

FROM THE EDITOR

The limitations that we face:

The history of this issue involves contacting about 75 individuals who belong to the world of management – researchers, academicians, and practicing managers in various levels. From out of 23 submissions, finally, we could set up the present issue.

The lead article on ‘mindset-correlation’ has been selected as the finalist in the prestigious Mercer Award Asia, in the year 2004 – for innovative research in HR. The concept is new and original; it helps us to know the concept of mindset-correlation and also as a core dynamics of social networks in organizations with a new methodology of statistical applications. This could help the organizations in achieving optimum performance from its people by evolving creative strategies.

The article ‘Strategic HR: Selective HR’ is about certain significant aspects of the invisible realities of HR. The next article portrays the need for a creative environment for realizing human potential. The fourth article brings out the great potential for incubation models in commercializing the innovations of budding entrepreneurs. The following article covers an in depth analysis of the various software project risks in Indian companies and a ranking of software risk factors in India is compared with various other countries.

The fifth article is about an application of the product life cycle analysis on the tourism industry in Kerala. The last article discusses the investment behaviour of equity investors and emphasize that the investors who invest relatively smaller amounts of money need to take the institutional investment route.

On the whole there is a judicious mix of articles from both practitioners and academia from the different fields of management. One of the ideas behind this issue of the Journal is also to help the reader increase his/ her creative potential by strengthening various mental abilities for being creative. The creative percepts and creative review section of this journal would certainly help the readers to do so. On behalf of the editorial committee, I thank all those who have contributed to this issue I thank the readers of the Rajagiri Management Journal for their support. I hope that the readers would be inspired to refer to the articles as well as consider making their contributions to this Rajagiri Management Journal.

With regards.