Continuing with the practice of covering diverse topics, this issue of FIIB Business Review (FBR) has articles focusing on issues of Finance, Marketing, Social Media, HR, Entrepreneurship and Labour. Policy initiatives such as Swachh Bharat Abhiyan and Smart Cities have also been included in this issue.

Despite economic development, India’s growth has been hampered due to uneven migration and poverty. The first paper in the Perspectives section, titled, “Rural Urban Migration: Disturbing the Equilibrium between Smart Cities and Smart Villages” focuses upon the issue of migration of the labour force. The paper attempts to link the issue of migration with the government’s initiative of Smart Cities and Smart Villages, thereby trying to understand the causes and consequences of migration and its impact on this initiative. The second paper in this section, “Empowering Women in Agriculture: Unleashing Rural Women’s Voice to End Hunger and Poverty” throws a light on the role of women in Indian agriculture, the need for their empowerment and suggests issues that need focused attention while designing policy and programs for women’s empowerment. Social Media has a great presence in the life of the youth today. The last paper in perspective section “Social Interaction of University Students on Facebook: A Developing Country’s Perspective” touches upon the issue of social media and its usability among the youth in a university in Pakistan.

“Matrix Software Technologies: Target of a Takeover” in the Case Section deals with how to find the Enterprise Value (EV), and the valuation of the existing promoter’s holding in the company by studying Matrix Software Technologies (India) Ltd which was set up to provide India based offshore Information Technology (IT) services.

As a tribute to former President and missile man Late Dr APJ Abdul Kalam, book review of his book “A Manifesto for Change” has been covered. The book is a vision document of the future by the former ‘People’s President’. Book Review on Shashi Tharoor’s “India Shastra: Reflections on the Nation in our Time” provides a view on contemporary Indian polity, society and religion, and India’s role in the rapidly globalizing world. Sanitation is important for sustainable development. Conference Review of “National Conference on Managerial Perspectives, Issues and Challenges of Swachh Bharat Campaign 2014” held on August 14th, 2015 at Guru Gobind Singh Indraprastha University, Delhi highlights the managerial implications of Swachh Bharat Campaign launched by Government of India.

Online retailing is an expanding market. Website Review profiles “www.bigbasket.com” which has become a brand name in providing online grocery services catering to urban middle class in India. Continuing with the focus on grocery retail marketing, the first paper in Research Section titled “Customer Perception on Retail Service Quality: The Case of Food and Grocery Retailing” attempts to measure the customer perception on attributes of retail service quality. 26 items of Retail Service Quality Scale (RSQS) was used to analyse the customer’s satisfaction in food and grocery retail. The study has great managerial implications as effective managerial decisions made by food and grocery retailers when they have to decide on the service quality attributes which can satisfy their customers.

Human Resource is a vital asset to any organizations. The second paper in Research section, “Exploring Human Resource Audit (HRA) in Indian Organisations” provides a perceptual understanding of HRA in Indian organisations. The findings reveal poor awareness and availability of HRA in the Indian scenario. “Impact of Derivatives on Spot Market Volatility: A Case of Indian Agriculture Commodity” tries to validate the market perceptions of different bodies on the usefulness and suitability of futures contract in developing the underlying agricultural commodity market in agricultural based Indian economy. The findings of the paper reveal that comparative advantage of the futures market in disseminating information, leading to a significant price discovery and risk management, can help to successfully develop the underlying commodity market in India.

We present this issue of FBR to our readers. We welcome your feedback and suggestion.

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Editor