

Editorial

Happy publishing seems to be the theme catching up fast across many places and fields as indicated by the rise in the number of journals being published online and in print form. But, “you pay, I publish” policy catching up fast, quality might have been relegated in the list of desirables to choose a paper. The quality of several papers we receive do not hold much promise and that is a serious concern.

This issue of SDM IMD Journal of Management is the twelfth one and reminds that the journal has completed its sixth year of publication. This issue contains four research papers, one case study, two book reviews, written by a mix of senior and young writers. So the readers have the advantage of reading the articles written from different perspectives.

Dhruba Kumar in his paper has explored how well the human resource managers are involved in the strategic decision making in the organizations. This study aims to determine the awareness and perceptions of top managers regarding the role of HRD in their organizations and examines empirically the strategic linkage of HRD policies and practices in the publicly listed 105 companies of Nepal.

Grocery retailing in India is witnessing a boom time as reported by Meena Rani and Ramachandra, who have explored the status using the secondary data, and conclude that value, convenience and variety hold the key for a gaining and retaining the customer in the highly competitive landscape.

Selvakumar has analyzed the investment knowledge of household investors in the Virudhunagar District of Tamil Nadu, India, and comments that the investors need to be aware of the options and be clear about their objectives. He finds that most of the investors are conservative in nature and not willing to take risk, consequently settling for low returns.

The current state of triple bottom line reporting practice in India by power generating companies is investigated by Sudipta Saha Roy and Sarbani Mitra who have also measured the qualitative characteristics of such reports using a scoring system. They feel that scope exists for improving the present reporting system as it lacks objectivity and information.

The case study by Bala Bhaskaran is about the game-show, KBC, which involves a quiz program, hosted by a celebrity, on general knowledge with the amount of reward increasing after each question along with the difficulty in answering. The case demonstrates how the game show became a business model and prompted many others to emulate the original model.

Pradeep Rau has provided an extended book summary and review of “Left Brain Right Stuff: How Leaders Make Winning Decisions” by Phil Rosenzweig, highlighting why it is a good read for the business students and managers. His review delves into each chapter covering a unique concept and provides a clear picture of the contents.

The second book reviewed in this issue is “No Ordinary Disruption” written by the Directors of McKinsey Global Institute—Richard Dobbs, James Manyika, and Jonathan Woetzel. Akhila while reviewing the book states the need to focus on the positive sides of disruption and recommends the book for all categories of readers.

I sincerely thank all the authors, reviewers, and members of the Editorial Committee for their support and cooperation in bringing out this issue and thank our publishing partners M/S Informatics, Bangalore, India, for their excellent work in printing the hard copy as well the digital form of the current issue.

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Chief Editor*