



Editorial

This issue of *Ushus – Journal of Business Management* brings to you five academically stimulating articles:

The first article of this issue by Sudipta Kumar aims to study the *measure of e-COD payment convenience scale, its validity, reliability and how it affects customer loyalty*. Research methods like confirmatory factor analysis and structural equation modelling have been applied with the help of SPSS and AMOS.

Arun Antony Chully, in his article *Gender Differences in Ethical Sensitivity in the Indian Business Context*, points out that the Ethical sensitivity is an oft forgotten attribute in the corporate companies of today and it is necessary to have an ethical standard as it shapes the philosophy and work culture of a company. However, the author feels that there is a varying degree of ethical sensitivity based on gender and proceeds to examine this.

The article titled *Role of Supervisor's Communication in Employee Engagement & Employee Well Being* by Nupur Veshne focuses on analyzing the role of supervisor's communication in employee wellbeing and employee engagement. The study finds that supervisor communication does have an effect on employee performance and satisfaction in an organization and argues for the training of employees in interpersonal communications.

Serin Josy Thomas, Sahana Madhanagopal and Bikramaditya Ghosh have built a model using Panel Data Regression to predict the present value of the bonds by considering the components of the term structure such as interest rates, maturity, bond yield etc. in their article *Analyzing Indian G-Secs with a Predictive Approach*.

Malavika and Vijaya in their case study have evaluated the *impact of the change in onboarding process*. The onboarding process is very crucial to both the employees and employers as it sets in motion the career and productivity of an employee in a company. The researchers have considered the change in such a process and its consequences to the development of a company.

We thank all the contributors and reviewers who have helped us bring out another interesting issue. We wish a fruitful reading and look forward to creative and critical feedback from our readers.

Shivi Khanna
Issue Editor