Dear All

Greetings to one and all.

Hearty thanks to all those who stood behind us bring this journal in a successful manner.

The creators of managers for the future corporate world inevitably have to realize their role and discharge their duties with commitment. Apart from teaching, the role extends beyond and hence academic fraternities must focus their attention on enhancing their knowledge through continuous research work and contribute their noble service to the well being of Corporate World, Society, Students and one step ahead it must benefit the government in several magnitudes. 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 dominated by poverty. 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, Academicians, 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 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, 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 that you intend to communicate. Your suggestion will help for further enrichment of the journal to stand 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.

Our heartfelt thanks are due to all those authors for contributing papers, and for the awesome support and encouragement.

Wish you all a grand success!

Cheerfully and Academically Yours

Dr. R. Rajan
Editor – in - Chief