

## Editorial

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Thank you readers, authors, and reviewers, and all my team members at Shri Dharmasthala Manjunatha Institute for Management Development, Mysore, for enabling us to successfully bring out the first issue of the fourth volume of this journal having released three volumes of two issues each till now. Starting in the year 2010 this journal sets the ambitious objective of prioritizing quality over the quantity of articles published and accordingly contacts were established expanding the network to include more number of authors, reviewers, and readers. We also succeeded in enhancing our presence in journal-exchange programs benefiting the libraries across the country.

From this issue onwards we are creating the web presence through our on-line version with its own ISSN number along with the regular print version. We are also now setting a complete on-line submission and review portal to enable authors and reviewers to upload their content. Subscribers will also be given the access to the journal articles online. This we believe is a step in moving ahead with the times. In addition the journal content will be shortly indexed in international electronic databases enabling the users to access the same.

Coming to the present issue in your hand, there are four research papers along with a book review from a corporate author. The journal maintains its record of having at least one article from a foreign author continuing its presence outside the country.

Kavita Chavali and Nusratunnisa have studied the impact of dividends (cash and stock) on share price performance of companies in the Indian context and indicate how the market is found to react positively to dividend announcements.

Rajib Bhattacharya and Sharmila Maity investigate the awareness of and attitude towards learning non-English foreign languages among higher secondary, graduation and post-graduation students, both from professional and academic streams and suggest ways to motivate students to learn foreign languages along with their normal course of study to help them enhance their employability.

Raymond looks at the management education in the perspective of comparing the traditional MBA education with the industry-centric managerial certification and suggests ways and means of improving the system by focusing on the requirements of the small and medium enterprises.

Subramoniam writing on employee passion in public sector banks explores the factors which affect the employee passion by conducting a survey among subordinate staff, award staff, and officers. The purpose of study is to understand what motivates the employees to continue in the job and deliver service to the satisfaction of the customers.

Dattakumar has reviewed the book titled “Whale Done!: The Power of Positive Relationships” by Kenneth Blanchard, Thad Lacinak, and Chuck Thompkins, and has succinctly indicated how this book helps to improve relationships and productivity.

I express my sincere thanks to authors, the reviewers, the members of the Editorial Committee, and my faculty and staff colleagues for their invaluable support. Readers’ feedback is always welcome.

*Dr. R. Jagadeesh*  
*Editor*