

FROM THE DESK OF THE EDITOR

Warm welcome to Volume X, Issue I of “**Amity Journal of Management (AJM)**”.

Volume 10, Number 1 edition of the AJM puts forth its observations on contemporary issues with respect to “Human Resource Management in 21st Century” in Business and Management. 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 explores the situation of two firms with complementary resources choosing a governance mechanism. The results suggest that firm characteristics such as complexity and dynamic capabilities may impact the performance of the various governance forms in distinct ways, and that no single governance form is best in all cases. Thus, the choice of the governance form will depend both on the properties of the transaction and on firm characteristics.

The second paper is an attempt to study the influence of information technology on resources which yield sustained competitive advantage. This paper develops a model which proposes that in situations where a firm has extracted a competitive advantage from a resource, IT can be used both to augment the benefits or the sustainability of the benefits generated by the resource. Implications for practitioners are discussed along with directions for future research. .

The third paper study the effect of minimum wages and exchange rate devaluation on real consumption in Sub-Saharan Africa (SSA). This study concluded the need for

implementation of economic policies that stimulate minimum wage rate effectiveness in SSA countries while also executing such policies that have the capacity to relieve structural weaknesses and or imperfections in SSA countries in order for currency devaluation to be positively impactful in SSA by restraining the passing-through inflationary effect on the domestic economies of SSA countries.

The fourth paper is an attempt to examine grassroot level problem of unethical pricing of onions and tomatoes. The lag-linear model, coefficient of variation, seasonal index, and Cobweb theory were used as the methodology for this research work. The findings of this paper discloses the variation of prices were not because of low production and low market arrival but because of the most unethical pricing and marketing of these two commodities.

The fifth paper underlines the impact of Foreign Direct Investments and Foreign Institutional Investments on the Indian economy. This paper has analyse both FDI and FII are essential for the economy, but FDI is more crucial for the economy and is therefore called as ‘engine of growth’.

Therefore, the sub-theme on ‘Management Resources and Economy ‘is quite apt and makes the current edition worthy to be read.

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

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