



Editorial

The aim of *Ushus – Journal of Business Management* (UJBM) is to present conceptual and application-based contemporary research and ideas in the field of commerce and management in a reader-friendly format. UJBM looks for research articles, case studies, book reviews that extend knowledge and bring out implications of the research. The July – September issue focuses on issues and trends in the financial aspects of business management.

The word finance is derived from the French root, *fond*, possibly referring to fund or capital, and was later adopted by English-speaking constituencies to denote ‘management of money’. ‘Finance’, today, is more than just a word; it has developed as a highly significant professional and academic discipline. The idea and conception of the finance function focused only on budgeting, reporting and control. In contemporary times, it has moved to a more strategic level. Currently, professionals working broadly under the scope of Finance as a discipline might be required to integrate modern methods with traditional processes to manage existing and potential risks. Businesses need finance experts to track and monitor novel digital initiatives and conduct standard ROI calculations. Interestingly, the insurance sector, though is quite prominent in current discourse, a systematic review of how public sector non-life general insurance companies and the private players in the same industry negotiate their performance through their policies both at an intra and interlevel needs to be analysed. We have a research paper which addresses this issue. The paper analyses the earnings and profitability of non-life general insurance companies in India. One another note, financial innovations and technology have transformed the discipline to a greater level to make use of the huge volume of data to predict and forecast all the relevant micro and macroeconomic variables. In this reference, in this current issue, we have a study which the benefit of co-locating some of the key roles along with software development at offshore locations and its implications for the product’s life cycle, reach and efficiency. It is the role of our journals to capture the impact of recent policy implications. With this focus, the current issue

includes a research paper that focuses on analysing the impact of demonetisation on the stock market, SENSEX, NIFTY AND BANKEX based on the time interval, both during, pre and post demonetisation. An attempt has been made to evaluate the PradhanMantri Jan-DhanYojana scheme critically and its difference from the previous scheme. It can be stated that this issue has given an insight into the various functional form of a business related directly or indirectly related to the finance discipline. Hope this will give a thought-provoking reading which could contribute to further research!

Sangeetha R

Issue Editor