

Editorial

Warm greetings to all the readers. We are happy to release the first issue of the twelfth volume of the Journal. The journal has been growing stronger with increasing quality contributions of the researchers and academics and appreciations from the rising readership. This issue is composed of interesting and good quality research papers and a book review, analysing from different perspectives of management.

The paper titled “Health Expenditure and GDP Growth in Botswana” by Narain Sinha attempted to address four issues associated with health expenditure in the estimation of income elasticity are role of technology, heterogeneity of the health expenditure, treatment of structural break and dynamic aspects of health expenditure in Botswana. The results indicate that the health care is a necessity at least in the short run. This is in contrast to the available evidence for other countries especially among upper middle income and in Africa.

A. Govindharaju examined the socio-economic status, income, employment and saving patterns of migrant women workers in the construction sector in a paper titled “Income, Employment and Saving Patterns of Migrant Women Workers in the Construction Industry”. One of the key observations of the study is that the wage rate was the dominant factor when women workers determine whether to migrate.

In their research paper titled “Online Review Characteristics and Information Asymmetry: Is it easy to switch between Online Shopping sites? A Case Study of Reviews from Amazon and Flipkart”, Sudhakar Vijayakumar, G. Vidyashankar, Venkatesakumar R., Madhavan S., and S. Riasudeen analysed the online review from Amazon and Flipkart for the masks and sanitizers to understand the distribution characteristics of the online reviews. The study identified the variations between Amazon and Flipkart reviews in general, and in their brands sold as well. While the review characteristics and their distributions are unknown, the authors argue that this information asymmetry creates constraints for store switching behaviour of online consumers.

In her research paper titled “Pradhan Mantri Jan Dhan Yojna and Financial Inclusivity: An Empirical Analysis”, H. N. Shylaja found that the number of households covered and the usage of financial services under PMJY have a significant improvement apart from the improved banking habits of newly included individuals. The paper also analysed the policy implications of the study outcome.

The present issue also includes a paper titled “Reinventing a Better and Effective Institutional Framework for Efficient Watershed Management, Agriculture Development and Progress of Village Communities in Rural India: VDMO” written by Anil Kumar Mishra and B. S. Kalra. The authors envisaged a new model for the overall development and management of resources of the rural agrarian economy of India. The proposed Village Development and Management Organization (VDMO) is a three-tier developmental model for local self-government based on the decentralized developmental principles. The paper presumed that this is a closed chain business model for earning profits using local resources with sustainability by all beneficiaries.

Mohammed A. Abu Rumman and Amani Abdelhafeeth Alzeyadat contributed a paper titled “The Impact of the Department of Public Relations and Media on Crisis Management: Case Study of the Greater Salt Municipality, Jordan”. The authors through the case of Greater Salt Municipality in Jordan examined the role of Public Relations and Media Department in crisis management.

Dr. J. J. Savithri reviewed the book “Lean In: Women, Work and the will to Lead” written by Sheryl Sandberg with Nell Scovell. The reviewer has brought forth the salient features of the book, the myths and the realities, and the managerial nuances. The review narrates why is the book a must read for ambitious career-oriented women.

The articles are selected for publication after rigorous review and quality check processes. The timely support of the reviewers was incredible. I am grateful to the review panel for the valuable contribution.

The SDM Education Trust ever encourages and inspires all academic endeavours and without their support we would not have been able to publish the Journal.

My regards to the Director, Faculty and the staff of SDMIMD for support in bringing out the present volume.

As always, our publication partner Informatics Publication Limited (IPL) has done a meticulous work in the production of the current issue.

Congratulations to the authors and good wishes to the readers.

Dr. B. Venkatraja
Editor-in-Chief