

Editorial

There is a relentless quest for knowledge in the heart of every individual. A life time is insufficient to answer the innumerable questions surging in the human mind. The constant desire to seek answers for such questions have paved the way for various types of research. Various problems of life require meticulous introspection to solve them. Research is an endeavor to solve the myriad apprehensions and problems that perturb the equilibrium of life.

Corporate houses reflect the ethos of human life and the land in which they operate. There is a constant endeavor to scale the pinnacle of optimal quality and profit despite a plethora of business vicissitudes. The major environmental change that has enveloped the corporate world is globalisation. While the world has transformed into a global village, every business has metamorphosed into a global business. Every nuance of business has witnessed a sea of transformation. Economic integration has narrowed geo-political boundaries. Globalisation has permeated all the economic functions of consumption, production, distribution and investment. Traditional paradigms of business have been challenged by globalisation and economic integration. India has become a hub of globalisation and glocalisation.

While business pundits see the advent of globalization as a harbinger of hope, there are various other forces to reconnoitre. Global economy has been reshaped by forces like: Economic volatility, globalisation, digitisation, global markets and geo-political instability (McKinsey Report 2010). Transformation is not just inevitable, but also a sign of progress. Business environment is not simple. Today, the world is getting more interconnected, complex, ambiguous, uncertain, volatile and unpredictable due to the tectonic shifts in the integrated

global economy due to economic, political, social, financial and other environmental changes. The long run sustainability of businesses is challenged by the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world.

Research is the scaffolding that enables businesses to introspect their performance and ensure a sustainable future. A systematic, critical investigation, with a purpose to interpret a business phenomenon and forecast its future, is the scope of business research. This scientific method of enquiry has become an integral part of business. Research not just verifies existing facts but also finds solutions to social problems as well. Research not just benefits the business and industrial scenario, but national development in the long run.

This current issue of the journal presents various perspectives of authors from different parts of the country on diverse topics. The article on 'Micro small and medium enterprises with special reference to start-ups' assesses the past, present and future of MSMEs and throws light on the trend of entrepreneurship in India. A probe into the expectations of potential recruiters and measures to improve placements is presented in the article, 'A study on placement of MBA graduates of management institutes located in tier II cities of Karnataka and its implications.' The article 'Family work conflict and coping methods among married women workers' stresses the relevance of intervention for reducing work-family conflict. 'Effectiveness of Training and Development Programmes in Shipping Industries' is a scholar's perspective of impact of training programmes. 'An empirical study on employees' stress among the sales executives of private banks which influence the employee attrition with reference to private banks in Coimbatore' is an attempt to quantify the relationship between employee stress level and attrition. 'Beware of Talent Management' is a reflection on risks associated with global talent and the measures to overcome them. 'Relationship between achievement orientation and the performance – a special case with frontline managers of pharmaceutical industry of Bangalore city' has proved that performance is positively correlated with achievement orientation. The empirical study 'Influence of investors' profession in investment decision' identifies various factors

of investment decision making. 'An analytical research on fundamental and technical analysis of the HDFC bank stocks in India' has presented the relative strength index and rate of change which are crucial for any investment decision. 'FDI in Indian labour intensive industries' studies the role of FDI and contribution of labour intensive industries to the Indian Economy.

Chavara International Journal of Business Research is a tribute from Kristu Jayanti College, Autonomous, Bengaluru, to St. Kuriakose Elias Chavara, the founder of the CMI Congregation. St Chavara's life was dedicated to transform the life of the downtrodden and emancipate the society through education. His mission to redesign the fabric of the society through publication was an illuminating spark that heralded socio-economic change in India. The Journal hopes to carry out the legacy of the founder, to spearhead the light of knowledge and prosperity to the society and nation.

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