

## *From the editor's desk...*



*Education is the most powerful tool we use to change the world*

*-Nelson Mandela*

*We live in a world where the only factor constant is change. Education is ever evolving and in this progressive field, we fraternities are the harbingers of change. In this scenario, there is a constant need to upgrade skills (read knowledge) to face up to continual challenges. Enhancement of knowledge is the logical result of constant learning, which in turn is inevitable.*

*In this current context, the following words sound very relevant. "Formal education will make you a living; Self-education will make you a fortune". Technology plays a pivotal role in enabling self-education. Technology in modern times has facilitated a sea change in educators and the education system. Vast knowledge has been facilitated, thanks to technology. It is pivotal in all our lives irrespective of age and level of education ranging from elementary to post graduation, in fact well beyond that.*

*These changes have ushered in a new era in management education and research. Technological innovation in academics is changing the way students learn and universities teach. While for institutions, the responsibility to equip students to compete in the business world is a real challenge, the prospects for the educated are simply great. Opportunity to work with the researchers across the globe and the sophisticated systems of learning management, are just a fraction of the transformational benefits accruing to academic institutions.*

*Technological innovation has a profound impact on management research, as it has wide areas to study. B- Schools aim at business management research which have resulted in their increasing importance .*

*AJMR is one such platform which provides immense opportunities to academicians, researchers, and corporates to come up with their dynamic and vivid thought process. We are indeed glad to receive wholesome support from all fraternities.*

A handwritten signature in black ink, appearing to read 'Anitha Ramachander'.

**Dr. Anitha Ramachander**

Chief Editor