

## FROM THE DESK OF THE EDITOR

Warm welcome to the Volume VIII, Issue I of Amity Journal of Management (AJM)".

Volume 8, Number 1 edition of the AJM facilitates the discussion on emerging HR, Marketing and Societal issues. The research papers and articles published in this edition are authored by eminent professors and experts from various Institutes and Universities from across the country and abroad.

The first paper investigates the effect of talent management practices on employees' turnover intention at Ethiopian Management Institute. The authors suggest that if more efforts are exerted towards segmentation and identification of best performers, it will possibly lead decreased employees turnover intentions.

The second paper examines strategies for effective leadership in Nigerian school system. The study concludes that effective administration of educational system depends largely on sound leadership, synergy among education leaders and adequate sensitization on the enforcement of educational laws.

The third paper analyzes the influence of emotional marketing on consumer buying behavior vis -a-vis the functional value offered by products. It emphasizes upon the deployment of emotional marketing by companies to gain leadership position in market.

The fourth paper evaluates the effects of measures taken for nutrition on children admitted to Nutrition Rehabilitation Centers in the light of continuing presence of malnutrition in the community.

The next work is book review on the topic Industrial Relations and Labour Legislation. The book is understood to provide conceptual clarity in the area of Industrial Relations.

Therefore the current issue facilitates the multidimensional discussion on emerging topics which makes current edition worthy to be read.

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

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