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Editor's Desk

The Indian business environment has once again taken somersault after riding the wake of a phenomenal GDP growth rate ranging between 9% and 11 %. The GDP is poised to dip again to the Hindu rate of growth. Arresting this success story have been the international cues beginning with the U.S. sub prime crises followed by the runaway oil prices and global food shortages. Added to this has been the spanner of the Nuclear Deal which has seen the parting of ways between the Congress and the left and the Samajwadi party summered to be seeking the scalp of finance minister, oil minister and RBI Governor as a way out of this impasse. Looks like political economy has got another lease of life.

Current issue of JIMS 8M has incorporated the following articles:- The 'research' section features four articles. The first one on "Marketing Strategies of APSRTC Occupancy Ratio to Warangal Region" by B. Prakash and others focus on the various marketing strategies use by APSRTC to enhance customer satisfaction. A. Ramachandran and others in their article "A Study on Tourism Awareness and Satisfaction in Tamilnadu with Special Reference to Mamallapuram" delineates the factors responsible for customer awareness and customer satisfaction. In the article "Investment in Mutual Funds: the Myths and the Mystiques" V. V. Seshamohan and others charts the growth of mutual fund industry in India. H.C. Purohit in his article "Customer Relationship Management and Brand Loyalty Through Word of Mouth (WOM) Communication" emphasizes on the role of word of mouth communication through CRM and brand loyalty.

The perspective section consists of five articles. Swati Agrawal in her article "Understanding and Measuring Intangible Assets" has examined the significance of understanding intangible assets. Manishankar Chakraborty in his article "Indian Management: a Global Model" has stressed on various aspects of Indian Management. The third article "Export Prospects of Seeds from India" by G.P. Gandhi has appraised the great export prospects of seeds. Mohd Nishat Faisal and others in their article "Minimizing Retail Shrinkage: Understanding the basic Premises" have highlighted the importance of understanding the basic premises of Retail shrinkage. V.K. Verma in his article "HR Footprints – the Human Resource Facts" speaks out on various human resource facts prevailing in the industry. The opinion section, Valeed Ahmad Ansari throws light on the "Eliminating Equity Capital as a Risk Cushion"

(Dr. Ravi K. Dhar)