



EDITORIAL

This fourteenth issue deals with the contemporary management research papers on work life balance, customer satisfaction in banks, quality of work life, faces of expansion of business based on the case study of Videocon group, recent developments in housing finance, environmental accounting linkage to sustainability and Corporate Social Responsibility, and contrarian and momentum strategies in the Indian stock market.

The interest and demand for work life balance from the employees and managers is expanding at an unprecedented rate. As a result it becomes an increasingly important topic in boardrooms. The first paper of this issue portrays the, concept, the need and finally concludes with the solution and benefits of work life balance to the employee and the organization.

Work is an integral part of our every day life and on an average we spend around one third of our entire life in the work place. So it should yield job satisfaction, peace of mind and fulfillment of having done a task. Quality of work life has been well recognized as a multi-dimensional construct and it may not be universal or external and the second paper describes the concept through the comparative study in engineering and textile industry.

The next paper tries to identify the key strategies of success of an organization through a case study analysis of videocon groups. It describes that in the globalised market economy the blend of organic (direct use of natural resources and manpower) and inorganic (acquisitions, mergers etc) growth is the key for the success of an organization.

Through this paper author tries to say that growth means sustainability of the business and it can be achieved with the prime focus on domestic and international market.

The Indian housing finance sector is regarded as an important sector in terms of policy initiatives and interventions. The financial housing need of a large segment of the Indian population has improved over the years. The fourth paper describes and analyses the major issues and govt initiatives and policy approaches for housing in India.

Environmental accounting, sustainability and Corporate Social Responsibility are concepts that coverage towards the same objective to integrate economic, social and ecological aspects of business. The fifth paper evaluates the perceptions and theoretical foundations of environmental accounting and it aims to shed more light on the development and implementation of environmental accounting. It fills an important void for a clear and comprehensive view on environmental accounting and its linkage to corporate social responsibility.

The last paper on this issues attempts to evaluate any systematic patters in returns of Indian stock market. The article investigates the profitability of momentum and contrarian strategies in Indian markets. The empirical findings reveal that contrarian strategy based on long-term past returns doesn't provides significant returns. Further, there is a continuation in short-term returns and a momentum strategy based on it provides significantly positive payoffs.

Leena James
Executive Editor