



EDITORIAL

The importance of management is being increasingly realised in industrial and non-industrial organisations the world over. This realisation has come about because of increasing complexity of the task of managers and administrators. In most organisations, getting competent and relevant people, retaining them, keeping up their motivation and morale and helping them to both continuously grow and contribute their best to the organisations are all viewed as the most critical problems. Encouraged by the success of the first issue, we have gone ahead with more contributions from industrialists, academicians and chartered accountants, covering topics such as mutual funds, information technology, business processing and outsourcing, women entrepreneurs, notes issue function of Reserve Bank of India, to mention just a few.

For bringing out this second issue, a vast amount of literature has been drawn from various fields including finance, marketing, education, privatisation and globalisation in business houses, etc. I wish to express my sincere thanks to all those who have contributed to make this issue more purposeful and relevant to the target audience.

While I am confident that this issue will receive similar appreciation from the readers, I solicit the participation of many more contributors to our future issues covering matters related to various facets of business, commerce, finance, etc. My gratitude is due to Dr. Prita Das Gupta of the Sociology Department and Professor S. Vijayakumar, Head of the Department of Commerce for their unrelenting guidance and co-operation in bringing out this issue.

Alice Mani