

From the Desk of the Editor

In the past two decades, India has experienced an unprecedented growth. But it is unfortunate that this shining growth has not improved the life for all. According to a recent National Sample Survey Organization (NSSO) the income disparity between rich and poor is growing at rapid speed. To a large extent the economic growth that India witnessed in last two decades was shared and enjoyed by the premium segment only, thus excluded a sizeable lot. This situation is surely neither sustainable nor desired as lack of inclusive growth will result in social unrest and instability because of real or perceived inequalities. The basic prerequisite for inclusive and sustainable growth is a unified approach by the Government, Corporate and NGOs towards extension, innovation and collaboration in new ways to generate productive employment opportunities through which fruits of growth can be shared and enjoyed by all. The Current issue of AMR attempts to share some of the recent research thinking that surrounds convergence of multi-disciplinary approaches to cope up challenges faced by Indian economy for development in an all-inclusive and sustainable manner.

Industrial Clusters development has so far been very successful experience in transforming the economy of many countries and spread of multinational companies (MNCs) in several parts of the world. Sarkar attempts to put together and highlight some of the recent innovative planning, use of eco-designing approaches and achievement in developing the concept as well as project-based applications of eco-industrial clusters, with focus on eco-innovation, sustainable development and green growth by developing innovative and replicable business models for local and regional development.

Upadhyay in his article "e-Readiness and e-Commerce Success: Firm-Level Perception from Indian Organizations" explore the organizational e-readiness variables that might affect e-commerce success for that particular organization and found that contrary to the conventionally-accepted perception that treats environmental factors as major barriers to e-commerce in developing countries firm-specific variables appears to be the

key drivers in differentiating relatively successful from less successful businesses.

Dubey and Malik provide insights into rural consumers' preferences for mobile service providers in U.P. (east & west circle) and analyze the reasons for the differences in both markets. They found that service charges & plan and network quality are most important factors for choosing a mobile service provider. They also found that operating cost and tariff offered by the service providers is a prime consideration for selecting a mobile operator. Simultaneously, rural consumers also give high weight to the quality of network because each and every rural area is being dominated by specific service provider.

Hospital Information Systems are vital to decision making and can play a crucial role in the success of a hospital. In her study R. and Pahwa reveals that healthcare Information Systems can bring about paradigm changes in the functioning of hospitals. Hospital Information management systems can also drastically improve the administrative capabilities of a hospital but these benefits does not occur automatically following system implementation. Health care organization must plan for and implement strategies that are designed to maximize such benefits and addresses several operational problems that diminish information timeliness, accessibility, and accuracy.

In their article Shah, Dugar and Choudhary provide literature on various historical economic crises in brief and identify scenario or events which acted as prelude to the respective crisis. They also analyze role of greed, leveraging and cheap money policies of Government in inflating an asset bubble. The paper is intended to serve as refresher to keep reminding fallacies of human behavior, especially greed. Those who intend to further research on the domain may make an attempt to figure out a model or matrix of events/ factors which may help in forecasting formation of an asset bubble.

In another article by Srivastava a conceptual understanding of multi-dimensional nature of switching costs is offered. He attempts to delineate the concept and significance of repurchase

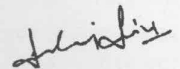
intentions for business and explores the various categories of switching costs as well as their role in determining customers' repurchase intentions.

Human resource management deals with any aspects of a business that affects employees, such as hiring & firing, pay, benefits, training, and administration while Strategic Human Resource Management (SHRM) deals with thinking ahead, and planning ways for a company to better meet the needs of its employees, and for the employees to better meet the needs of the company. Ratan and Singh analyze SHRM Practices, employee satisfaction with different age group and relationship between SHRM practices and employee satisfaction. Their results indicate that Strategic Human Resource Practices had moderately positive and significant relationship with Employee Satisfaction.

Rural sector constitutes an important part in Indian economy and constant efforts are made to streamline this sector with its urban counterparts. It

has also been noted that this streamlining would require regular doses of funds to be infused in the sector. In this context, Agarwal provides insights into credit preferences of rural borrowers which shape their credit decisions. Her study shows that across various socio economic parameters of the borrowers, Accessibility has been the most important credit preference, among other factors, for rural borrowers.

We sincerely hope that the readers will find the current issue of AMR informative. I would like to express my deepest sense of appreciation and gratitude to the authors for their valuable contributions, reviewers for providing comments and suggestions and last not but the least readers for their incessant support.



Dr. Pankaj Jain
Managing Editor