

## FROM THE DESK OF THE EDITOR

A warm welcome to the first online edition of the  
“**Amity Journal of Management (AJM)**”

Volume I, Number 1 edition of the online version of AJM presents its views on the role of finance and spirituality in business management.

Most of the articles published in this edition are authored by eminent professors of various Business Institutes of our country. Journal starts with an article on spirituality and its importance in management education. With this paper researcher tried to understand what professionals think about spirituality. It is found that spirituality has a positive effect on life, and therefore it should be taught as a subject in the MBA curriculum.

The second article is based upon the conceptual study of factors of financial inclusion. Financial inclusion is the binding thread that connects all the other sectors by ensuring equitable distribution of finance amongst them. This will ensure growth of all the sectors rather than making a few of them totally dependent upon the government welfare activities.

Third article is on the understanding of the Impact of Indian Festivals on the Stock Market Indices of BRICS Countries. The empirical

research done on the topic suggests that there is no impact of festival on stock indices of BRICS countries. It was found that Brazil and Russia are highly correlated and the cause and effect relationship between the BRICS countries is unidirectional not bidirectional.

Fourth article is based upon quality of work life and its key dimensions. Article represents a cross section analysis of public banks, private banks and foreign banks. Finally, we present an article on the in-store digitalization and its major objective is to determine the factors that influence consumers' choice of the retail store. The article talks about the impact of technology in retail stores and how it contributes in reducing cost while enhancing brand value of the same.

Therefore sub-theme ‘Finance and Spirituality in Management’ is quite apt and makes current edition worthy to be read.

So, enjoy your reading and be a part of the change.

Dr. Anil Vashisht  
**Chief Editor (AJM)**

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