

From the editor's desk...



You're the same today as you'll be in five years except for the people you meet and the books you read.

- Charlie "Tremendous" Jones

Dear Readers,

It gives me immense pleasure to present yet another issue of AJMR. This is the sixth year of publication of AJMR. Thank you all for patronizing and supporting us in this endeavor. Considering the requirement of the research scholars and also to take AJMR to greater heights, we, at Adarsh are going online and very soon will have the much desired "impact factor".

This issue has an array of articles from varied areas of interest of authors. Firstly, Prof. Manoj Kumar and Dr. Madhu Anand have analyzed the changing consumer preference in service sector and they have also illustrated the importance adaptability to survive and sustain in any business. The authors have chosen UPSRTC for their study and their study reveals the critical attributes of service quality and customer satisfaction. Further a study by Prof. Shivangi Singh and Dr. Pawan Kumar Chugan attempts to empirically examine the impact of relationship quality on firm's export profitability and increase the exporting firms' understanding about the concept's utility in handling foreign market operations by drawing data from small and medium sized exporting firms operating in Gujarat.

The most happening sector now is 'Retailing'. We have a paper by Dr. Charwak which attempts to present the latest trends in retail industry. Going forward, literature review is a very crucial step in any research. It allows the research scholar to identify the research gaps. We have a literature review by Prof Anju and Dr. J K Raju on the topic - Influence and effectiveness of leadership in banking sector. The next paper by Prof. Tamizharasi D. reiterates the need of social entrepreneurship. The author suggests factors associated with successful social entrepreneurship that leads to significant changes in the social and economic contexts for poor and marginalized groups.

Trading in the secondary market requires a highly integrated risk management structure. The case study contributed by Prof Prabhavathi C. gives an account of the importance of risk management and dynamic approach to manage the same. The case discusses the shift of trading platform from 'Odin' to 'Trade Tiger' by Sharekhan Pvt Ltd.

Hope you find this issue of AJMR very resourceful.

Happy reading!!!!

Dr. Anitha Ramachander

Chief Editor