

Editorial

We are happy to present the second issue of the seventh volume of the Indore Management Journal. This is a special issue on the domain of marketing management. The present issue tries to focus on understanding and improving quality of products and services in emerging markets.

The first article discussed the factors affecting the competitiveness and survivability of unorganized retail outlets in the dynamic retail environment. The influence of employer branding on employee's attitude has been reported in second article. The third article investigated that service innovation must perform a mediating role in the relationship between market orientation and organization performance. The fourth article focuses on the consideration of ethics in marketing communication. The fifth article highlights the major issues in penetrating into new market segments of different sectors and suggests ways to overcome problems related to market penetration. The sixth article explores the four store characteristics which may lead to trust and, in turn, facilitate formation of willingness to purchase, electronic word of mouth and social capital in consumer's social networks. Last article measures and compares the perception of customers in the customer service practices of the two sectors.

We are confident that the articles presented in this issue will be useful to current management researchers and practitioners.

Editorial Team
Indore Management Journal (IMJ)