

From the Desk of the Editor

It gives me immense pleasure in placing 5th issue of AMR before you. It is summary of studies led on contemporary research issues in business world.

India is one of the fastest-growing pharmaceutical markets in the world. The first research paper by Parul discusses Strength of brand positioning in pharmaceutical industry. The paper offers an overview of the changing scenario with respect to pharmaceutical companies. It also provides insight in understanding marketers to design the marketing activity in such a pattern that suits the requirement of the today's patients, how pharmaceutical companies can contribute towards better health and improve the positioning strategy. Raghuram & Rangaswamy in their article "Compliance to Governance policy while adopting new Information Technology practices, agility and data fragility- A study on implementation of BYOD policy in Singapore" attempts to understand challenges faced by organizations in data security maintenance and application vulnerability. The authors discuss organizations should exercise control while framing an IT Governance policy. With the growing threat of malware and Trojans organizations must review the degree of capability of their policies. Organizations should develop a policy that is inclusive and exhaustive and encompass all possible areas of practice.

Digitization may be considered as the most significant aspect of recent revolution in the field of technology and communication. Dasgupta & Bhattacharya examine how cyber citizens are playing active role in the recent political scenario in India despite some major barriers. It will also throw light on how cyber citizens as well as political parties have reshaped the notion of traditional political participation in regard

to different socio political events. The paper also explores scope of digital media in terms of reshaping political participation.

Parashar & Misra, in another article of Indian Banking Sector, explore whether the digital disruption of banking is a 'disruption' or more of a 'distraction' and aims to understand the concept of digital disruption of banking, what is driving it, what are the impacts on banks, and what are the impacts on financial system stability. This study suggests the Digital disruption is changing the way consumers interact with their banks both globally and in India. The disruption is driven by evolving consumer demands and enabled by new technologies. While basic banking services do not appear to be challenged by digitization, there is evidence of disruption at the front-end of banking services.

Customer engagement is an emerging concept of engagement marketing, which plays an important role in developing customer relationship strength. Sunny and Sunishtha discuss a proposed model describing relationships between customer relationship, customer engagement, customer satisfaction and brand loyalty. Authors suggest personal connection of the customer enhances his/her perceived level of importance towards the retail brand.

Entrepreneurship can be seen as an inventive and imaginative retort to the globe and a capacity to perceive, start and endeavor an economic prospect. In this regard, Padam examines the major challenges and opportunities in rural areas that an entrepreneur can face. This study suggests that rural entrepreneurship can't be created without proper training. In this way, rather than just plans (monetary and improvement) as the right for business enterprise advancement a

serious training should be given to the adolescent in rustic India.

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. V S Dahima
Chief Editor