



EDITORIAL

On behalf of the editorial team, I have great pleasure in presenting to you this issue of 'Ushus' with a new look and feel. The tenth issue of 'Ushus' is a gratifying watershed for all of us who launched the journal in 2002 and completed the ten consecutive issues successfully.

Innovation and creativity are always at the top of the corporate and institutional agenda. Never a fad, but always in or out of fashion, innovations and creativity get rediscovered as a growth enabler. Each generation embarks on the same enthusiastic quest for newer things and faces the same challenge of overcoming innovation stifles.

Our tenth issue of 'USHUS' concentrates on 'Innovation and Creativity in Education & Business'; this concept stems from the National Seminar of institutional investors, professionals and academics held at Christ College, Bangalore in March 2007. The articles in this issue are the selected research papers presented at the seminar.

In the global market place, no one can stand in place, no one can relax on the laurels of past education, training or experience. In a global environment, the only clear, competitive path is forward, and that means innovation and creativity as lifelong strategies in the field of education and business.

The first paper "Employment Strategies in Indian IT Industry" focuses on the need of IT species to develop and innovate unique strategies to attract and retain skilled manpower resources. An analytical study was conducted in nine IT organizations to understand the employment strategies adopted in their organizations. The study concludes that the employer branding exercise and innovative and creative employee packages are effective in holding back and attracting potentials.

The second paper "A Study on the Role of Advertising in Instigating Pester Power in Children" tries to analyze children's demanding nature due to the influence of advertisements in terms of qualitative and quantitative measures. The study emphasizes on the reinforcement effect of advertising that could surely affect the behavior of the child, who is the DMU (Decision Making Unit). The study delves into identifying the impact of advertising on the social set up of the child world.

The third paper "Significance of EQ in Stress Reduction and Coping" is an attempt to relate stress coping ability with EQ of employees. The innovative concept can have wider application in tackling attrition, reducing the signs and symptoms of 'burnouts' in the organization.

There is ample scope for auto players in India to grow, taking into consideration our growing population with a high disposable income. The fourth paper "Managing the Supply Chain for Global Success: a Case Study of Indian Auto Component Industry" tries to study how the auto industry can meet the demands of global industry and outbeat the competitors through an effective supply chain management. The study concludes that Indian Auto ancillary units have managed the supply chain well through the use of quality components available locally, thus scaling peaks of efficiency.

The fifth paper – "SMEs" (something more for everyone) demonstrates the developments and obstacles faced by the SMEs. The article points out the ways for financing SME Sectors, to promote their growth and capitalize as opportunities available in the market. The article also tells us about the dealing with intense competition from both domestic and overseas firms. The growth of SMEs is highly dependent on the highly critical financial aspect and neglecting this crucial issue may pose a danger to their very survival.

The last paper "Credit Accessibility to Vulnerable Sections - Management Perspective" observes that the credit availability to rural sectors of society is still low and in some areas they have to depend on informal credit institutions for meeting emergency credit requirements. The author analyses that through unique features like propagating voluntarism, mutual help and cooperative principles, promoting thrift and savings, providing timely and emergency development credit as well as participative lending methodologies, the linkage programs adopted by SHG (Self help groups) have comparative advantages over other formal credit institutions in reaching out to vulnerable areas.

All the above articles, I hope, will give you an interesting perspective into development of creativity and innovation in the field of business and education.

I would like to conclude with a few words of appreciation and acknowledgment. First I would like to acknowledge the services of Dr. Alice Mani, who was our editor and has contributed a lot to making the journal a great success and Dr. Krishnaswami, our Co-ordinator, for his unfailing guidance and support throughout the process of bringing out ten issues of the journal. Finally, I would like to place on record our acknowledgments to our Chief Editor, Rev. Fr. Dr. Thomas C. Mathew for his vital and significant contribution to the journal.

Leena James
Executive Editor