



EDITORIAL

Striking the right balance between good management and good leadership is a daunting but necessary challenge for anyone endeavoring to be a good boss. Styles of managers are a subject that influences the general work environment of an organization. Different management styles can vary a little bit with a change in leadership; however, the crux of the style mostly remains the same. Power is a pervasive reality in the life process of all modern-day organizations. Leaders regularly acquire and use power to accomplish specific work goals and to strengthen their own positions and organizational goals. The paper titled '*The Impact of Power Bases and leadership strategies adopted by managers on Information Technology Employees*' is an endeavor to blend the theoretical framework of power, politics and leadership with real world scenario of managers and its effect on employees of I.T organizations. To clearly specify the importance of sector, the study investigates direct, mediating, and moderating effects. Based on a survey of 515 respondents from Indian, Indian multinational and multinational IT companies, the paper concludes that power has great impact on leadership strategies of managers.

Today's business challenges and opportunities are more critical and complex than ever. Achieving business success seems highly complex at face value. However, the principles that lead to success are not necessarily complex or difficult. When you focus on the right areas and create a culture to support them, success comes naturally. The paper on '*Take care of the 3P's that will take care of your business*' narrates the success of the business operations using 3P's. It discusses the importance of the right alignment of people, product and profit in the business strategy of every organization to pave its path to the epitome of success. However, the ultimate success depends on the commitment to practice it. The paper concludes with that sustainability of the organization depends on how it connects social, environment and economic challenges, to achieve a new balance.

Globalization is growing faster than ever. In order to keep up with the competitions, companies are forced to think globally and to expand their business across borders. National boundaries are falling and developments of international strategies are getting momentum. The paper on '*Indian MNCS in the tempest of global business*' presents an empirical study of 16 Indian multinational companies and analyses its presence in domestic as well as overseas, similarity's dissimilarity of consciousness, and also indicates its readiness for the future. Through this study the authors tries to explore the Indian MNCs in the blizzard of global business.

The paper on *'A sector wise influence of equity ownership holding on the corporate debt policy-an empirical analysis'* attempts to resolve some of the uncertainty surrounding the question of ownership structure and corporate debt policy. This study examines the influence of equity holdings to corporate debt policy and the capital structure of the firm. An extensive regression analysis is employed to examine the dynamic response of equity holdings to corporate debt policy through time within firms, as well as across sectors of transport, telecom and power. This adds additional information and allows stronger conclusions to the study.

The present structure of Bank has changed drastically in the field of promotional strategies It constantly innovates, reorients strategies and realigns business processes with advanced technology to serve the customers better and earn strong brand loyalty and recall. The issues of promotion are becoming more and more complicated as internationalization of financial services continues to increase. The paper on *'New Generation Banks' Promotion Strategies For Banking Services'* the author presents the results of a descriptive study on promotion strategies of banks in India. This study concludes that all promotion tools in the promotion mix are used to some extent for the promotion of banking services. However, personal selling is the most important promotion tool used for promoting banking services.

Most organizations do a good job of collecting research on how and where to innovate. However, there is a wide gap between the aspirations of executives to innovate and their ability to execute. The paper on *'Strategic Innovation in the Financial Services Industry in India: Trends and Challenges'* argues that organizations have to discover new ways to strategically redefine and reinvent their business role. The financial services industry has core competencies that must be preserved and revitalized into emerging business models. The author concludes that strategic innovation requires a strategic commitment and the adoption of particular management processes and systems to create, nurture, and develop new businesses.

The Balanced Scorecard (BSC) is a strategic performance management framework that allows organizations to manage and measure the delivery of their strategy. The financial perspective of balance score card covers the financial objectives of the organization and allows managers to track financial success and shareholder value. The article on *'Balance Scorecard -Financial Perspective Study of Hindustan Aeronautics Limited'* describes balanced scorecard as a strategy map that provides periodic assessment of how well the organization is progressing towards achieving its strategic goals and predicting the future financials of the company.

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