

From the Editor's Desk..

"The greatest thing in this world is not so much where we stand as in what direction we are moving."

- Johann Wolfgang von Goethe



The pandemic has given a huge shock to the strongest economies of the world but nevertheless brought in new learnings, to adapt to the new normal. Innovations have been the positive hallmark of this outbreak and demonstrated the never-say-die attitude, the indomitable spirit of the human mind. The success of Indian scientists in developing the indigenous vaccine to fight the virus, the strategy adopted for the administration of the vaccine and reaching the record one billion mark has ushered in a new lease of life for a populous country like ours. Besides the leadership role played by India in supplying vaccine doses to 95 countries across the world, exemplifies the Indian philosophy of "Sarve Janah sukhino bhavantu".

While the efforts were on to beat the pandemic, major world events like the election of President Biden in the US and his new world view, Olympic Games at Tokyo, the OTT platforms providing the much required entertainment for a tired populace, AI, block chain, open source technologies, telehealth, 3-d printing, drones and robots, have all emerged and paved the way for business continuity.

Online Activity and Remote work are other systemic and structural changes that businesses have undergone and some industries, particularly the IT sector have been convinced of its benefits like higher productivity and work life balance.

The papers in this edition resonates with the same ideas and spirit. The first paper presents the pricing strategies of personal care products adopted by various brands to sustain the competition.

Attitudes towards colleagues and working conditions are significant aspects of boosting employee morale which in turn yields superior benefits to the individual and organization. In difficult times, it's the employee morale which increases the resolve of a person to be committed to one's job and the organization. The second paper in this edition brings forth the antecedents that lead to employee morale and engagement in the service sector. The third paper lucidly discusses the use of technology as an integral part of our daily life. Chatbots driven by artificial intelligence has been a major contributor in offering personalized service enhancing online user experience, developing trust and improving sales in the ecommerce environment. Technology has come to our rescue in the pandemic times and the population at large has been dependent on online retailing. The subsequent article presents what it takes to cope with stress and pressure which often lead to detrimental physiological responses.

The next paper presents a view of Captaincy stress among sports teams which is a rather nascent subject considering that all outdoor activities had come to a standstill. Leaders shine brighter than ever during tough times, displaying grit, keeping the players motivated with a penchant for performance, harmony and cohesion, overcoming external barriers and influences, particularly in team sports.

It's interesting to note that the lockdown has helped many youngsters to pick up the nuances of stock trading and also given them the luxury of time to monitor the stock prices throughout the day making reasonable profits. However with people returning back to offices, Algo trading provides opportunity for busy people to pursue their interest in the stock markets. You can gain insights into algo trading in sixth research paper.

The final article in this edition is an engrossing review of the book "Drive To Thrive: What It Takes To Become An Inspirational Manager" by SHARAD BAJAJ. It speaks of many instances where we are reluctant to lead though we are willing to guide people out of their challenges. This very inherent character of the human spirit was demonstrated across the world and each one of us have emerged a winner out of the COVID crisis. We are all in it together and will rise together.

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Chief Editor