

Interscience Management Review

Volume 3 | Issue 2

Article 1

July 2010

Editorial

SRIKANTA PATNAIK

President IRNet, Bhubaneswar, srikantapatnaik@iimt.ac.in

Follow this and additional works at: <https://www.interscience.in/imr>



Part of the [Business Administration, Management, and Operations Commons](#), and the [Human Resources Management Commons](#)

Recommended Citation

PATNAIK, SRIKANTA (2010) "Editorial," *Interscience Management Review*. Vol. 3 : Iss. 2 , Article 1.
Available at: <https://www.interscience.in/imr/vol3/iss2/1>

This Article is brought to you for free and open access by Interscience Research Network. It has been accepted for inclusion in Interscience Management Review by an authorized editor of Interscience Research Network. For more information, please contact sritampatnaik@gmail.com.

Editorial

The 1st paper titled “Tourist Motivation strategies and Activities Reference to Maharashtra, India” by Bagherbagherian Kasgari investigates tourist’s motivation strategies with a segmentation approach in order to give an understanding of the theory of motivation strategies in general and the motivation factors influencing consumer decision making in a tourism context in particular.

The next paper entitled “A Comparative Study of Growth, Challenges and Opportunities in FMCG of Rural Market” by Kavitha T. C. provide detailed information about the growth of FMCG industry in rural market of India and examining the challenges, opportunities for the FMCG’s in rural market with growing awareness and brand consciousness among people across different socio-economic classes in rural area of India and how the rural markets are witnessing significant growth.

The 3rd paper by “Public Interest Litigation: A Conceptual Framework” by Manas Ranjan Samantaray and Mritunjay Sharma showed, with reference to the Indian experience, that PIL could achieve these important objectives. However, the Indian PIL experience also shows us that it is critical to ensure that PIL does not become a facade to fulfil private interests, settle political scores or gain easy publicity.

The 4th paper entitled “A New Model for Reliable Facility Location Problem under Random Disruptions” by M. Rajaei et al presented a new reliable location model called ‘the α -reliable Minimax regret which we apply it to the capacitated reliable fixed charge location problem. This model aims to minimize the worst-case regret with respect to a subset of worst-case scenarios whose collective probability of occurrence is at least α .

The next paper by G.S.Vijaya et al discusses about the new open innovative technology-Enterprise Resource Planning in their paper entitled “Enterprise Resource Planning (ERP) – an Innovative Key for the Success of an Organization”.

The 6th paper titled “Efficient Multi Dimensional Nodal Fuzzy Search for Information Management System” by M Raja Narayana et al propose a novel multi-dimensional search approach that allows users to perform fuzzy searches for structure and metadata conditions in addition to keyword conditions.

The 7th paper by Ankit Bhandari et al present the Automated Visitors Management System A visitor management system tracks the usage of a public building or site in their paper entitled “Automated Visitors Management System”.

The 8th paper entitled “Distributed Shared Files Management” by Saurabh Malgaonkar et al discusses a concept that is similar to a distributed file system where files are distributed across the network but the users have an illusion of a centralized file system and also avoids its high complexity and cost of implementation.

The next paper entitled “Supply Chain Management: Application in Agriculture Marketing” by Rakesh Patidar et al compares traditional marketing of Indian Agriculture marketing and proposed methodology of Agriculture marketing using supply chain Management.

The 10th paper by Aftab Ahmed et al in their paper entitled “SPC Implementation in Pharmaceutical Industry for Material Flow Management” have done practical analysis and improvement of manufacturing process, transportation and work layout of a pharmaceutical company carried out with the help of a Method study tool.

The 11th paper titled “Proposing a Model for Evaluating the Effective Factors on Collaboration of the Learning Groups in Smart Schools (Case Study: Teachers’ View of the Smart High Schools in Tehran)” by Shafiepour Motlagh et al aims to propose a model to evaluate the effective factors on cooperation of the learning groups in smart schools.

The 12th paper entitled “ICT – Boon or Bane for Life Long Learning” by Sarabjit Kaur & Yagbala Kapil discusses on how the modern information technology support is becoming the foundation of the efficient and cost-effective lifelong learning.

The 13th paper by J. Shakila done a study on how online learning will replace the traditional teaching and it fulfills the all needs of present learners in the paper entitled “A Study of the Awareness of Online Learning among Teacher Trainees.”

The next paper entitled “Organizational Intelligence in Faculty Members of Shahrekord Selected Universities, Iran” by Manijeh Fahami et al diagnosed a university’s business intelligence. Their study found out that Organizational Intelligence didn’t showed any correlation with age of faculty members, but the performance pressure was higher among full Professors, and components of strategic vision, appetite for change and organizational alignment were significantly higher among female faculty members than male ones.

The 15th paper on “Study of Relation between Teachers Organizational Intelligence with Professional Ethics among Shahrekord High Schools” by Atefe Bayati Eshkaftaki et al seeks to survey the relation between organizational intelligence and occupational morals of managers at high schools in Shahrekord.

The last paper on “Study of Relation between Teachers Entrepreneurship and Principals Transformational Leadership Style at Shahrekord High Schools” by Atefe Bayati Eshkaftaki et al is the research on survey of the relation between entrepreneurship of teachers and leadership styles of high school managers in Shahrekord city.

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