



EDITORIAL

We are happy to bring out yet another issue of Ushus.

This issue of the 'Ushus' journal has five articles. The first paper 'Entrepreneurial Intentions of Business Student' is a benchmarking study, where the author attempts to compare the entrepreneurial intentions of students from the Massachusetts Institute of Technology and two B-Schools in India. The study reveals that students in American institutions such as MIT tend to have a greater propensity to start up a business (50% in MIT as compared to one-third in the Indian B-schools), are more ambitious and directed to a greater extent towards high-tech areas than in Indian B-Schools. The author also provides explanations as to why such a trend exists, based on personality traits, attitude towards self-employment and environmental factors. The study concludes by saying that with some effort, it should be possible to significantly increase the economic effects of graduates' entrepreneurial activities in Indian B-schools.

In the second paper 'Select your style for best results', the author discusses the importance of strong leadership in an organization, as it is imperative for creating an appropriate organizational structure, improving efficiency and motivating employees. The paper also goes on to discuss the various leadership styles ranging from the autocratic to democratic. The author suggests that best style would be 'coaching' style, but also points out the limitations of adopting such a style. In his conclusion, the author says that a leader promotes a co-operative attitude amongst workers and helps the organization to maintain better relations with them.

Organizations of today have evolved in many ways. In the third paper 'Corporate Social Responsibility Practices in India' the authors have identified the most ubiquitous change in the field of corporate social responsibility and in this context Indian companies seem to have taken a step forward radically. The paper also goes on to discuss the boom in our economy, the bigger, better business houses, the professionalism on course, which seems to be attributed to the correct understanding of business and more importantly to the environment around it, which supports its working. Areas which the study has identified where corporate companies are to practice social responsibility are education, community development, environmental protection, promotion of art and culture and the like. The study concludes by stating that it is a world where society makes business flourish and makes society

work; it is a cycle which has now been integrated into the Indian entrepreneur's mind, who in every way is trying to be the pioneer in setting new CSR standards.

In the fourth paper 'Tweeners - The Nexgen shoppers', the author, explores the emergence of a new class of consumers in India, the 'tweens'. *Tweens* comprise of children from the age of 8 to 13. They have what the author calls 'pester power' and a high affinity with the new buzzword 'technology'. The objectives of this study are to determine factors which influence the brand awareness level of *tweens* and the factors which influence their choice purchase behaviour. Around 90 *tweens* were interviewed using well structured questionnaires and the results thus obtained show that there is a significant relationship between the media advertisements, peer influence & family and the brand awareness levels, as well as the purchasing power of *tweens* but emphasises on the fact that this should be done ethically, keeping in mind the social and moral implications.

It is rightly said that the pen is mightier than the sword. The press is an effective medium of public information. In this last paper 'A study on Reader's Preference of The Hindu and the New Indian Express Newspapers', the author narrates that newspapers today play an important role in building nations, bringing revolutions, exposing crimes and criminals and educating the masses. This paper studies people's preference of The Hindu and The Indian Express newspapers and the satisfaction levels of readers of these two prominent papers. It also analyses the various sources that influence the readers to purchase their preferred newspaper and ultimately arrives at changes required to improve the quality of the respective newspapers.

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