

Editorial

Dear AMBER Stakeholder,

Greetings from Acharya Bangalore B-School!!!

I am happy to place AMBER, 10th Volume on your hand. We are very happy to mulch what we have done in the last ten years. We feel happy but that does not make us complacent. We have to take the Journal to newer heights. Quality is a journey, not a destination.

In the last ten years one definite accolade we got is for the theme we have been selecting. I have to profusely thank my colleagues who passionately took part in freezing the themes. The earlier themes were Business Vision 2020, NGO Management, Changing Global Dynamics and Business Opportunity for India, Indian Business and Industry- An Historical Perspective, Corporate Responsibility and Governance, Tourism-Growth Engine for India, Green Entrepreneurship and Sustainable Development, Cross Cultural Management in Global Business, Financial inclusion in India, Gender Budgeting in India: Emerging issues and challenges, South Indian Business History, Technology and Human Resource Management, Financial Markets, Retailing, Financial Derivatives Market in India, Ecosystem for Growth of Business, Entrepreneurship and Start-Ups and Logistics and Supply Chain Management.

The theme of this issue is 'The Role of MSMEs in India's Development'. This theme is more relevant today in India, than any time in the history of India. At a time when India is reeling under sever unemployment rate, it is necessary to encourage MSMEs. Per unit of capital invested in large scale industry will not generate the employment that is generated by MSMEs. The Demonetization has stifled the growth of MSMEs. We have to find ways to rejuvenate them. India's trade balance is not healthy. MSMEs contribute close to 40 percent of our exports. This has to be given fillip. From the perspectives of balanced regional development, reducing the gap between rich and poor, and for Entrepreneurship development MSMEs are very strategic. Hence this issue topic is on 'MSMEs'. I thank all the contributors who made this issue to see the light of the day. I profusely thank editors of this issue, my colleagues Dr.C.Sengottuvelu and Prof.R.Girish. I fail in my duty if I do not thank our Management for supporting continuous publication of AMBER for the last ten years.

The theme for the forthcoming issue is 'Digital Marketing'. I am sure technologies, particularly the Industry 4.0 technologies change the way we 'Market'. It is time to research different nuances of the same. Hereby, I invite research articles in any of the related topics.

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