Dear Readers,

Greetings!!

It gives me great pleasure to present to you ‘second’ 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 issue is being released with e-ISSN: 2395-2830. The issue focuses on various aspects in management, i.e. right from banking and financial sector, technological transformation, education scenario and its dilemma, to innovative practices in business processes. The issue begins with discussion on factors affecting investment portfolio in Indian Scheduled Commercial banks, introduction of prudential norms for asset classification and improvement in the financial position of banks, over the years.

Current issue brings forth Innovative managerial practices, taken to cater customer needs promptly, in the form of a case study. History has been analyzed from entrepreneurial perspective, to find gaps in decision making, through the third battle of Panipat.

“Technological change has led mankind to growth” this is proved through the paper focusing on two tier approach of ERP in cloud based platform, and its role in business process architecture towards growth. Effective and enhanced ways of resource utilization through personalization approach is well discussed in the paper on Leveraging Technology for effective Marketing. Scope of current trends in social media marketing and the ways to handle workplace bullying through active social media involvement have also been discussed in this issue.

Employability of management students is a much debated issue of the current times. Paper on bridging the gap between deliverables of the education sector and expectation of the industry is sure to instill our thought process and lead us to path breaking practices. A thought to how corporate experience can be leveraged for academic development, is presented as we address the concern.

I would like to thank the authors, reviewers, advisors and our dear readers for encouraging us, because of which the release of our second issue has become possible. My team and their effort are worth mentioning. I thank them for their sincerity and commitment.

Thank you!

Smitha Pappachan
Executive Editor