

Editorial

This issue of *Ushus – Journal of Business Management* comes with six articles: three on brand concepts, two on supply chain management, and a case study on switching businesses.

Ram Kumar Jha and Anshul Kumar Jain study the vegetable supply chain management in Uttar Pradesh. The paper studies Producer-Consumer direct transaction as channel 1, and Producer-Middlemen-Retailer-Consumer chain as channel 2, and analyses the dynamics.

T Frank Sunil Justus and M Sadiq Ali take a look at the influence of various factors on brand resonance. The paper studies the case of Yamaha motor bikes in Tamil Nadu, and recommends further studies across other states and other motor cycle brands.

J Joshua Selvakumar's article is on the impact of five major tools of Integrated Marketing Communication (IMC) in the highly competitive Quick Service Restaurants (QSR) industry in India. The study shows how brand awareness and perceived quality play the major role in creating brand equity.

R Harish explores the linkage between brand concepts and brand architecture typologies considering popular and successful consumer brands marketed in India. Observation of data gathered in the present study indicates that the relationships are in partial alignment with the framework proposed in an earlier study.

Venkat Ramesh, Y Vijaya Kumar and Sindhu study the importance of supply chain integration for competitive positioning of the organization. They investigate previous researches on the relationship between supply chain integration and organizational performance. The article throws light on the challenges encountered in integration of supply chain and proposes a conceptual framework to reap the potential benefits.

Vinod M Lakhwani and Swati Tiwari present the case study of a businessman's journey through choices, and the ensuing results. After having worked successfully for more than 30 years in the field of sesame seeds and oil business, Harsh was standing at a crossroads in 2011. Shift in customers' preferences, entry of big players and rise in the price of raw material made survival

challenging. The study presents how he confronted and navigated through a number of options.

Wish you fruitful reading, and anticipate creative and critical feedback.

Sreedhara R

Issue Editor

