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Editorial

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Interscience Management Review

Editorial

Proper civilization is a corollary of true education. Often the most civilized of the societies had a fair share of educationists who framed the norms of the society. Education too has its fair say in our society albeit we believe in education which is skill based.

Like in all other services, where the product is developed with the end user in mind similarly educational services must also structure itself with the same thing in mind. But most of the time we confront a much unorganized structure in the area of educational services. The need for evaluation, monitoring and restructuring the existing educational environment is of the utmost necessity. For the injury caused is of high order as the system affects the individual right from the age of 5.

The journal addresses to various issues prevalent in the education system throughout the globe. Why is it so that the parents of children constantly feel that the children are over-loaded? Some far sighted schools even have seminars to find ways to reduce “The Burden of the Children”. Is the syllabus too extensive and subjects many? Is too much factual knowledge being imparted, so that children at the primary level are also forced to learn by rote, instead of understanding? Is too much time being spent in classroom activity, and the chalk and talk method of teaching? Is adequate time being given for physical activity, sports, etc. to children, during school hours? Is the student-teacher ratio logically workable and educationally acceptable? Some questions to ponder and ponder hard.

Even primary level schooling, it does appear, needs to be answerable. But then why not? The present journal is an attempt at creating an opinion on the growing needs of proper educational administration and the various practices around the world. Further, we aim to create awareness for the reforms that may in time become a necessity.

The inaugural issue has a congregation of ideas ranging from issues in technical education to various innovative aids utilized to enhance classroom teaching.

In the first chapter entitled “Pilgrim Satisfaction of Religious Event” by Dr. G. Sridhar et al. emphasized on the pilgrim satisfaction in a religious event. This paper deals with measuring pilgrim satisfaction, exploring differences in pilgrim satisfaction across selected demographic characteristics, identifying key factors that influence pilgrim satisfaction and know their relative importance.

The next paper on “IT Delivery Capabilities: Assessment and Performance Measurement of Selected Indian IT & ITeS Organisations” authored by B. A. Prajapati et al attempt to evaluate the long-term ramifications of outsourcing. This paper presents a survey-based analysis of current trend of private sector outsourcing.

The third paper is a case on “Quality Management Practices and Product Quality Outcome in Indian Manufacturing Industry: A Case Study” by D. Mishra et al has done an empirical study on the quality management practices in Indian Manufacturing Organizations. This paper attempts to study the relationship between main quality management practice dimensions and superior product quality outcomes.

The next paper by J. P. Panda & R. N. Satpathy on “Studies of Manufacturing Process Control: A Technological Transfer of Soft Computing” discussed the three techniques of artificial intelligence and their uses in manufacturing.

In the succeeding paper entitled “The Effect of Benefits and Risks On E-procurement Implementation: An Exploratory Study of Swedish and Indian Firms” by Parida & Sophonthummapharn projects the cost benefit that is a driving force for the companies for implementation of e-procurement. This paper explores on the benefits and risks associated to the effect and implementation of e-procurement.

The sixth paper on “Critical Success Factors for Implementing CRM Using Data Mining” authored by Ranjan & Bhatangar presented the Critical success factors for implementing the Customer Relationship Management (CRM) in a firm using the widely accepted techniques, Data mining (DM).

The last but not the least paper on “Modeling Dynamics of Technovation in Competitive Manufacturing” authored by Lt Col (Dr.) J Satpathy focuses on the modeling dynamics of technovation processes reflecting the interdependencies of the product-process technovation system.

Prof. (Dr.) Srikanta Patnaik
Editor-in-Chief