

From the Desk of Executive Editor

IMR is published twice in a year in December & July. Both print and online versions are available for review. The journal invites articles with a focus on different management issues pertinent to the Indian economy & corporate sector. Articles dealing with international issues are also welcome. IMR attaches significant importance to issues like ethics, values & governance. Consequently we encourage papers in the areas with a concurrent focus on management issues. IMR also publishes one or more book reviews, articles & case studies.

The journal is targeted at industry participants & practitioners, academicians, research scholars who are our prime audience. The articles and papers published would thus aim to meet the needs of this primary segment.

All the research based articles are subject to blind review process as determined by the editorial team. We would like to congratulate our contributing authors for showcasing their research acumen by contributing diverse research articles to our journal. We hope to get incessant support in the form of best research articles from our readers.

I must give special thanks to Chief Editor Dr. Renu Bhargava, who had the vision to embark on this project. Her ability to draw together diverse talents and resources and her confidence that we could actually bring this journal to fruition is the mark of a true leader. I would also be remiss without acknowledging the contributions of our authors, whose contributions have made this issue a reality.

We invite all the authors and their professional colleagues to submit their research papers, articles, case studies, & book reviews for publication in our forthcoming issue i.e. Vol. XI | Issue II | December 2017 as per the “Scope and Guidelines to Authors” given at the end of this issue. Any comments and observations for the improvement of the journal are most welcome.

We wish all readers meaningful and quality time while going through the journal.

Dr. Suvarna Deshpande

Executive Editor

Indira Management Review

Bi-annual, International Research & Academic Journal