



### Editorial

**P. G. Vijairaghavan**

With this issue, Indira Management Review enters the seventh year of publication. It has been a particularly satisfying time to see the journal grow in popularity – both in terms of readership and contributions from authors whose credibility we value. Many thanks to every reader and author for their encouragement that has made it possible. We are sure we will continue to have your support and understanding to see us achieve greater milestones in the coming years.

Green is a colour that is gaining prominence in the corporate world with environment protection coming to the foreground of national discourse in recent times. How important is it for companies to project themselves as being eco-friendly and pro-environment? There is a greater degree of awareness among the consumers today of the need for companies to adopt environmentally-friendly practices in their operations – be it production or marketing of their produce. With this realization has come the need for corporates to project an image that promotes this belief at best, or at worst, ensures that a negative message does not go out to the consumer regarding their commitment to conservation of nature. How do the corporates propose to do so, while keeping costs to the minimum is examined by the lead authors of this issue, Akash Agarwal and Manoj Das.

Also included is an empirical study by Zohra Zabeen on the effect that working capital can have on the bottom line of companies. While the study restricts itself to the steel industry, it is obviously relevant to most manufacturing industries and one hopes to draw appropriate conclusions from the study to streamline the flow of funds to the corporate to maximize profits. Does the investor base his investment decision on IPO grading for new issues in the share market? Jigna Trivedi tries to find out.

Other articles include a report on changing attitudes among urban women to products of the new age. Also an interesting paper on the role of universities in promoting entrepreneurship among their students and another on the way robotics is shaping industry and services across the world. The case study section features the dilemmas of the workforce as the organization tries to resist the corporate buffering during a rather tempestuous voyage. Authored by Arvind Sudarsan and his teammates, the study, among other things, highlights the need for effective communication with the employees, especially when the organization is up against tough times.

