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EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Eshetu Mebrate, Endale Alemayehu, Dr. O. Chandra Sekhara Reddy in their research paper titled “Determinants of Married Women’s Contraceptive Practice in Ethiopia – Ethiopian Demographic Health Survey 2016: Bayesian And Classical Approach” tried to identify the predictors of married women’s contraceptive practice using Bayesian and classical approach. In addition, this study has identified within and between region variation using the hierarchical nature of the EDHS 2016 data. In this study, predictors such as women’s age, place of residence, women educational level, husband education level, women occupation, husband occupation, wealth index, religion and knowledge of family planning were found to be significant factors for married women contraceptive practice. After a comparison of classical and Bayesian multilevel model, the Bayesian multilevel model was found to be an appropriate model in fitting the data appropriately.

Dr. N. Gangisetty & S. Mohana in their empirical research titled “Factors Defining Shopping Experience in Malls: An Empirical Study of Bengaluru City” explained the composition of shopping experience for mall shoppers of Bengaluru city. Results of the study shows that mall shoppers of Bengaluru city view shopping experience as blend of five factors: convenience of location, atmospherics, security, amenities and safety. Shoppers assign differential weightage to these factors. Composition of these factors in terms of its constituents reveals distinct patterns. Findings of this research may be used as guidelines for development and management of shopping malls in Bengaluru city.

G. Jitendra, Prof. B. Suresh Rao & Dr. N. Visaalakshi in their research paper titled “Impact of Demographic Variables on Perceptions of HRD Practices and Employee Performance in Textile Industry of Andhra Pradesh” tried to investigate the opinions of managers working in textile industry functioning in Andhra Pradesh regarding the HRD practices and determine the association with employee performance. The present study follows non-probabilistic-convenience sampling method. This study will help to analyse the influence of demographic variables on perception of HRD practices and employee performance.

T. Sowjanya in her empirical research paper titled “Service Quality in School Education: A Students’ Perspective” focused on studying the factors influence student satisfaction in school education. Specifically, four dimensions were focussed: teaching quality, administration quality, infrastructure quality and academic reputation of the institution on students’ satisfaction levels. The findings of the study revealed that teaching quality, administration quality, infrastructure quality and reputation of the institution have a direct positive effect on student satisfaction.

P. Umapathi in his paper titled “Mobile Wallet: Leverage to Digital Payment Systems” described about the smart phone usage pattern in relation to digital payment systems. It also discusses about the future sustainability and challenges of smart phone usage pertaining to digital payment systems.

Ms. Shaik Rizwana Banu and Ms. S. Afrin Sulthana in their empirical paper titled “A Study on the Customer Delight towards Honda Cars” analyzed the perception of the customer towards the Honda Cars, the most influencing factors that cause Brand Loyalty towards Honda Cars, how delighted customer will act as Brand Promoters of Honda Cars and the influencing factors to promote customer delight towards Honda Cars. The study concludes that improvement in the services leads to customer delight which directly influences in creating the brand loyalty and enhances the sales of the company.

Vennapusa Lavanya in her case study titled “Rural Women Empowerment Through the Media – A Case Study in Ananthapuramu District of Andhra Pradesh” concluded that the Rural women need financial, technical and managerial support to effectively utilize this opportunity ICT’s can also contributes significant gains in efficiently and effectiveness in rural women enterprises.

Dr. N. Visalakshi in her case study titled “Valuation of Firms Under NI and NOI Approaches: A Case Study of Tata Power and GE Power” tried to find out the value of the firm based on relevant and irrelevant Capital Structure Theories stated by Durand. To achieve the objectives of the study, two companies in Power Sector namely, Tata Power and GE Power have been selected and a detailed analysis has been presented with suggestions.

Dr. Y. Kesava Reddy in his analytical paper titled “Impact of New Economic Reforms on Indian Economy” analysed the concept of New Economic Reform (NER) and Globalization, impact of NER on GDP, Poverty reduction and growth in employment rate in India. He also focused on the analysis of influence of NER on Indian rural living.

Dr. G. Mahender in his empirical research titled “Adoption of Solar Energy: A Study on Enablers and Inhibitors” focused on various factors influencing customer adoption of solar energy products for business purpose. The study concludes that the main predictor variables include solar energy awareness, cost, environmental concern and functionality of solar energy products.