



## EDITORIAL

The 'USHUS' journal has been consistently trying to bring together academic effort from many regions and on several diverse issues. This issue, in particular, saw significant contribution from the teaching fraternity. Eminent educationists, academicians and lecturers from regions as far apart as Karnataka, Goa, Manipur and Indore have been able to put forward their valued opinions and the results of numerous meticulous research projects for general deliberation and readership.

Finance and entrepreneurship have taken centre stage this time around, with Financial Planning for the Future, Micro Finance in Manipur (Robita S), a Hypothetical Model for Strategising Future 'Banks' (Justin Paul) and Entrepreneurial Survey in Relation to Commercial Banks' Lending (Anitha H.S.) giving due consideration to the theoretical, institutional, implemented and projected frameworks of this vital field.

The mounting impact of global business trends and their bearing on localised economies formed the bulk of the remaining articles. Areas like Globalisation, work intensification and work life balance (Rashmi Nakra) informative and thought-provoking insight into the complex governance of large establishments. Another article on similar lines, Organisational Performance: Concerns in Construct Measurement (Nandakumar Mekoth & N Barnabas) offers carefully dissected information on the methods of performance measurement, backed by heavily researched data.

The final instalment is an article on Process Efficiency in the Wellness Sector (TV Raju & Satya S) where the emerging health-care industry in India has been painstakingly analysed with reference to industry specific particulars. This issue's book review by Mathew J. Manimala & Sunita will take you through 'The Turnaround Survival Guide: Strategies for the Company in Crisis – Silver, David A.' in subtle detail.

I'd like to extend my gratitude to the several entities that came together for this noble initiative of academic and educational progression. I look forward to your continued support and hope to see numerous other brilliant minds among our midst in the future.

With the intention of bringing uniformity in the Publication all our journals, this 5th issue is marked as Vol. 4 No. 1. Readers kindly take note of this change.

**Alice Mani**