

## Editorial

*Greetings to all the readers. Continuing the tradition of presenting the absorbing research articles to the readers this issue also covers certain interesting papers in the contemporary business world.*

**Jane Banda – Prof. h.c. Dr. JózsefKáposzta – Adrienn Nagy - Dr. Henrietta Nagy** in their Research paper entitled “Women Empowerment issues in Zambia” highlighted that gender issues are really important in Zambia, since women do not have the same rights as men. In their survey they have concluded that even businesses existing for more than 5 years, are open and have willingness to employ women even in management positions. Results indicate that most companies have positive perception towards female workers and they believe that women are hardworking, loyal, reliable and committed this gives women an advantage for them to be employed.

**Dr. Y Kesava Reddy**, in his paper entitled “Inclusive Growth in India is An Expatriate” focused on the inclusive growth in India, calls for discipline among the politicians, bureaucrats and all those who are associated with the implementation of strategies of economic growth and development in Indian economy.

**Dr. Abraham Konda and Dr. Rajasekhar Mamilla** in their paper “Poverty Eradication through Employment Generation by District Industries Centre in YSR District of Andhra Pradesh” revealed that there are heavy fluctuations in the employment generation from year to year. It is found that employment generation is not taking place at par with the social status of the people in the society so it has to be concentrated by the authorities.

**Dr. R. Neelaiah**, in his research paper entitled “A Study on Self-Help Groups at Work in Anantapur District of Andhra Pradesh”, focused over the last few years, “people’s participation” and “Empowerment” has become the buzzwords in rural development and local planning. In this context, Self-Help Group (SHG) has emerged as the most successful strategy, in the process of participatory development and empowerment of women. It covers socio-economic development of Self-Help Group Members (SHG) in Anantapur district of Andhra Pradesh through participation in poverty alleviation programmes.

**Dr. M.V.S. Sudhakar & Dr. V. Venkateswara Rao**, in their paper “Role of Organizations and Individual Stress Management Techniques to Combat Stress among Employees working in ITES Sector” highlighted that in today’s complex world every organization is fighting for their share in the market. In that process many organizations are not much bothered about their employees well being. They offer certain specific techniques to combat the employee work stress.

The paper entitled “Impact of Mergers on Share Price Performance of Merged Banks: An Event Study” by **Dr. (Smt) A.N. Tamragundi & Devarajappa S**, concluded that, in a banking environment marked by frequent merger, such transactions directly or indirectly affect the shareholders sentiments and increase the market shares i.e., mergers enhance the performance and wealth for both businesses and shareholders.

**Diptiranjana Maharana** in his paper “Learning Professional English: A study on Improving listening and speaking skills” covered, Socio-cultural factors like cultural difference, social status, self-identity, gender etc. play an important role in increasing anxiety over the mastery of Professional English. English language learners naturally want to develop a grasp of the language for social, as well as academic, purposes. To achieve the goal, they have to start with the essentials – the language of the intellectual, in the community and at school.

The paper titled “Innovation of Online Marketing in Global Scenario” **by Mrs. C. Jeevana, Mr. M. Somasundaram, & Dr. P. Subramanyam**, covers the demographic factors, the purchase intentions, impulse buying, and frequency of purchasing of the customers. The study mainly focuses on Brick and Pick and Pure pick companies.

Dr. K.V. Narasimha Murthy & S.Ismail in their study entitled “Determination of The Behaviour of Market Value of Shares through Simulation Techniques” found this type of analysis will help a lot to common investor to take appropriate and more beneficial decisions before the investment in the Share Market.

**M. Sreenivasulu, S.Md. Ali Basha & Dr. Mamilla Rajasekhar** in their paper titled “Shopping behaviour –Retail Stores practices with special reference to Chennai City” revealed that the young customers of the Chennai city were found to have favorably inclined towards the mall than their older counterparts.

**Dr. P. Subramanyam, Mrs. C. Jeevana, & Mr. M. Somasundaram**, in their paper “Performance Appraisal of Indian Bank – An Analytical Review”, concluded that the Indian bank profitable performance was declining during the study period from 66.67 per cent to minus 26.78 per cent due to increase in the rate of operating expenses than the rate of increase of earnings. However, the bank needs to improve the percentage of growth in profitability for rendering financial services to public and play a crucial role in developing Indian economy.

*We encourage all the readers to thoroughly present their opinions and ideas not only on the papers presented in this issue but also on the various contemporary issues influencing the business world across the Globe.*

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