



## Editorial

Ushus Journal of Business Management wishes all its readers a very happy new year. In this final issue of 2015, the journal carries four research articles and two case studies in marketing.

The Indian banking system consists of 26 public sector banks, 25 private sector banks, 43 foreign banks, 56 regional rural banks, 1,589 urban cooperative banks and 93,550 rural cooperative banks. The number of bank accounts has increased significantly in the last one year in India. Sanjeev Bansal and Garima Malik, in their study, have identified five major dimensions of Customer Relationship Management (CRM) in the Indian Banking Sector in National Capital Region of India. They are competence, relationship communication, caring, trust, and shared information. They also have examined the relationship between CRM and customer loyalty. Trust is one of the important dimensions of CRM which influences customer loyalty the most, especially in the banking industry. The promises made by banks to the customers and the consistency in providing the promised services lead to better customer loyalty.

Manish Kumar Yadav and Alok Kumar Rai have examined the relationship between the service quality and customer satisfaction in public and private sector banks. They have found that the service quality in private sector banks is superior as compared to public sector banks. The private sector bank differs from the public sector bank on the Tangibility dimension of service quality and overall satisfaction. The study also shows that the impact of service quality on customer satisfaction is different for both the selected public and private sector banks. The service quality dimensions show a big performance gap on all the five dimensions. Service quality dimensions viz., Assurance and Responsiveness are the two important dimensions of service quality contributing in satisfaction level of bank customers as compared to the other three dimensions of service quality.

Recently, Management education has gained momentum as many institutes and colleges have come up in India, offering Post Graduate courses like Master of Business Administration (MBA)

and Post Graduate Diploma in Management (PGDM) to the students. Raman Nair and George K. Mathew have intended to find the skills offered by such courses to the learners. The results indicate that management education offers basic skills, higher education knowledge & conceptual skills, personal & interpersonal skills, managerial qualities, analytical skills and entrepreneurial skills.

Private labels are important contributors to sales in retailing. Ritu Srivastava, observed that there are three major motivators for the Indian consumers to choose private labels. They are supplemental benefits, value for money, and quality. According to her, Indian consumers typically buy private labels that offer them supplemental benefits in terms of pre-purchase and post-purchase activities along with brand implication, differentiated product features and also look for price as the value in them across their private label purchases.

Muhammad Rehan Masoom, in his case study on Grameenphone in Bangladesh, eloquently explains the marketing strategies for Grameenphone to avoid price-war in rural sector, defines target customers for Grameenphone in the rural areas of Bangladesh, the major factors hindering Grameenphone's penetration into the rural market and the impact of handset duty on the sales of Grameenphone in Bangladesh.

Headquartered in Bangalore, Zinnov Management Consulting Pvt. Ltd., is a leading management consulting company providing services in the area of offshore advisory, market expansion, data analytics and HR consulting. Kshitiz Sharma, in his case study brings out the best practices in research and proposal development at Zinnov. The best practices in research by Zinnov like Global Advisory Services, Market Expansion Advisory Services and People Practices can prove valuable for any organization.

**Sreedhara R**

Issue Editor