

Editorial

We are pleased to release the first issue of Volume 3 of Indore Management Journal. The editorial team is conscious of the fact that there has been a delay in bringing out the first issue of Volume 3. As it is common for any new journal, IMJ is also going through the challenges related to stabilizing its presence. Every attempt is being made by the editorial team to ensure the quality, relevance and usability of the journal is enhanced.

Also, attempts are being made to stabilize IMJ and institutionalize the process of bringing out IMJ on a regular and routine basis. As a first step in this direction, the Editor-in-Chief has stepped aside and handed over the task of managing the activities of the journal to a faculty team. The Editor-in-Chief would continue to remain as a mentor and contribute to IMJ in whatever way he could to the betterment of IMJ.

Volume 3, Issue 1 has the usual mix of view points, perspectives, scholarly articles and book reviews.

It is well known that corruption in public life in India is considered to be one of the major impediments in the progress of our nation. Of late, there has been a lot of public debate on how to address issues related to this and make India corruption free. In this context, IMJ is happy to reproduce (with permission) the thought processes of Shri N.R. Narayana Murthy, which was delivered as the Vikram Sarabhai Memorial Lecture at Ahmedabad Management Association.

This issue also carries a conversation with Dr. Mukesh Batra, an entrepreneur and a homoeopath who made this alternate medicine as an acceptable practice in the Indian context.

As in the past, there are two scholarly articles included in this issue. One article argues why extreme value theory is useful in modeling the market rates better than the conventional measures under the volatile market condition. The second article explores why employees neglect their work or express their grievance / hardship in the context of multinational companies.

A set of reviewed cases presented in the recently held national conference jointly organized by Institute of Management Technology (IMT), Nagpur and Case Research Society of India (CRSI) is included in this issue for wider dissemination.

The perspective section of this issue carries an article on ethical issues in the business context by Dr. A. R. Garde, an experienced and well known professional.

As in the past, the present issue carries an assortment of book reviews. These book reviews cover different topics related to negotiation, limitations of rigidity as a human behavior, change management, repositioning marketing in the emerging economic context and the evolution of new media.

The editorial team is confident that the readers would find this issue useful and enjoyable to read. We look forward to your suggestions and comments to make the future issues of IMJ more useful and relevant.

Editorial Team

Indore Management Journal (IMJ)
