



Editorial

SIMS presents to you the fourth edition of JIDNYASA: Thirst for Knowledge. A refereed research journal of the Institute with an ISSN, JIDNYASA will this year become bi-annual. It has also donned a new look replete with Perspectives, Case Studies & Book Reviews. JIDNYASA received a good response for all sections both from within as well as outside SIMS. We have, like last year, included a select few papers submitted for SIMSARC11.

At the very outset we have Perspectives, a section wherein we have a perspective on 'Basis of Leadership: Character or Conscience?' by Mr Francis Sequeira. Here the author contends that today's institutions are training make-believe leaders with selfish motives who treat their juniors like remote controlled puppets. In his opinion corporate leadership's ultimate purpose is making profits. He presents the seven Rs of leadership without which corporate leaders put on various masks of position, performance, and power. They are rational thinking, resourceful resolute willpower, relationship building, role playing, realistic vision, result oriented mission, and responsible risk taking. In the second perspective by Amogh Deo on 'Will Soft Power Propel India to the High Table?', we come to know that soft power or co-optive power is the ability to shape others' preferences and rests on the attractiveness of one's culture and values. Mr Deo is of the opinion that this soft power is not enough to win for India a permanent seat in the United Nations Security Council or the High Table. This requires strong leadership and an effective foreign policy from the government.

The next section is the case study section wherein we have a case study 'Vijeta-The Victorious' by Prof Prajakta Kanegaonkar, Prof Priyanka Tupe, Prof Radhika Ingale, Prof Trupti Bhosale, and Dr B.R. Londhe. It traces the growth of a printing firm Vijeta and the challenges that the owners faced and how they countered them in order to keep pace with modern times and competition in the printing business. The third section is that of Book Review. Here we have Prof Arti Chandani reviewing 'Emerging India: Economics, Politics and Reforms' by Mr Bimal Jalan. Prof Chandani finds the author provoking the readers to think responsibly as good citizens and proposing a single agency namely AIREA (All India Rural Employment Agency) on the tunes of IOC (Indian Oil Corporation) for implementing rural employment programmes. She finds that the author has also enlightened the readers on the importance of science and technology and the impetus of the same on the growth of a nation. She further notes that he elaborates the banking system in its current state and the impact of globalisation which has resulted in the integration of financial markets. She informs us that the author has also highlighted the reform that took place in the Indian banking and finances e.g. New Basel Accord, 'ninety-day norm' in the classification of NPA (Non Performing Asset). Finally he finishes the book with the sensitive topic corruption and elucidates the effects of "corruption multiplier". Prof Chandani recommends the book as a "pleasant and effortless read".

The fourth Section contains research papers by academicians and student managers. Dr B.R. Londhe in his paper 'Ecovation: Innovation for BOP Markets' explains how global companies have created value in developing countries by creating business that concentrates on the Bottom of the Pyramid (BOP) market. This is because of the direct connection between technological change and economic growth. He shows the capitalizing relation between innovation and strategy that leads to the creation of more value. He concludes that "the poorest populations raise a new managerial challenge for the world's wealthiest companies: selling to the poor and helping them improve their lives by producing and distributing products and services in culturally sensitive, environmentally sustainable, and economically profitable ways".

Dr Pravin Kumar Bhoyar & Dr Asha Nagendra's 'Establishing Relationships That Strengthen the Business Incubator and Services Rendered to Businesses' brings out the emergence and importance of Incubator Managers' Role supporting new ventures, overcoming the challenges faced by entrepreneurs and establishing an ecosystem for the venture initiation process so that the start-ups are successful. Prof Bhoyar's paper focuses on the incubatees' reasons for satisfaction over various facilities provided at the incubation centres and the involvement of incubation managers. He found that mentoring and assistance in obtaining finance were the two factors most important in the creation of successful ventures.

'Mobile Banking: An Asset to Banks' by Prof Gauri Prabhu finds that mobile banking has come in handy in many parts of the world with little or no infrastructure development, especially in remote and rural areas. The emergence of mobile telephony and its hi-tech variants such as 3G and BWA, kiosks, ATMs and Internet will ensure that banks get to ride the growth wave like other industries.

Ms Sapna Choraria & Ms Shrabani Balram Bhattacharjee's 'Gaining Customer Satisfaction Through Frontline Employee Orientation: A Customer Centric Approach' examine the relationship between variables of job satisfaction-employee commitment and frontline employee orientation to deliver quality service and achieve customer satisfaction. The authors find that dimensions like employee loyalty, designation, work-environment may also influence employee orientation. Also, the study represents the viewpoint of private sector of hospitality industry which cannot be generalized to other industry and sector. Prof Dharmesh K. Mishra's 'The Leadership Traits Admired by the Young Generation' tries to find out the perception of leadership amongst the young generation of today and the various qualities expected in a leader as required by the young generation. In addition the study will also provide insights on male and female differences of leader expectations as also the leaders who are admired by the younger generation of today. Prof Athar Mahmood's 'Listening to Trainers: Implications for Banking Sector in Modern Times' points out a significant difference in perceptions of trainers regarding the effectiveness of training programmes



with respect to performance of bank employees. The study showed that most of them view less time as a major barrier to training but feel a positive change comes over in bank employees after training is imparted to them.

In 'Feasibility of Green Marketing the Women's Cosmetics Industry', Prof Surya Rashmi Rawat points out that consumers in the western world, both individual and industrial, believe that eco friendly products are now the need of the hour. This has led to the emergence of green marketing with prime focus on marketing sustainable and socially-responsible products and services in the society. This has come as a panacea for marketers to differentiate their products from others, satisfy the needs of consumers and earn better profits. Many business organizations have started implementing green marketing in India. The researcher strongly recommends that it is necessary to spread awareness amongst the masses about the significance of green marketing and the role of buyer in preventing environmental degradation so that we can hand over a safe and healthy earth to our progeny. Dr Bindiya Kohli & Dr Suvidha Khanna's 'Measuring Customer Relationship Management And Service Quality in the A-Class Hotels in Jammu' examines the impact of CRM on the service quality in the hospitality industry. The study also frames policy parameters to further enrich CRM and to improve its impact on service quality.

Prof Komal Chopra in his 'An Empirical Study on the Influence of Store Brand Personality on Consumer Choice of Store Across Retail Formats in Pune' investigates the impact of "brand personality" of an organized retail format on "consumer choice" in selection of a store. He found that "brand personality" had a significant impact on the "consumer choice" of store. The research will enable the organized retailers to focus on enhancing those brand personality dimensions which consumers perceive as important for store selection. 'Sensory Marketing in Retail: Why Not All Five?' by Prof Mukta Srivastava & Prof Gunjan Singh Srivastava attempts to highlight the importance of including all the five senses into the production and communication of the product. The article also throws light on various difficulties that a marketer may face while adopting this strategy. At the end, the article concludes that a brand with all the five senses becomes an asset not only to the marketer but to the consumer as well.

The section containing research papers has firstly 'Analysis and Optimization of Automobiles Using TOPSIS Method (A case study) by R. H. Sasi Kumar, R. Vinoth Kumar, R. Vivek, & S. Zameen Ahmed 9Student Managers of Thiagarajar College of Engineering, Madurai. The paper identifies the technical properties requirements of the automobiles and discusses about the estimation methods. They have used TOPSIS method (Technique of Order Preference and similarity to the Ideal Solution) to optimize the automobiles based on the source data and suggested the best one which satisfies the current requirements of consumers. They found that customers expect more and that expectation grows based on their needs day to day. So they conclude that in order to hold their place in the global competitive scenario various new strategies must be adopted by the companies apart from modernizing their products. 'India at the Fulcrum of Digital Age' by Gaurav Shrivastav attempts to illustrate the impact of Internet penetration on not just the consumer behaviour and lifestyle, but also on the way business will be conducted in India by 2020. Augmented Reality and Cloud Computing, mobile phones will become the prospective unique identifier of an individual in both real and Digital world, and would bring about convergence of both the worlds. Online medium will become the preferred medium of marketers and mobile phone will be the key initiator of this paradigm shift. It is thus evident that JIDNYASA has a very rich and varied range of contributions from both internal as well as external scholars. The level of research in this wide range of management areas is high given the fact that SIMS has upheld the expert reviews given by its esteemed Board of Referees, and not included the contributions turned down by the experts. We hope that the Journal proves to be enriching to academicians, student managers, and corporate.