

Editorial

We are pleased to release the second issue of Volume 4 of Indore Management Journal. As in the past, this issue has the usual mix of viewpoints, scholarly articles, management case, perspectives and book reviews.

In the viewpoint section, Sashi Tharoor argues for the need to examine the concept of profit and enumerates the challenges for building a knowledge society and not just a knowledge economy. Robert S. Kaplan reflects on his 30 years of professional life. Through four examples he demonstrates the need and the joy of putting innovative ideas into action.

There are two scholarly articles in this issue. The first article discusses the issue of content delivery in classrooms and raises critical apprehensions towards the knowledge bowl available for delivery in management schools. Further it argues the need to elevate the contents delivered in the classroom to the status of science. The second article highlights the importance of case method as a powerful pedagogy in management education and argues for incorporating scenario analysis within the case method to make it more effective.

The management case takes up the challenge faced by a Project manager in regard to the timely completion of a refurbishing project. Given a timeline of seven months and the task of refurbishment of about 52,000 square meters of surface, the officer is wondering how to plan for the execution of the work. The commentaries analyze the case and discuss solutions towards the project management.

Based on literature, the perspective section explores two important issues prevalent in organizational context. The first one explores the role of trust and commitment in B2B relationship, whereas the second one explores the concept of depersonalization.

The present issue carries five book reviews. The reviews cover subjects such as the advertising campaign of Amul over a period of 50 years; the board processes and governance in the context of the future of boards; the incredible stories of Tata group in creating a timeless institution; the auto-biography of Kiran Bedi, and the learning from the recent financial crisis in improving the future financial market.

We look forward to your suggestions and hope as in the past this issue is of interesting read.

Editorial Team

Indore Management Journal (IMJ)