

From the Desk of the Editor

It is my pleasure to present the inaugural issue of Amity management Review (AMR): The journal of Amity Business School (ABS). This journal is an attempt to document and abreast members of management with the developments that take place in diverse areas of management.

Present perilous and often unpredictable economic situation throws challenges and unprecedented mounting pressure on us. With a timely perspective on how to turn today's economic challenges into tomorrow's success, we must craft innovative strategies that secure our business, build path for growth, strengthen our organizations and negotiate financing in tough times. In the retrospect, when we plan our future business strategies, we must analyze the past and try to learn from mistakes which crumbled the biggest economies of 20th century.

Thus, changing management scenario and the advent of digital economy have necessitated a management journal to address the issues which are leading to reshape our thinking about business strategies. The academia has always played an important role in terms of research initiatives towards ever evolving knowledge base. Research journals not only give an academic manifestation to issues faced by industry but also lead to innovations when faced with adversities in business situations.

With this objective of harnessing assorted wisdom, we have carefully put the first issue of AMR to cater the needs of management scholars, business leaders and practicing managers. I wish this initiative of ours turns out to be a great endeavor.

Origin of this Journal was possible only through the incessant support and able guidance of our patron Mr. Aseem Chauhan, Chancellor, Amity University Rajasthan (AUR) and our desk advisor Prof. Raj Singh, Vice Chancellor, AUR.

I would like to thank members of advisory board and the board of referees for their assistance in reviewing the invited papers of this first issue. I applaud the patience, dedication, and splendid work of our editorial team members. I hope this first issue will set the stage for many exciting issues to come.

I sincerely hope readers and contributors will assist us in developing this journal both in style and in substance. Looking forward for your valued comments.

Komal Verma