

Editorial

It is my pleasure to bring you the first issue of 2018 with four excellent topics that covers varied topics such as access to financial services, role of organizational commitment & perception, relationship analysis of e-commerce websites and a review of organizational control and innovation.

The first study by Debabrata Jana determines the level of access to financial services in two selected districts. Also, the study tries to identify the relationship and impact between demographic and socio-economic factors, level of financial literacy with access to financial services. The study reveals that majority of the rural people has low awareness about different banking and social security schemes having launched by the government from time to time.

M.H Salim & Elizabeth Dominic examine which dimensions of Organizational Commitment influence OCB among members of the Faculty in different B – Schools of Kerala. The study also identified the dimensions of Organizational Justice & Fairness Perceptions that influence OCB. The study confirmed that there is an established link between Organizational Commitment and OCB. It was found that there was no significant difference in OCB across different age categories, gender, marital status, different designations, and different educational qualifications.

Kalpita Chakraborty tried to identify whether there was any significant relationship between the traffic, domain age, and Google indexed pages. The study also evaluated the difference in traffic behavior between the categories of websites. By emphasizing on Indian websites, the study was able to localize the scenario and is relevant for E-marketing professionals and E-commerce firms. The categories of websites did show significant influence in the strategies adopted by the websites to select sources of traffic or the nature of visits that came in for those sites. The possibility of altering the sources of traffic and choosing the best combination to get the right visitors cannot be neglected by the website owners.

The effect of three types of organizational control on innovation was reviewed by Balaji Subramanian. The effect of professionalization and specialization is stronger on technical innovation. Behavior controls centralization negatively affects innovation while others such as formalization, internal communication, functional differentiation and administrative intensity has a positive relation with innovation. The output controls emphasis on output, goal specificity and rewards and recognition positively affect innovation.

The issue also contains a review by Issac Varghese of the book entitled *The Truth Machine: The Blockchain and the Future of Everything* (International Edition) by Michael J. Casey and Paul Vigna published by St. Martin's Press, New York in 2018.

I would be happy to receive your comments, suggestions and feedback.

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