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## Editorial

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## Editorial

Welcome to the IMR Journal of Management. I would like to begin by expressing my sincere gratitude to all our authors who have contributed to the journal. I am also indebted to the reviewers and the editorial team for their contributions. The current issue includes both conceptual and empirical papers with considerable depth and details. Through this issue we have tried to focus on theoretical, pragmatic, applied and interdisciplinary research in different areas of management. This issue consists of eleven articles.

The first paper “*An empirical study on factors influences consumer behavior towards dairy products*”, by Er. Amit kumar Sen and Dr Manjusmita Dash, based upon the study which directed the factors influencing the selection of store for purchasing of dairy products. The investigation has been conveyed by controlling an organized poll to gather the information from the respondents and analyzed it by utilizing SPSS 20.0. The examination uncovered that the main considerations impacting the buy choice are accessibility of items, close to home, credit office and the respondents are minimum made a big deal about the inside condition of the store.

The second paper “*Consumer food choice behavior model*”, by Dileep Kumar M. and Normala S. Govindarajo, looks at the study followed interpretive research philosophy and exploratory study design with phenomenological interpretations, case studies and Delphi method. The research design integrated a longitudinal design during 2016 to 2017 period to develop a food choice consumer behavior model with triangulated tools and methods, identified causative factors related to consumer food choices.

The next paper, “*Two Cases of Failure in Merger: Is it overconfidence?*”, by Dr. Kalpataru Bandopadhyay, the paper makes an attempt to identify human biasness in relation to decisions regarding mergers with the help of analyzing two cases in Indian context.

The fourth paper on “*Merger and acquisition deal brings leveraging synergy – an analysis of Kotak Mahindra Bank & ING Vysya Bank*”, by Rashmi Ranjan Panigrahi , Dr. S. K. Biswal & Dr. Ansuman Sahoo highlighted on the process of acquisition of ING Vysya bank was started by Kotak Mahindra bank on November 2014. For analyzing qualitative content of this topic they have used Case study approach, this case study reveal the strategic motives of Kotak Mahindra bank.

The fifth paper “*Pre & post merger financial performance- a study of selected companies in Indian pharmaceutical sector*”, by Shibashish Sahu, looks towards on analyzing the financial performance and wealth maximization of acquiring companies and evaluates their financial and operating performance pre and post period of the merger. To conduct a constant research and arrive at an actual conclusion, they focus on Indian pharmaceutical companies.

The sixth paper *“Efficacy of coaching mentoring for communications and leadership: to overcome HR challenges in mergers and acquisition”*, by Shyamasundar Tripathy and Dr. Sanjay Kumar Satapathy, is based on to establish coaching and mentoring needs in mergers and acquisitions (M&A) and how it affects organizations variables: transform, communications, management, customs and anxiety. This paper compiles scholarly narrative with meticulous orientation to the most frequent trouble organization encounter throughout M&A execution.

The seventh paper *“Impact of advertisement on customer buying behavior-a case study of district Kangra, Himachal Pradesh, India”* by Hem Raj et.al looks at the present study which related to find out the effective of various advertisements on customer buying behavior in Himachal Pradesh. This study helps the strategy makers and marketers to identify the potential customers with help of effective advertisement in the market.

The next paper *“An Empirical Analysis of Financial Health in Auto Ancillary units and Realty Sector using Altman’s Z Score Model”*, by Dr.B. Senthil Arasu, Dr. P. Nageswari & R. Ramya, looks at is on Financial strength of the business firms. For measuring the financial strength of a business firm, they applied Altman’s Z-score model. This model is predicting the possibilities of the bankruptcy of a business organization.

The ninth paper *“Merger and acquisition trends of new Eon”*, by Rachana Kamari Patro & Dr. Akankshya Patnaik is based on M&A which reflects a big change in the mind-set of Indian companies that has come about as a result of greater exposure and increased competitiveness.

The tenth paper *“Mergers in banking sector with special reference to SBI-a case study”*, by Dr. Mohammad Khaja Moinoddin, highlighted on Merger is likewise precarious given the tremendous difficulties banks confront, including the awful credit issue that has dove numerous open area banks in a phenomenal emergency.

The last but not the least eleventh paper *“Merger of SBI and its Associates and its Impact on Employees”*, by Mr. Biswa prakash Jena, looks at the paper clarifies the methodology of SBI merger, effect of SBI merger and the difficulties looked by SBI after merger and its impact on employees.

All the articles reflect creative thoughts, ideas, opinions and beliefs that will stimulate professional thinking. This will serve as a channel for knowledge sharing. We hope readers will find articles in the journal informative and enlightening .I wish IMR journal bring a bright future and hope the readers will appreciate the papers published in this journal and provoke the readers to provide their valuable feedback for improving further in our journey to bring out the next issue.

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