Dear Readers,

Greetings!!

It gives me great pleasure to present to you 'first' issue of CIJBR (Chanakya International Journal of Business Research), an open access journal by Indira Institute of Management, Pune (IIMP). I am happy to inform you that this journal is in addition to the print journal of IIMP called ANVESHAK which is indexed in i-Scholar and J-Gate, with ISSN: 2278-8913.

This issue comprises of a wide range of topics. On one hand we get a glimpse of the economy through various perspectives such as Capital structure, financial inclusion, corporate wellness, employee turnover, non-conventional energy scenario; and on the other end of the spectrum, we have attempted to cover many other interesting and relevant subjects such as Rebranding in banking sector and Marketing strategy in the form of a case study. Importance of Ethics and Social responsibility in business is very well discussed in the paper on Indian Textile industry.

Nation-centric articles exploring the dismal state of corporate wellness in our country, or the optimistic vision 2020 for India in the non-conventional Energy scenario, give an idea of certain important aspects that will greatly influence India's economic set-up in the coming years.

Moving on to the international level, an article about the economy of USA, presents a picture of the challenges and opportunities of the recent past in the United States. Contribution from Tanzania truly conforms that education in today's dynamic world is not restricted to classroom only. Access to open and distance learning facilities has increased number of people opting for formal education. Finally, article on Business Intelligence gives an idea about the techniques and tools to convert the raw data into meaningful for drawing relevant inferences.

I would like to thank authors, reviewers and advisors for supporting this journal. Special thanks to my team members, Ms. Smitha Pappachan, Rita Dangre, Abhijit Chandratreya, and Sukeshini Ganmukhi for their efforts. Without their sincerity and commitment, it wouldn't have been possible. I am sure readers will find this issue engaging and informative. Articles featured here will definitely set up many new mile stones in the area of General Management.

Thank you!

Dr. Poornima Tapas
Executive Editor