Dear Academic and Research Fraternities

Greetings to one and all.

The team Namex International Journal of Management Research places its great accord and thanks to all the authors who had contributed their articles and papers. It gives us a great pleasure in witnessing the overwhelming support extended to us to bring this journal with more success and is highly confident to provide papers with highly quality and rich in content in the subsequent issues.

It is quite worth noting that there is an urge to create and maintain a harmonic green environment around us for a healthy and peaceful living. Marketing has taken a different dimension and is now focused on green marketing. The cause and effect of new emerging technology have been taken as a case material for an elaborate discussion in identifying strategic approaches to protect the environment and the human kind and at the same time, there is a need to identify alternative sources of energy that the society is in need of.

As we all know the economic development is guaranteed only when entrepreneurial talent seeds are sowed and bred in the minds of the younger generation. This cannot be immediately fostered but however they need to develop in an organizational setting and evaluated in their performance on a periodical basis. Fianancial performance is considered as one of the key indicator to understand about the growth of the company and as well as the industry in general. Every organization is solely rely on its human resources as they are the greatest asset for the growth of the firm in all possible dimensions. These assets often under lot of pressure and subjected different stress, which need to carefully examined and identigy an appropriate solutions. In this regard, creating a work environment for a balanced life with fun and love is the need of the hour.

Now a days firm are facing stiff competition and hence the level of customer satisfaction must be seriously considered for evoloving a suitable strategy to make them exited of the service and precuts offered by a firm. Perception among the customer often lead to complicated situation to every firm in marketing their products. Insurance industry is often in the difficult status in meeting their customer and in satisfuing them.

This issue we believe will shred light on all of the above subjects in a simplest way for everyones understanding.

Look forward your valuble support and suggestion to bring this journal abundantly rich in content and quality.

Academically yours

Editor- in-Chief