

## Editorial

*Dear Readers,*

*When the world is witnessing radical changes, it calls for innovation of ideas and effective implementation of strategies. The academia & industry reacts to these changes and on our try to light the world with their observation. This issue covers a few of these observations, and offers solution of paramount importance.*

**Dr. G. Vijaya Kumar**, in his research paper entitled, “Impact of Tribal Development Programmes on Income and Employment Generation of Tribals -A Study of Anantapur District” The study makes it clear that 70 percent of beneficiaries did not utilise the sanctioned financial assistance for which it was sanctioned. In addition to these, there was absolutely absence of monitoring the implementation of the tribal developmental schemes by the officials concerned at the district level and it is concluded that if the authorities concerned evince interest and solve the problems of the beneficiaries in the proper implementation of the tribal developmental schemes, undoubtedly it results in the improvement of income and employment aspects of the lambada and non-lambada tribes in the district.

**Ms. Manjula Shekar** in her paper entitled “Microcredit: A Sustainable Approach to Inclusive Growth” the study revealed that, microcredit: provides access to credit, strengthens bank linkages, provides opportunities for livelihood activities generating income, alleviating poverty, enhancing assets and capabilities and convergence of rural development through rural women entrepreneurship. The study also revealed that inclusive growth is the first development agenda with sustainable growth and rural integration as its long term strategic framework.

**Dr. G. Anupama, Dr. P. Lavanya Kumari, and K.Giridhar Reddy** in their paper titled “Fostering Innovation at work – Managers’ Approach”. The innovations at workplace are very important. And, most important part is the managers’ role in encouraging the innovative ideas of the employees at workplace. The study reveals that managers’ approach and practices in fostering innovations at work is having positive impact on the employees’ level of satisfaction. It can be concluded by stating that as and as the degree of approach and practices of managers in encouraging employees’ innovative ideas increases, the level of satisfaction of the employees enhances.

**Dr. T. Uma Devi**, in their explorative study titled “Six Sigma Approach of HRM for Business Excellence” Six Sigma is powerful approach to achieve breakthrough improvements in manufacturing, engineering and business processes. Six sigma technique pioneered by Motorola, today it is wide spread of the business world and integrating with human resource function. This emerging trend may open the doors for many companies to initiate six sigma approach of HRM for business excellence. Team building, learning, culture, coaching and mentoring, project management are the major HR contributions in six sigma process.

**Dr. Abraham Konda, Prof. Rajasekhar, and Mr. Venkata Ramana** in their study “An exploratory study on low-income consumer Behaviour with reference to their market place” Since intense competition in the market every marketer has to search for new opportunities as part of this process we made an attempt to conduct a survey on low income

consumer behaviour in Y.S.R Kadapa and Chittoor districts of Andhra Pradesh. In the present study we selected the people whose income is less than rupees one lakh sixty thousands per annum and treated them as low income consumers. The key inferences are the low income consumers' market place is being influenced by their income and income is depending on profession and profession is relying on education.

**Dr. Kameswari Peddada**, in their research paper titled, “**Reliability Management in Research Studies**” Scientific method is respected because of its truthfulness, dedication, reliability, reproducibility and honesty. Scientists are honoured for following the path of reason and rationality and for their inventions and discoveries benefitting the humanity. But scientists are also human and fallible. The lure of wealth, power, recognition and prestige may sometimes be overpowering and they may stray away. The present study addresses the problems of managing reliability of scientific reports by addressing the factors that affect reliability and validity through an extensive review of literature on the subject. As per the ancient wisdom, "Protectors of righteousness are offered protection in return".

**Dr. Ankamreddi Rama Mohan & Dr. K. Kanaka Raju** in their paper “The Success Story of Recent Products for Amelioration of Human Resources-A global perspective” The global business scenario more focus on development of human resources, because of they are enable to a sea change in the existing business scenario, therefore the prominence for the human resource was accelerated. The recent development consists of the HR Score card, Balanced Score card, Competency Mapping and Six Sigma. The study found that there was a significant difference between the individual as well as organizational goals as a key performance areas with the independent variables of six sigma, 360 degree feed back, HR score card, Balanced score card and HR audit.

**Dr. Sumati Sidharth & Dnyaneshwar Gudadhe-Patil** “Managing Workforce with Effective Training and Development Strategies” Workforce Training and Development (WTD) is a critical aspect for manufacturing and service organizations of public and private sector in India. This paper analyses the effect of workforce training and development and its impact on constant growth of organizations in both the sectors. We have used extensive case studies of Indian manufacturing and service based organizations for exact findings and conclusions.

**Dr. N Gurunatha Naidu** in his paper “Understanding Customer Perceptions – A Study with reference to Thomas Cook India Limited, Tirupati” Irrespective of business, customer is always king and rules the markets in the competitive environments. Understanding customer perceptions in advance and matching their requirements is an important factor for the success of any organization. This study is conducted to know the perceptions and satisfaction levels of customers of Thomas Cook in Tirupati with reference to their experiences about the facilities and services provided by the company.

**Satyanarayana Rentala, Byram Anand and Phani Kumar Vutukuri**, in their research paper, “Firm Resources, Institutional Reforms and Determinants of Export Performance: A Transitory-TRIPs and Post-TRIPs Analysis of Indian Pharmaceutical Industry” Investigation of export performance is a very dynamic area in the area of international business research. The research work presented in this paper attempts to examine the determinants of export performance of Indian pharmaceutical industry in the back drop of the institutional reforms

that have affected the industry ever since India became a signatory to the provisions of World Trade Organisation (WTO) in 1995.

**Ms. Aparna Atul Bhirangi & Dr. Apoorva Palkar** in their paper “*Unorganised Retailers’: Creating Value Through Service Innovation*” Retailing in India is highly fragmented, and is dominated by independent owner-managed outlets commonly known as ‘mom & pop stores’ or ‘kirana stores’. These stores number nearly 12 million and more than eighty percent are small family businesses utilizing household labor. The paper emphasizes on unorganised retailers creating value for their customers’ through service innovation which has resulted in achieving a competitive advantage over organised retailers.

*We appreciate the remarks & comments of the readers and welcome them to further contributions.*

**Dr. D. Pradeep Kumar**  
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