



ISSN 0975-3311 | <https://doi.org/10.12725/ujbm.1.0>

## EDITORIAL

The world has registered a remarkable economic progress during the past century and a half. But, the economic growth has not been a steady upward swing or a smooth and progressive movement. Every business house - be it a manufacturing unit or a software service firm - has experienced upward and downward swings. Periods of prosperity have alternated periods of adversity. The dawn of the new millennium has ushered in several structural changes in the Indian and World economy, thus minimising the impact of certain environmental factors on business and bringing to focus some hitherto less significant forces. Global environment has suddenly become all too important and technological boom, too, is assuming greater relevance.

The current journal has been brought out issues related to the challenges and opportunities in the new millennium as an effort at incorporating and understanding the shifts and changes in the business atmosphere covering finance, marketing, management, stress on managers and executives, the social impact of business actions, eco-friendliness, women executives and the more recently developed world wide web, which has shrunk the world by its sheer speed and effectiveness. The journal aims at reflecting the popular mood of businessmen who are busy scouting the globe for joint ventures, while other venture-seekers are doing their rounds in search of newer avenues to set up their business points.

The time is rife now for all organisations and educational institutions to seek newer outlets to preserve their resources and to share their achievements while trying to aid in the transformation of society's needs into more purposeful existence, rather than to ignore the surrounding environment and encourage self-destruction. It is with this view point that Ushus - the Journal of Business Management, brought out of by Christ College in its inaugural issue makes an earnest effort to impart knowledge and substance to organisations and

educational institutions while also providing an unique opportunity for academicians, practitioners, researchers, experts, students and others concerned to express their ideas, findings, theories and reviews in the field of commerce and business which encompasses strategic changes in finance, banking, marketing, management and related disciplines. It delves into the inner meaning of human and business existence so as to bring about an understanding of what we are when compared to what we ought to have been.

The motto of Ushus - the Journal of Business Management, is reflective of a unique combination of man's awakening, of his quest for fulfilment and wisdom. The journal incorporates four basic factors -the Sun, the Knowledge Seeker, Pen and Books and the Earth on which mankind lives.

Through the ages, the Sun has always been synonymous with light, energy and life. This ball of fire metaphorically symbolises the dawn of realisation that knowledge is supreme -it enkindles the spark of learning.

The Knowledge Seeker is one whose urge and yearning to learn and discover more enables him to embark on a journey of probing, discovery and enlightenment.

The universal symbols of Pen and Books complement each other while acting as a vehicle through which knowledge is recorded and transmitted. In tandem, they are representative of the compilation of sharing of written and print material.

The rotation of the Earth is symbolic of a never-ending journey -It symbolises man's endless search for wisdom -for seeking, learning and understanding. The earth also emphasises that in the new millennium knowledge has come to be heralded as the harbinger of wealth, power and happiness. Thus, knowledge has been hailed as the only reliable compass that will help the people of the earth navigate through life's turbulent waters with calm and confidence. It is all pervasive.

To conclude, the aim of Ushus can be adjudged from the following quote :

*"Bring light to the poor,  
Bring more light to the rich;  
They require it more than the poor.  
Bring light to the ignorant,  
Bring more light to the educated;  
For the vanities of the educated of our times are tremendous!"*

- Swami Vivekananda

I am grateful to Professor Vijayakumar S., Head of the Department of Commerce and Management for his active co-operation, inspiration and guidance in bringing out this journal.

**ALICE MANI**