

## **Editorial**

On behalf of the editorial team, with immense pleasure, I present this issue of USHUS – Journal of Business Management (UJBM). This issue comprises of contemporary articles which are very pertinent in the changing business environment.

Given the controversies that surfaced in the year 2015 on the Indian food industry on the whole, especially noodles, the article on "Are we nodding for Noodles? - An empirical evidence among the Bengaluru youth" addresses certain critical facts that can be useful to the manufacturers in mapping the buying behaviour of the consumers. The authors have explored the consumers' acceptance level of the Ready-to-cook and packaged food. Interestingly, the study finds that despite the allegations, popular brands such as Maggi, Yippee, etc. still perform well, and they do have the potential to capture larger market share.

The article on "Marketing of Organic Food Products at Madurai City" investigates the increasing demand for organic food products. This article throws light on how the retailers can design their marketing strategies to attract people to buy organics food products and thereby increase the cultivation of the same. With increasing urbanisation and rise in health consciousness among the people, this article indicates that the demand for organic food products is only going to see an upswing.

As the countries are preparing to embrace a paperless economy, the article titled "Futuristic perspective of online buyers for sustainability of E-Commerce" explores the ways and means of sustaining E-Commerce business. The study traces the growth of E-Commerce business in India. It primarily focuses on the different perspectives of the online buyers.

Changes in lifestyle patterns and the ubiquitous presence of sophisticated technology has led to the emergence of a new breed of citizens who are extremely tech savvy. "Changing Access Patterns of Tech Savvy Citizens" sheds light on the different ways in which digital technology consumers use modern technology.

This article also highlights the importance of using digital technology by the retailers along with the conventional methods.

I congratulate the authors for their effort and hope this issue provides an enriching reading experience to you.

**V R Uma**

Issue Editor