



EDITORIAL

The 13th issue of Ushus includes technically sound scholarly papers that focus on a wide spectrum of socio-economic and management aspects across business disciplines.

The first paper in this issue is a comparative analysis of the dimensions of teacher commitment. This article throws light on the departmental and organizational commitment of teachers. The article incorporates a study on the institutional variables like accreditation, age, gender, location etc, goes on to explain what job commitment, departmental commitment and organizational commitment actually are made up of. It mainly talks about the zeal of teaching which a true teacher possesses. The major finding of the research reveals that the teachers are very committed to their job.

Brand preference measures have attracted a lot of interest in the recent years. The growing popularity of this area is seen in the plethora of research conducted in this domain. The second paper, based on a research conducted in Gobichettipalyam town, Tamilnadu deals with the brand preference of fairness cream and the consumer problems associated with it. It discusses that, in today's competitive environment, fairness cream is a growing segment and is facing tedious competition in the Personal Care product Industry. The companies are channelizing greater part of their sources towards promotion of the product. The author emphasises on how advertising plays a dynamic role in influencing the buyer's mode of purchase and also points out the limitations of advertising. The paper suggests a few effective methods to change the perception of the consumers.

Information technology has brought in a renaissance in our lives. With the changes in everyday working, Enterprise Resource Planning (ERP) is the software that comes to the rescue of organizations to meet their needs. The third paper is a study on the measurement of the users' satisfaction of the Enterprise Resource Planning (ERP) package in textile industry. It also identifies the conflict between the various business functions and recommends effective IT information sharing as a solution to solve these conflicts. It suggests various (ERP) packages and quotes their advantages.

The fourth paper takes a look at some of the processes and issues unique to the mobile phone industry. It explains the significance of telecommunication in today's world, discusses the current understanding of the mobile phone market in general. This paper studies the consumer's preference of Nokia cell phone on the parameters of product design of handsets, opinion about performance level etc. based on the parameters mentioned in the study. It recommends that Nokia must convince the customers that the brand is non - problematic, and must continue to persuade the customers in order to maintain its position in the market. The research also emphasises and investigates the reason for the success of Nokia in India.

The last paper of the journal is a study on the impact of the monetary policy on bank deposits. Though India has had two generation of Capital Market reforms, still 4/5th of the population invests in safe bank deposits only. A comparative analysis with Korea shows that India is still a much unbanked country. The so called big banks of India are nowhere near global standards. The 18 banks in India which are owned by the government make up only 85 percent of the banking assets. The article also discusses the expansionary and contractionary monetary policy and the monetary and exchange rate management in our country.

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