



EDITORIAL

Perhaps, the most prominent characteristic of management is its existence in every possible organizational structure and supplementary justifying this omnipresence with an indispensably crucial role in its very functioning. The several variations of management practices in business itself, customized to suit the needs of their respective fields, arguably complicate management study to as much an extent as they contribute to the widespread applicability of this field. This train of thought forms part of the diverse content of this issue of 'USHUS' that ranges from the aforementioned study on the evolving trends, modernized concepts and future projections of areas directly concerned with management on a macro level to area specific micro level studies.

While on one hand we have a thorough change management study, the paper on work culture in the new born areas of knowledge based industries carries forward the very concept of change itself. In addition the research on team building, its review and implementation in management is yet another area of current relevance. An inch by inch analysis of an inseparable part of commercial entrepreneurship is included in the detailing of the relevance of venture capital in modern terms, its economic impact and future propositions.

The undeniable impact of Govt. policies on business and vice versa, has been dealt with in particular viz. with regard to an indepth insight into VAT and the area specific evaluation of the KSFC in North Karnataka. The importance of experimental research and data collection with regard to actual field models is inherent to any micro level study as is evident in the paper on the 'measurement of consumer satisfaction with reference to edible oils' and the examination of the causes and remedies related to 'Stress at job among industrial workers' included here. The most prominent and perhaps the biggest factor responsible for the continuing evaluation in management is time. The passage of time and its impact on management is reflected in the papers on Market orientation, Cyber Laws and Women in management.

Business management in its diversity has enabled organizations from all spheres of commerce to work more efficiently and herein lies the simplest perception of this singular dimension along with the constant of permanent evolution as is reflected in the varied content of this issue.

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