Editorial

Globalization of the world economy has started sending shock waves across nations. The past performance and global superiority of many nations are under severe threat in the present world order. Many countries, especially of the west, that once thought of themselves as leaders and rulers of the world have started feeling panicky for many reasons - incomes are falling, jobs are flying, currencies are weakening, exports are suffering; and to make things complicated, their very competitiveness in the global economy is dwindling.

On the other hand, the world today is witnessing the emergence of a new breed of countries that appear to be determined to take the challenge of the new economic order often christened as globalization. These countries are visibly engulfing the strategic strongholds of the leader nations. They sell things straight into the markets of the latter. They take away the factories and jobs from the homelands of the latter. They develop their local entrepreneurship and infrastructure much faster than the old leaders. Of particular importance are countries like India and China with huge resources of population as their strategic assets. In fact, the gurus and pundits of globalization visualize the possibility of these two huge-sized nations rewriting the geopolitical equations and becoming the global leaders of future.

But both China and India have their own problems and issues to be resolved before they fulfill the vision of global excellence. Talking about India, chief among the country's strategic challenges is to enhance the performance of its corporate sector so as to make it globally competent in the international market place. Before reaching the goal of global excellence, corporate India, in fact, has to face and resolve a plethora of issues - business and branding strategies, mergers and acquisitions, attracting foreign capital, creating incentives for international business, effective management of human resources, dealing with the Mother India syndrome and India's 400 million poor, etc. are some of the major strategic challenges India is likely to face in the future days of its globalization drive.

It is against this background that Rajagiri School of Management, the oldest and one of the leading b-schools in Southern India thought it fit to gather the views and opinions of the thought leaders on globalization from across the world and disseminate the ideas to the academic and practitioner communities that would benefit from such knowledge. To make our endeavor successful the school decided to dedicate the golden jubilee issue of its flagship publication, Rajagiri Management Journal, to the theme "Global Competitiveness of Corporate India - Strategic Challenges". The contents of this issue of the journal reflect the thought streams of academicians, practitioners and researchers both from India and abroad and deal with the diverse aspects and dimensions of the chosen theme.

On behalf of the members of the editorial committee of the journal let me wish the readers a truly knowledgeable encounter with the deeper and finer issues faced by the corporate sector in the fast globalizing Indian economy.

Prof. James Thomas Kunnanatt
Editor

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