
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 of this issue focuses on hospitality education. Thousands of students opt for the hospitality education to study the real tactics of business. Besides, this hospitality degree offers theoretical and pragmatic knowledge of many real world business situations. Santanu Dasgupta analyses the importance of employability skills required in hospitality industry and thus contribute successfully to organisations' strategic decisions.

The second paper of this issue focuses on CSR. The Author states that it is incredibly

important that your company should operate in a way which will demonstrate social responsibility. It also provides insights in understanding the benefits of CSR and how important it is and why the organisations should make an effort to adopt in their business.

The third paper evaluates the influence of advertisement on buying decision analysis of automobile purchase in Rajasthan. This article will help in showing, diagnosing, developing and disseminating the influence of advertisement and how advertisements work is a question that most marketers and managers try to find an answer to. The primary objective of advertisement is usually to impact the consumer's buying behaviour. Anuj Arora and Durgesh Batra analysed the effect of advertisement and the factors of advertisements that influence the consumer buying behavior in automobile purchase in Rajasthan.

In the present situation, travel and transportation is becoming very popular amongst the million of travelers in India. Amita examined the importance of online cab booking services which has increased to a great extent among middle class families in India. These cabs are making people's lives easy.

Reviving Higher Education in India, the country has seen a dramatic increase in the

capacity of its higher education sector in the last two decades. Somya inspected the important questions such as the quality of Higher Education Institutions and employment of graduates merit further examination.

Amity Management Review deals with every aspect of management and showcase, 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. (Dr.) Amit Jain
Editor-in-Chief