

Editorial

JIDNYASA: Thirst for Knowledge 2013 received contributions on a wide spectrum of very current issues. It contains some very interesting contributions on the most current topics.

In the Perspectives section, Dr D. M. Deshpande, in his 'An Attempt to Clear The Real Estate Mess' discusses how while the Real Estate (Regulation and Development) Bill is a much needed bill, its implementation cannot deliver results unless the quality of men who monitor it is up to the mark. Mr. Nitin Singh discusses in 'Aadhar and Financial Inclusion' why Aadhar and financial inclusion need to be simultaneously implemented in order to avoid a major crisis in our economy. Mr. Pradyut Hande's 'Student Start Ups---Good or Bad?' talks of acquiring the 4As for success namely - Ambition, Attitude, Ability and Adaptability!

This time we have a very interesting book being reviewed by Dr Pradnya Chitrao namely 'The Pebble in the Shoe: Five Steps to a Simple Confident Life' written by Jim Fannin. The book gives very simple but powerful insights into leading a simple but more confident life.

Turning to the research papers, we have first in the CSR section 'Corporate Social Responsibility: A Bird's Eye View' by Tania Chourasia, Vadeendra Joshi, Suvi Verma, and Sumer Seth. The researchers find that quite a few companies make substantial commitments to CSR more out of obligation rather than out of

genuine concern for society. In the Economy section, Inclusiveness and Innovation –Challenges for Sustainable Growth of Emerging Economies: An Experience of India' by Dr B. N. Kamble which examines and discusses the main concerns or, the challenges for sustainable growth of emerging economies based on the experiences in India. He concludes that location of globally strategic R&D by the multinational corporations (MNCs) and innovative products and services resulting from R&D activities in emerging economies seem to better address the needs of consumers at the bottom-of-the-pyramid in other developing countries.

In the Education Section, we have Prof Mandira Basak's 'Selection of Teaching Faculty in B-Schools in the Context of Emerging Economies: The Indian Scenario' wherein she finds that the selection process and the teaching-learning process have not changed despite of changing management scenario, and that neither stakeholders nor components of research and evidences are involved in the process of framing policies and guidelines and that Indian B-schools do not enjoy autonomy to develop indigenous selection model.

In the HR Section we have Dr Asha Nagendra and her students Pranav Singh, Ranveer Shinde, Sumit Kapoor, Priyanka Yadav , Vartika S. Panwar, Dhruv Kanal in their paper 'Analysis of Working Environment for Women in Corporate

Setting in India' analyze and present perspectives that offer an increased awareness of the challenges and opportunities for women in corporate in India as also study dimensions of the work organization that contribute to either a supportive or a hostile environment for women. In 'Motivation and Job Satisfaction Amongst Pilots in the Civil Aviation Industry in India', Dr Asha Nagendra and Dev Anjali found that pilots are selected in the flight operations management based on flying experience and have no clue about administration and management leading to disgruntlement among

other pilots. The researchers recommend that there must be proper parameters and training involved before selecting pilots to manage flight operations.

In Retail section, Dr. D. M. Deshpande and Prof Komal Chopra in their paper 'FDI in Retail: A Study with Reference to Select Stakeholders' find that the move to allow FDI in retail will benefit the farmers and Kirana shops as stakeholders. They found that the impact of organized retail on the unorganized sector would, at the most be marginal.

