

### From the Editor's Desk

We are happy to place the Jan – June 2013 issue of our journal in your hands. We are indebted to Academic & Industry experts who have made significant contributions to this issue. Very special thanks are also due to the Peer Reviewers who have given final shape to the articles.

There has been debates in the Academic circles about the reliability and the value of research in Management Disciplines. There are skeptics who say that no one can change the world with one Research Article. Some others say that everything is just abstract & non-measurable in non-tech disciplines. They cite that the findings have no universal applicability etc.

Well, such insinuations are highly over pitched. It is all a question of understanding the standards for evaluating such efforts.

A Management Research work has at least 4 important phases; the literature survey or what knowledge-addition has been done in the past on the topic, the framing of hypotheses, the data collection and finally the interpretation of data using relevant tools, leading to findings. All these components rest on a single pillar i.e. the data collection instrument or commonly called the "questionnaire". To argue the matter further, a proper questionnaire can't be made unless a comprehensive literature survey has been done; hypotheses can't be framed if the questionnaire does not hold conceptual clarity; data collection will be a farce if the questionnaire is not capable of capturing relevant data; finally meaningful quantitative analysis can't be done unless the questionnaire construction has been done scientifically. Thus the quality of Research depends largely on the validity and reliability of the data collection instrument (questionnaire), in Managerial Research.

Therefore, it is sound thinking to conclude that if the questionnaire captures the data it is intended to capture, it is a reasonably a good effort; if the questionnaire remains valid for a few years, it is a better effort and if it can be applied to a broad spectrum of organisations / verticals - well, it is a great effort. For example, a study was made about effectiveness of Training & Development of Executives in Industries and a questionnaire was constructed with consultation from all relevant quarters. Even a few years after that particular Research was completed, the questionnaire has remained relevant ; by applying that questionnaire, it is possible to assess whether any organization, be it manufacturing or service, has a proper approach to Training & Development. Thus the Researcher had made a real contribution which is in the nature of knowledge updation and postulation of realistic standards.

Well, coming back to our Journal, we have made every endeavour to source contributions from diverse specialized domains – ranging from Efficiency of Ports, Efficacy of Men and Women Managers, aspects of Retail Banking, Current Account Deficit, Rural Urban Migration, Emerging trends in Textile Industry, Social Networking Sites, Students' stress, Acquisitions and Mergers in Pharma Sector – to Industry Institute partnership.

We take this opportunity to thank our Management and the members of the Editorial Board for their unstinted support at every stage. We earnestly hope to continue this mutually beneficial association.