

Editorial

The SDM IMD Journal of Management has the main objective of making its presence felt in the domain of management discipline enriching the body of knowledge. It provides a platform for the academicians, researchers, administrators, and practitioners to share and disseminate their knowledge and experience creating new boundaries and benchmarks in the field. The journal aims to provide the latest concepts and applications pertaining to different issues of management to enable people in the academia and the corporate world make better decisions.

The present issue has six papers contributed from experienced authors discussing interesting developments and applications and also a book review. The papers revolve around organizational improvement, human resource development, enhancing quality in service, and developing new data security standards.

In her paper on coordination of training activities Anjali Ganesh describes the importance of coordination with reference to training activities in commercial banks. Mark Gershon in his paper on quality and governance narrates the relationship between quality and governance in corporations as observed through six sigma projects. Muhammad Aslam Khan, Hasan Afzal, and Muhammad Fahad Aslam Khan report about a study that aims at measuring consistency in processes, technology, values, and integration among various departments in an organization and its effects on organizational performance. In their paper on tourism industry Poolad Daneshvar and Ramesh discuss measuring the service quality gaps using the SERVQUAL model which aims to measure the gaps in expectations of tourists visiting the city of Mysore, India. Sneha Shukla in her paper describes a study that deals about the private insurance players' enigma to penetrate in the rural market. Considering the growing applications of mobile banking, Sudhakara in his paper describes various standards available in data security and provides a new framework for the information security standard aiming for a robust and highly secure mobile banking standard.

Parasuraman has reviewed the book "Alchemy of a Leader" authored by John E. Rehfeld and offers expert opinion highlighting the salient features.

Overall, the papers touch upon the contemporary issues related to different areas of management and offer insight towards solutions.

Dr. R. Jagadeesh
Editor