From the Editorial Desk...

Dear Readers,

Greetings!!
It gives me great pleasure to present to you ‘third’ issue of CIJBR (Chanakya International Journal of Business Research), an open access journal by Indira Institute of Management, Pune (IIMP).

The current issue focuses on various domains such as market development, product development and business models for IT Business solutions. Bringing forth an analysis on similarities and differences of Indian family business and German Mittelstand, is another highlight of this issue. It also includes an insight on how to maintain work-life balance especially between working couples. The author has presented a review of literature on ways to maintain this balance and improve quality of life. Further, a paper on “Feasibility study of Indian Bullet train” has also added an extra edge, wherein, the author discusses on additional costs involved in the implementation of the project. This issue concludes with a paper on “Retertainment Marketing” which has also added an extra edge, wherein, the author discusses on how retailers are focusing on in-store engagement of customers to gain advantage over online shopping.

Keeping the Volume short to its core, and contemplating on various aspects right from humane, business, country to economic value and change, I would like to thank the authors, reviewers, advisors and our dear readers for encouraging us, because of which the release of our third issue has become possible. My team and their efforts are worth mentioning. I thank them for their sincerity and commitment.

Thank You!
Smitha Pappachan
Executive Editor

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