

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.

Mr. Kardo Joseph Mwilongo in his paper titled “Application of ICT in Marketing Academic Library Information Resources and Services in Tanzania” examined the application of ICT in marketing the academic library information resources and services in Tanzania. The study identified some critical factors that influence marketing of library services which include lack of exposure to sufficient marketing programmes in library and information curriculum, low level of use of Web 2.0 technologies, poor marketing strategies, lack of marketing policy and funds.

Dr. Omary Swallehe presented a case study on “Centralized Procurement at CRDB Bank Plc: A Case Study” which describes the crucial role to be played while placing orders for procurement.

Dr Md. Rashid Farooqi and Serajul Haque in their empirical study on “Indian Consumers and Organic Products - A Comprehensive Study of New Market Trend” focused on exploring the acceptance of the consumers and their insights towards organic products which in turn will reveal the market potential and rising trend of organic consumerism.

Dr. Omary Swallehe in his case study titled “Positioning Imported Brands: A Case Study” narrated various issues related to positioning of imported brands in Heineken N.V, a leading manufacturing company.

Mrs. K. Lavanya and Dr. S. Durga Rao in their paper titled “Role of HRM in Pre-Merger and Post-Merger Phase” discussed various facets of role of HRM in pre and post-merger phases.

Dr. M.V.S. Sudhakar and M. Lenin Babu in their case study “Position Tussle Leads to Institutional Loss – A Case” elaborately presented how position tussle result in institutional loss.

Dr. Ujjal Mukherjee in his paper titled “Examining the Dimensions of Organization Performance Management and Its Indicators in Education Institutions” **focused on** analyzing and critiquing studies of Organization Performance Management conducted in schools.

Balaji K.C in his paper titled “Role of Green Marketing in Sustainable Development” tried to study the relationship between green marketing and sustainable development.

Mr. Sumit Banerjee in his paper titled “Team Building in Hospitality Industry” intended to provide effective ideas how to build a strong and good team in Hospitality industry.

Sharat Kumar, Dr. L. Sudershan Reddy and Dr. H.K. Maram in their paper “Reshaping Honour : 85 Years of Japanese ‘Military’” made attempt to unravel the evolving meaning of honour in military. In this context, they focused on ‘military’ in Japan and have investigated the meaning of honour, over time, by reviewing literature published on the subject. This has enabled them to examine honour in a feudal and modern context which has cast light on how the meaning of honour has transformed over time.