



EDITORIAL

This issue of *Ushus* includes research papers on contemporary issues in different streams of management. The first article "Customer Experience Management - the Mantra for Success," discusses how to set up an emotional bonding between the customer and the company through the implementation of strong Customer Experience Management (CEM). The study concludes that pleasant, powerful, and vibrant customer experience can create an innovative corporate image thereby giving leverage in extending the brand name further and also helping the management to capitalize competitive advantage towards the journey of success.

Unwavering focus on the customer and the constant need to spot an opportunity has resulted in extremely high gear marketing effort in the banking sector. In the article "Assessment of Quality Service in Public Sector Banks: An Empirical Analysis," the author demonstrates the service quality expectations of the customers and conformance of the same in the present competitive banking scenario.

In the third article "Social Work Practice in Human Resource Management" the author addresses the apparent changes in work practices in India due to the impact of LPG (Liberation, Privatization and Globalization). The author analyses some of the harmful effects of current work practices such as reduced security and satisfaction and increased working hours and stress, thereby pointing out the need for the re-orientation of Social Work Education and practices in Human Resource Management. The author goes on to explain the need for re-assessment of current work practices and suggests a shift towards more social friendly work practices.

In "Work Ethics and Value System - A Fact Finding Study of Corporate Practices," the authors focus primarily on ethical issues that corporate decision makers face in developing policies about employees, customers and the general public. It identifies the ethical dilemmas faced by the employees and their resolution in the context of work environment.

In "Participative Management Performance: An Empirical Analysis of Work Organizations," the author makes a comprehensive analysis of effectiveness of participative management with respect to industrial performance and productivity. Industrial democracy is a logical correlate of practical democracy and the Workers Participation in Management (WPM) is a vehicle of achieving industrial democracy. The author concluded by stressing on the importance of favorable situation to enhance the effectiveness of WPM.

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