

From the Desk of the Editor-in-Chief

“Amity Business Review”, our renowned bi-annual Refereed Journal since 1998, has been the proud possession of Amity Business School in carrying forward our legacy towards greater academic excellence, along with creating an intellectual pool from vast areas of Business Management. This sixteenth issue, in particular, is carrying an exceptional historic background. With the Blessings of Hon'ble Founder President Dr. Ashok K. Chauhan, we are presenting it in a new format, but the foundation stone of ABR was laid down largely because of unparalleled efforts of our Dean-FMS, Dr. Sanjay Srivastava, who had been the Editor-in-Chief during these years and has brought ABR to the broader horizons.

Change is constant in both our professional and our private lives but organizational change normally involves some threat, real or perceived. For any given change, people can occupy a wide range of roles that will strongly influence their perceptions of the change and their reactions to it. There are no quick fixes. Solving these issues requires a response targeted to the needs of organization. It is easy to change the things that nobody cares about. It becomes difficult when you start to change the things that people do care about or when they start to care about the things that you are changing. For over three decades, academicians, managers, and consultants, are realizing that transforming organizations is difficult, have dissected the subject. They have spoken above leaders who communicate vision and walk the talk in order to make change succeed. They've exhorted companies to launch campaigns that appeal to people's hearts and minds. What's missing, we believe, is a focus on the not-so-cosmetic aspects of change management: the hard factors, i.e. companies are able to measure them in direct or indirect ways, companies can easily communicate their importance, both within and outside organizations, and perhaps most important, businesses are capable of influencing those elements quickly.

Today, one of the major emphasis to handle change management crisis is to create effective leaders with the Right Attitude and Personal Integrity. I believe that integrity is a result of relentless pursuit of honesty at all times. Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not. We can say that there is an attitude towards integrity. Any fact facing us is not as important as our attitude toward it, for that determines our success or failure. It is very important to generate a good attitude along with integrity, a good heart, as much as possible. It will bring happiness to self and others both in the short term and long term.

At the heart of Leadership is caring, else leadership has no purpose. Leadership requires a connection between leaders and their constituents over matters, in the simplest sense, of the heart. It is personal and it is interpersonal. Encouraging the heart is the leadership practice that connects us with one another. In creating social capital, leaders encourage the heart so that people will want to be with and for one another. Hence, change starts from here when each of us wants to know that what we are doing matters and we do it with a positive attitude and Integrity.

I wish that the unswerving integrity be your watchword at all times to come. I am hopeful that you will enjoy reading the articles. Looking forward to your valued response.

Sanjeev Bansal