
From the Editors' Desk



Greeting for New Year, 2013! We have advanced one more year in twenty first century amidst falling temperature, misty winter weather and unprecedented protest against untimely death of the brave heart of India for unfortunate social malaise. Let New Year bring new hopes and security for our citizens of all walks of life. This is the right time to take right direction for both social as well as economic reforms. After all, progress is measured not only by economic growth only but also through evolving social ethics. FDI in the retail sector hopefully will cheer up business expectations and give a boost for private investment on retailing as well as on supply chain development.

This issue of the Journal is special as this presents the summary of proceedings of the Green Enterprise summit -12 organized by NDIM on 4th August, 2012. The focus of this summit was on a new model of business which ensures sustainability of resources along with business growth. This issue also publishes four papers of participants of the summit. Two of the summit papers rightly emphasize that green initiatives by the corporate can only be fruitful if appropriate marketing strategies are adopted to educate the consumer as the consumer is the dynamic force to usher in changes in the economic ethos of the society. Vice President of Shopper Stop Ltd. in his presentation in the summit gave an account of his own initiatives in conserving scarce resources in his retail outlets– this is the model which will assure sustainability of future business. Another summit paper analyses how often issues related to sustainability and environmental protection get compromised when generation of employment for livelihood of those under poverty line becomes the priority. A paper by Scholars of Malaysian Universities finds that even environmentally aware Educated Young Malaysian consumers do not opt for green consumption unless appropriate marketing strategies are adopted by the corporate.

Other papers published in this issue address important and contemporary management issues such as consumer buying behavior of luxury brands in India during recession and annual budget, medical tourism, Global trends of Retail Sector, an analysis on a most important yet now ailing Aviation sector, an estimation of total productivity growth on the basis of statistical discriminant production function on Indian manufacturing sector, an overview on cement industry, a comparative analysis on public and private sector banks in providing IT base services on the basis of customers' perceptions. Two papers on HR Management respectively focus on employees, views on Performance Appraisal System in BSNL and how to formulate employees' retention policies. The last paper is a case study on entrepreneurial spirits necessary for the growth of business.

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PS: Editors can be contacted for the soft/ hard copy of any research paper published in the Journal through the Mail ID: journal.ndim@gmail.com. Our readers are welcome to send feedback on the present issue.
