

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.

Dr. Chandrakanta Sahoo and Dr. Shukadeb Naik in their paper titled “Nalco’s CSR towards Project Affected People: A Study of Gotamara, Angul District, Odisha” discussed about the socio-economic changes took place in the lives of Gotamara Village with the establishment of a manufacturing giant like National Aluminum Company (NALCO). The study found that Nalco has brought about positive changes among the Project Affected People (PAP) and majority of them are changing their lifestyle.

Dr. M.V.S. Sudhakar in his paper titled “A Study on Extent of Impact Shown by Several Consequences of Stressors on Turnover Intentions Among Call Center Employees” deliberated various consequences of occupational stress among the call center employees and its impact upon the turnover intentions among the employees.

Dr. Deepali Walavalkar in her paper titled “Exploring The Link Between Word of Mouth Communication and Brand Loyalty Measures” made an attempt to measure brand loyalty scores of the telecommunication services providers and provides insights on understanding the relationship between WOM communication and brand loyalty measures. The findings of the study showed that brand loyalty score with respect to attitudinal loyalty is high for market leaders while other service providers displayed more behavioural loyalty.

Sana Moid in her paper titled “Application of Forensic Accounting to Investigate Scams in India” focused on issues like scope of forensic accounting in India, role of forensic accountants in fraud examination and various techniques employed for detecting and preventing financial frauds.

Dr. Nagaraj Shenoy in his paper titled “Expectations of Men of Mars and Women of Venus at BPOs of Bangalore made an effort to study the gender issues in the context of BPOs of Bangalore. General characteristics of BPO workforce are explored. The expectations of BPO employees, gender wise, are analyzed on various expectation factors and provided some remedial suggestions.

P Srivalli and Dr. Kota Neela Mani Kanta in their paper titled “Organization Politics: Analysis on Demographic Variables of Faculty Members” analysed the levels of organizational politics in private engineering colleges. The study revealed that all respondents regarding demographic variables exhibits similar levels of Politics.

Dr. D. Adi Narayana, Mr. Kesava Rao S N M Nandikatti and Satyanarayana Rentala in their research paper titled “Firm Resources, Institutional Changes and Multinationality: A comparative Analysis of Export performance of Indian Pharmaceutical and Automobile Industries” used a framework that consists of firm resources belonging to two categories: knowledge-based resources and property-based resources. They employed a panel data

regression analysis of firms in Indian pharmaceutical and automobile industries. The results indicate that knowledge-based resources emerge as relatively more significant resources for both the industries in comparison to the property-based resources.

Dr. G. Rabia Jahani Farzana and Lakshmy Priya K in their paper titled “Influence of Gender Bias on Leadership Development: A Study of Selected Non-profit Organizations (NPOs) in Bangalore” studied five non-profit organizations in Bangalore to understand the leadership development process in the organizations and examined whether gender played any significant role in nurturing people to future leadership roles.

Dr. Supriya R and Dr. G.T. Govindappa in their paper titled “Development of Rural Entrepreneurship” described about rural entrepreneurship and its importance. He also discussed about various risks faced by rural entrepreneurs and the strategies for the development of rural entrepreneurship.

Adapa Jyothi in her paper titled “Obstacles of Implementation of IFRS in India” focused on the obstacles in the implementation of IFRS in India. The study reveals that there is a high significant difference of opinions on Inconsistency of existing laws and regulatory framework of accounting. Implementing IFRS has increased financial reporting risk due to technical complexities.

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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