

Editorial

The present issue consists of seven articles in varied domains of management research. These papers have used different methodologies in arguing their findings. The first article followed the grounded theory approach to investigate the store attributes vis-a-vis assortment policies on decisions taken by small retailers. The second study pertains to the informational efficiency of financial options. Using the event-study technique on Quarterly Earnings Announcements data the study ascertains the speed of price discovery of the underlying assets. The findings have implications for firms that are currently considering hedging alternatives. The third paper picks up a controversial and sensitive topic, sexism in Indian advertisements. Based on a qualitative study among the intended audience sample of this advertisement, the authors came up with implementable recommendations for the advertising industry. Continuing on the theme of marketing promotions, our fourth article is on celebrity endorsements and their impact. Following a detailed literature review with a qualitative study of Indian celebrities and their campaigns, the paper delves into marketing promotion and provide important precursor to future studies in this area. The fifth article is a conceptual piece on the sociology of the internationalisation process currently occurring in the higher education sector. The paper makes an attempt to understand the complex mosaic of societal, technological and material factors that is causing this substantial shift in how we experience education. The paper contributes towards the theory of how 'space' as represented by urban culture, interacts with 'subjects' i.e. human beings, to give way to and even accelerate the process of internationalisation. Sixth article is a case study of Pratham Infotech Foundation and the challenges it faces in its attempt to scale up its operations. The seventh paper develops a survey instrument to capture effectiveness of management in controlling the students in a school. We are sure that you will find these articles useful.

Editorial Team

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