

From the Editor's Desk

The Journal Amity Management Review is devoted to advancement of understanding related to issues in the management of global enterprises, global management theory and practice; and providing theoretical and managerial implications useful for the further development of research. It is designed to serve academic researchers and educators, as well as business professionals, by publishing both theoretical and empirical research related to management and strategy issues. AMR publishes theoretical and empirical research addressing business strategies, comparative and cross-cultural management, risk management, organizational behavior and human resource management among others.

The papers address the wide range of issues related to management and policy. The first paper focuses on the relationship that exists between employee engagement and performance of selected private universities in Jaipur City. Singh focuses on the impact of advertising expenses on the financial performance of Indian listed company. The second paper of this issue focuses on the potential of Microfinance in India. The Authors illustrate present challenges and potentials in Microfinance in India considering data of last ten years.

The third paper evaluates the Impact of Recruitment and Selection Process on Employee's Job Satisfaction in Samsung company. This research paper reflects the working culture of Samsung on how the corporate uses various methods in recruiting and selecting the applicants in comparative with other companies and during which areas it needs some improvement.

There is no ambiguity among researchers and practitioners about the role and significance of infrastructure in deciding the economic growth trajectory of any country. Ashish Kumar examined the importance of rising infrastructure investment occurring using PPPs across the globe, research has explored various facets of PPPs. The Author has explored the various domains of PPPs like risk management, feasibility analysis, resource procurement & critical success factors. Electronic performance monitoring (EPM) is the process/system of monitoring the activities or tasks performed by employees at the workplace using technology. Authors inspected the important questions such as positive and the negative aspects of implementing EPM in the organization through an extensive literature review.

The last paper of this issue focuses on Factors Influencing Student Engagement: A Study on Private Universities of Jaipur, Rajasthan. The Authors explain that the private universities are

doing sufficiently good with respect to their student engagement efforts, but their efforts need to be more focused towards the UG students in order to make their efforts more fruitful.

Amity Management Review deals with every aspect of management and showcases scholarly theoretical and empirical research articles which have a high impact in the field of management. More often than not, they shed light on successful management strategies and analyze the failures in order to increase the chances of success in the current organization.

The issue will certainly mark the recognition of the serious scholarly engagement in management and social science research. Overall, we sincerely hope that the readers will find this issue more informative and will get insights for future research. I would like to express my gratitude to the authors for their valuable contributions and reviewers for providing comments and suggestions.

Prof. Amit Jain
Editor-in-Chief