

Message from the Editor



“The world hates change, yet it is the only thing that has brought progress”

- Charles F. Kettering

Welcome to volume II, issue 2 of Adarsh Journal of Management Research. Taking forward, the efforts in journey of providing repository of knowledge and information to researchers, practitioners and academicians in the area of Business Management, we thank for the support extended to the journal.

As quoted by Deputy Chairman, Planning Commission, Mr. Montek Singh, the economic indicators are changing for good times and the worst may be over. India remains to be second fastest growing economy after china. With all sectors including manufacturing registering positive growth numbers, brings hope and optimism all around and in the light of which creative power of people could be harnessed in terms of successful innovation. In the wake of this optimism the knowledge dimensions provided by the authors and thought leaders become key factors for effective and efficient management.

The current issue includes articles based on empirical studies with considerable depth and detail. Section ‘**Test of Reality**’ offers empirical papers with statistical analysis and primary research. During these challenging times, retaining investors’ confidence has been a prime concern for fund managers. First paper focuses on performance evaluation of selected schemes of mutual funds based on risk-return relationship models and measures. Paper on impact of code switching and code mixing in advertising focuses on the importance of Consumers’ language attitudes in writing ads. This is particularly relevant for advertisers targeting bilingual markets. The section also presents well researched papers focusing on variety of issues like supply chain management, investment analysis etc.

“**Content Analysis**” – second section of the journal provides conceptual research papers in the area of micro finance and the HR Perspective of aging work force. First paper in this section focuses on experiences of micro finance programmes in the Indian context with specific reference to rural women empowerment. What an interesting read is the paper on aging workforce. It provides organizational as well as societal implications referring to changing HR practices.

Rise and fall of Subhiksha – one of India’s largest retail chains is analysed as a case to understand the causes there off. The concluding section provides review on book “A better India, A better World” authored by N.R. Narayana Murthy and “Buy – ology authored by Martin Lindstorm.

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. We welcome suggestions and feedback to improve the quality and usefulness of our endeavour.

Happy reading!!!!

A handwritten signature in cursive script, appearing to read 'Anitha'.

Dr. Anitha Ramachander
Chief Editor