

Editorial

The SDM IMD Journal of Management now in its second issue is enriched with new features. The names of the reviewers are provided along with the list of members of the editorial group. At the end of each article, a brief biographical sketch of the authors is provided along with their contact details. This enables professional network among the readers and the authors. A new and more comprehensive "authors' guidelines" cover different aspects of structure and content.

Coming to the main contents, the present issue has five research papers contributed from seasoned authors who have touched upon interesting developments and applications pertaining to diverse topics. Also a book review on a very popular and recent book is included. In addition the issue contains a case study pertaining to a public sector bank.

In their research article, Cecil Pearson and Adrian Rota discuss the case of business and employment for indigenous Australians as seen through the case of Bunuwal industrial venture at Yirrkala. The authors have presented an example of an indigenous business operation that is being undertaken with Yolngu people in the remote community of Yirrkala within the East Arnhem Land region of the Northern Territory of Australia.

Ganapathi, R., Sannasi, S. and Thirupathi Raja, K have examined the diamond jewelry market in Coimbatore to identify opportunities to improve sales performance by conducting a survey. Apart from the academic curiosity, their research was prompted by a social objective.

In the article on sustainable marketing strategies for the micro, medium and small scale industries of West Bengal, Sarbani Mitra and Agrawal, K. M., have reported an empirical study on bamboo artifacts with the objective of establishing a sustainable livelihood around bamboo.

Quality Awards are very coveted accomplishments and given their reputation and status could well act as motivators leading to Total Quality Management. This fact has been explored by Subrahmanya Bhat K. by studying various winners of Indian and international quality awards.

In another interesting article related to quality, Suresh A. M. and Shashikala R. have tried to assess the gap in customer service quality in food retailing as observed through a survey in Bangalore. The authors have applied statistical techniques to reveal the gaps.

This issue presents a Case Study titled "To Be or Not To be a Leader" jointly authored by Loganathan G., Nilanjan Sengupta, and Mousumi Sengupta. The case study recounts the situation in a public sector bank of India and describes the power of strong leadership that enabled turnaround in bank leading to improved performance. A case that is certain to inspire the budding managers.

Book Review in this issue is contributed by Nilanjan Sengupta who has succinctly narrated and appraised the contents of *The Devil's Casino: Friendship, Betrayal, and the High Stakes : Games Played Inside Lehman Brothers* written by Vicky Ward. The book unfolds the diabolical game played by a company that caused a series of events culminating in global recession. An interesting book for anyone in the business or out of it!

Readers' feedback is always welcome.

Dr. R. Jagadeesh

Editor