

Message from the Editor

As the entire world is living through a time of global economic challenges, different approaches are being carved out by various countries to insulate respective domestic economies against severe damage. At the same time once and for all we have learnt that the success of any economy is inextricably linked to the global economy. Understanding this unique phenomenon has been quite exciting and challenging for a relatively young and strong India. The nation, by its people is taking its strides along to explore its potential and define its identity, though journey just begun.

Winds of change would only take their origin from the thoughts and new ideas. The journal is our humble effort to provide a meeting ground, a common platform for researchers, practitioners and academicians to share their vast repository of knowledge and information. The second issue of AJMR offers gamut of well researched papers focusing variety of issues like talent management, corporate earning retention, green marketing or micro finance.

In focus provides insights into o issues that have triggered discussion in recent times. With disclosure of Raju's - the unpleasant experience has been an eye opener for the regulators of the economy opening up several issues related to corporate governance. The dream to build a powerful India, can only be realized by creating a strong base of ethical value structure. The section also provides an insight into sectoral contribution to the sensex in these turbulent times of economic recession.

We as people of India must believe that every situation offers a unique opportunity to learn and change and understand that the Human imagination is the ultimate resource for any economic activity. Innovation clearly is the next lever for value creation. Fresh lease of life can only be breathed with the winds of creative destruction and entrepreneurship. Book titled "Imagining India – Ideas for the new century " authored by Nandan Nilekani is reviewed in the concluding section in this issue.

In the pursuit of bringing ideas for management practitioners beyond their typical boundaries, a host of experts have contributed their time and expertise. I express my gratitude to all the contributors and reviewers who have enriched the contents A hearty welcome to Mr. S. Raghuram and Prof. U.K.Ashoke Rao who have accepted to join the editorial board and review panel.

While thanking you for the support and over whelming response for the first issue of AJMR, with the same spirit, I am confident that this issue of will be of great value to all our readers. We welcome your suggestions and feedback..

Happy reading!!!!



Dr. Anitha Ramachander
Chief Editor