

From the Desk of the Editor

We live in a fast changing world. This change is particularly driven by one single word "e". We have witnessed the change from business to e-business, commerce to e-commerce, marketing to e-marketing, governance to e-governance, mail to e-mail, banking to e-banking and so on. So keeping abreast of this change AMR would also be available from the very 1st edition as e-journal on EBSCOhost database which is being used in more than 100,000 institutions spread over more than 70 countries worldwide. With the mixed feelings of joy to have such a wide presence and responsibility to millions of readers across the world, I welcome you to my first editorial and 2nd issue.

A large number of research papers, articles, viewpoints, books, case studies are appearing every day in the vast field of management research. Though at the same time, the quality of research is being questioned. While journals have tough processes and guidelines to be followed for ensuring quality of research papers, not many actually focus on the training needs of budding researchers. One obvious reason is that at the time of paper review, there is little scope of commenting how to improve the paper because it is too late to redesign the research methodology. So reviewers generally comment on the shortcomings not on how it can be improved. Proper training, guidance and some amount of handholding is required at different

stages of research. We pondered over this issue and decided to take a proactive approach to improve the quality of management research. In this line there are some initial thoughts like including a section in the journal to deal with skill enhancement of management researchers; encouraging contributions which demystify the use of technology for carrying research in relatively simple ways, so that researchers can take full advantage of technology; and developing an online platform where researchers can seek guidance from the early stage of research, can also collaborate with experienced researchers and share knowledge. I look forward to your valuable suggestions on how AMR can contribute for helping the upcoming researchers and improve the quality of management research.

This issue of journal deals with a wide range of management research. It includes articles from the discipline of human resource, marketing, finance, operation management, IT, and agribusiness. The work of authors provides valuable insights in respective areas. I hope that managers, students, researchers and those who keep close to the literature will enjoy this edition's contributions to their knowledge.

Pankaj Jain