties. Surprising indeed! It is noticed that high percentage of FDI in retail sector has been recommended by various Chambers of Commerce and reputed Market surveys. According to them, Indian economy will be benefitted on all fronts such as the consumer, the farmer and employment generation in the skill segment of the workforce. These obvious contradictions need to be resolved by careful analysis and research on the likely impact that such decisions will have on Indian economy in the long run. We hope that this issue will draw the attention of informed experts and researchers who will continue to create greater public awareness through their research contributions. We will welcome such contributions in the next issue of our Journal.

Ten papers in this issue are empirical studies on contemporary management issues. The first one on the malady of corruption and why it is difficult to find its solution ; the second paper dwells on why B-school needs to have curriculum for sharpening entrepreneurial traits among select students. Three papers on finance are on the success of Microfinance movements through SHG and Bank links, assessment of the performance of Indian mutual fund industry and study on the feasibility of using GNU Cash- a free and open source accounting software developed by bunch of MIT researchers for Indian companies. The paper on marketing, analyses why it is necessary to develop robust after sale services for better customer satisfaction in durable consumer goods markets. Four papers on HR issues focus on needs for developing envisioning as the systematic approach for the growth of business leadership, seriousness about training needs assessment for the success of training of managers, impact of stresses on the health of employees and how they are able to cope with stresses, the challenge of talent retention of the to-day corporate to create appropriate environment for fulfilling aspirations of talented employees. This issue is able to publish four case studies one each on Finance, Marketing and two in HR.

NDIM takes this opportunity to offer season's greetings and a joyous New Year to all our Readers and the society at large.

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

Prof. (Dr.) J.R Arora
Editor
