Editorial

This issue of Rajagiri Management Journal reflects ideas and thoughts of academicians, researchers and practitioners on diverse aspects of management and focuses on topics such as relationship between macroeconomic indicators and Indian capital market, antecedents and determinants of OCB, gurukul system of education and an integrated model for locating inventories.

Stock market is a very significant component of financial system of any country. The empirical study conducted by Tom Jacob and Thomas Paul Kattookaran examined the dynamic long and the short run relationship between capital market return (BSE Sensex return) and select macro-economic variables in India using Auto Regressive Distributed Lag (ARDL) Methodology. They also used Variance Decomposition Analysis (VDA) to explore how much forecast error variance of conditional stock market volatility is explained by the innovation of each explanatory conditional macro-economic variables.

A study of banking industry in Ludhiana city carried out by Arshdeep and Sukhmani aimed at determining the antecedents and determinants of Organizational Citizenship Behaviour in banking industry. The study revealed that altruism, conscientiousness and civic virtue are the key antecedents of Organisational Citizenship Behaviour. Job satisfaction was found to be the most important determinant of OCB.

Bindiya Kunal Soni and Jigna Chandrakant Trivedi in their case study on Gurukul System of Education, discussed the educational system followed by Gotirth Vidyapeeth promoted by Gopalbhai Sutaria, in Ahmedabad. They pointed out that the skills imparted to students at Gurukul would make them self-reliant as they will learn to manufacture various goods, understand their importance and use them judiciously. They concluded that the four pillars of this Gurukul namely; Patience, Perseverance, Perfection and Pleasure provide true essence of education to the students.

An integrated model for locating inventories based on algorithmic approach developed by Ajit Srivastava proposed a solution to problems of deposit localization and inventory allocation. He proposed a heuristic algorithm, based on an evolutionary approach. The proposed model was applied to a real problem involving the logistical redesign of a network of pharmacies, and demonstrated its technical feasibility.

This issue also contains a review by Padmanabhan S of the book entitled, "Nawabs, Nudes, Noodles – India Through Fifty Years of Advertising" written by Ambi Parameswaran, published in 2016.

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

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