

FOREWORD

We are glad to present Journal of Applied Management-Jidnyasa, Volume 8, Issue 2, 2016. This Issue is a compilation of seven research papers and commentaries to a discussion article.

First paper, “**VAR: An Alternate Measure of Risk**”, authored by **Gunjan Kumar & Dr. Satyendra P. Singh** discusses VAR (Value at risk) which is a statistical technique and is used to measure and quantify the level of financial risk within a firm or investment portfolio over a specific time frame. This research paper is an attempt to discuss the concept of Value at Risk and the rationality behind using it.

Second Paper, “**Technology Paving Way for Financial Inclusion in India-A Reality Check**”, authored by **Dr. Reena Agarwal** explores and analyzes the role played by information, communication and technology in expanding the financial outreach, among the un-served and under-served in the society. The study divulges the efforts made by the Government of India and the initiatives taken by the Reserve Bank of India, to create an efficient ecosystem for the technology companies and banking organizations, to leverage the high mobile density in the country, for enlarging their market penetration and outreach.

Third paper, “**Understanding the Patterns of AID Flows: Case Studies on Emerging Donors**”, authored by **Devyani Sharma, Preeti Kamboj & Priyanka Agarwal** studies the aid patterns and their formulation of four emerging donors-India, Thailand, China and South Korea. The aim of this paper is to see how aid patterns have emerged in these countries and the paper further discusses the factors responsible for that.

Fourth paper, “**Make in India: Opportunities and Challenges- Supply Chain Management**” authored by **Tejeswani Pandsey** discusses the concept of the “Make in India” campaign. The paper highlights the opportunities and challenges of the campaign for various sectors. It also discusses the implications of this campaign on supply chain management. This paper highlights 3 critical areas for an efficient supply chain: (i) *Capital in Infrastructure*; (ii) *Capability*; and (iii) *Compliance*.

Fifth paper, “**An Integrated CSR and Social Entrepreneurship Model for Rural Education in India**” authored by **Dr. K Kumar & K Naveen** identifies that ‘literacy’ is a reasonable mother of all issues in a society and a reasonably best indicator for future development. The paper applies models of ‘social entrepreneurship (SE)’ and ‘corporate social responsibility (CSR)’ for education in the rural sector. The overall objective of this paper is to devise a Built Educate and Transfer (BET) model for rural education model in order to improve the connectivity of education to social processes.

Sixth paper, “**Blue Ocean Strategy: An Opportunity for Entrepreneurs to Create Uncontested Market**” authored by **Dr. Swaty** discusses how the Blue Ocean Strategy can act as an innovative strategy for an entrepreneur. The paper propagates that successful people do not do different things but they do the things differently. The paper suggests that entrepreneurs can follow the path of transformation to meet out the desired objectives of the organization.

Seventh paper “**The Human Rights Perspective towards Enhancing Employee Satisfaction and Organizational Effectiveness: A study of Telecom Sector in India**”, authored by **Mr. Anshul Alok** and **Dr. Seema M. Wali** studies the implementation of human rights’ aspects influencing the individual employee-satisfaction. The study argues that this results in greater individual output which leads to higher cumulative performance; and the study propagates that this in turn enhances organizational effectiveness.

In the end, Commentaries to the article; “**Out of Focus or Inappropriate Paradigm Choice: What happened to Management Research?**” authored by **Prof. S. Chakraborty**; written by **Dr. Kuldeep Kumar** and **Dr. Ritika Mahajan** have been presented.

The article, “Out of Focus or Inappropriate Paradigm Choice: What happened to Management Research?” authored by Prof. S. Chakraborty was a discussion-article published in Volume 8, Issue 1 of Journal of Applied Management-Jidnyasa. The article invited the views of readers about usefulness of our present day management research.

Wishing you all a happy reading!

Dr. Jaya Chitranshi
Ms. Preeti Kamboj