"Managing and innovation did not always fit comfortably together. That's not surprising. Managers are people who like order. They like forecasts to come out as planned. In fact, managers are often judged on how much order they produce. Innovation, on the other hand, is often a disorderly process. Many times, perhaps most times, innovation does not turn out as planned. As a result, there is tension between managers and innovation."

-- Lewis Lehro, about the first years at 3M

Dear Learned Academic and Friends

Greetings to one and all.

Let me thank everyone of you for all your awesome encouragement to bring out this Journal in all appropriate means.

Today the business world is under the dawn of great pressure and animatedly transformed in many spheres due to sprawling growth of knowledge dissemination and due to faster development in Information and Communication Technology. The creators of managers for the future corporate world inevitably have to realize their role and discharge their duties with confidence and faith. In furtherance to teaching the role extends beyond and hence academic fraternities must focus their attention on enhancing their knowledge through continuous research work and contribute the betterment of the Corporate, Society and Students, one step ahead it must benefit the government in several magnitude. Knowledge economy, is the key indicator for the success and growth of richness of a country. A country which is very poor and drained out of knowledge is struggling to survive and thereby poverty dominates. Although, India is very strong in knowledge and talents; still the growth is not that much appreciable as what it is expected to be.

The economy and the Indian business corporate are crammed with loads of bottlenecks and therefore, implementation of various theories, policies, strategic approaches, concepts, and many more, become highly difficult and often come under high resistance. It is the primary responsibility of all the Management Professionals, Academic and Researchers to bring out thoughtful strategic measures, findings that shall be implemented and practiced in the economy and in specific by the corporate world. Thus the journal will acts as gateway for all management professionals to gain substantial amount of expertise, insights about different theories, concepts and applications out of scholarly research, which shall increase the knowledge through sharing as well as in enhancing the quality of research work.

Namex International Journal of Management Research not only aims to encourage the qualitative research work but also it is felt that the extent of contribution by the
Management Academicians and Institution is highly imperative at this juncture than any other discipline.

Authors have the liberty to extend their valuable contributions in their specialized areas in a broader spectrum. The contribution shall be from transitions and challenges in areas such as marketing, logistics and supply chain, event management, product, production and operation management, consumer buying behavior, employee retention and rewarding, talent management, knowledge management, best practices of notable corporate houses and businesses.

We welcome reviews on books, blogs, critiques, research papers, working papers and so forth to express what the authors have in their minds and intend communicate.

The authors and readers are encouraged to suggest their views for further enrichment of this journal to stands ahead of the rest. It is best assured it will maintain its quality and timely presentation of the authors that shall be shared by all.

I deem it as a great pleasure in rendering my heartfelt thanks all those authors who had contributed their papers with their overwhelming support and encouragement.

Once again thanks to every one of you for the unique opportunity in communicating with you.

Wish you all a grand success!

Cheerfully Yours

Dr. R. Rajan
Editor – in - Chief