

From the Desk of the Editor

Welcome to the new issue of Amity Management Review.

The Journal of Amity Management Review offers a range of topics and perspectives that its editor's hope speaks to the issues you deal with daily as business professionals, academicians and policy makers. The business practices are going through a transformation phases across the world. India is also experiencing similar kind of hazards and hopes. The expansion of businesses is becoming more challenging due to the growing size of informal market across the developing countries. I feel this issue will be addressed some of the practical questions on contemporary issues that we face in real world.

The first paper evaluates the implementation of Basel-II advanced approaches in credit risk by the Indian public sector banks. Based on the managerial perceptions, this study shows that the size of the bank has been found to be a key discriminatory variable in Indian public sector banks in implementation of Basel norms in credit risk modelling as large banks have shown better results. Many public sector banks are calculating risk adjusted return on capital on each loan transaction which can measure and compare loan performances across businesses, industries and sectors. The study suggests that higher compliance with Basel norms aligns the regulatory capital with economic capital of banks, and improves the credit growth for business and industry. Patel et al paper deal with how IT tools are used in e-procurement such as hosting of databases, catalogue management, managing tenders etc. Public sector ownership have preferred Material Management Module, Medium scale enterprise have preferred Desktop purchasing indirect goods, Large scale enterprises have preferred Electronic data interchange.

In global age, direction of foreign trade policy play significant role in economic development. We have had lot of reforms the barriers have come down significantly, our trade has expanded, but when it

comes to trade policy, there is a kind of genuine ambivalence on how rapidly India needs to open up domestically and to engage internationally. In this regards, the study of Sharma explains how export diversification can enhance the economic growth in India. This study suggest that trade diversification enhances economic growth of the economy and translates multifold benefits the economy as it reduces the risk associated with trade specialization and trade focus on few markets. India needs to export top 15 trading items of the world keeping it traditional export in pace. Due to current oil prices and its global spread the impact on Indian Economy can be minimized by retaining the existing products adding new export products and new markets. The policy support for skill up gradation in form of 'Make in India' can add wonders to boost the latent and identified export potential required for promotion of export diversification.

Agrawal and Bhati in his study, on electronic service quality in online purchasing, shows that demographic differences play a very significant role in individual's perceptual differences towards e-service quality dimensions like payment option, product option and post/prior purchase experience. This study confirms that females tend to prefer cash on delivery over other modes of payment and males prefer payment through net banking over the other modes. Students and government employees tend to prefer cash on delivery more than the private and professional individuals, on the contrary private and professional individuals prefer net banking more than other as payment option.

Agriculture has no longer capacity to absorb growing labour force in India, consequently growth of rural non-farm sector and increasing number of rural - urban migration. The self-employed activities are not more profitable as NCEUS (2007) report reveals that annual gross value addition among 57% informal enterprises are below than what a casual worker earns throughout year in rural India. Therefore, it is important to understand which kind of farm production can help more to the

farmers. One possible strategy could be crop diversification from traditional cropping towards commercial cropping. Based on the field survey Rathore and Choudhary highlights the problems faced by farmers in production and marketing. As non availability of labour in peak time, high seed cost, high wage rates and lack of technical knowledge are the main constraint of production. Price variation across the market, high transportation cost, faulty measures and weights, faulty market management, high commission rate

and ignorance of government regarding providing minimum support price are the other constraints that push farmers to sell product at lower price and receive less money. This study also provides insight through which government can come up with solution.

Overall, we sincerely hope that the readers will find this issue more informative and 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.

Dr. Vijay Singh Dahima
Editor-in-Chief