

## **Editorial**

I am delighted to bring you the second issue of 2016 with its collection of research articles and review. This year the journal has added yet another feather in its cap by being included in the EBSCO ultimate database - a proud moment for all of us.

The first article by David Sam & Sultan has made an attempt to study the normality and non-normality for returns of industries listed in BSE. The study reveals the possibility of investing wisely the high risk investments wisely. Also, taking proper decisions will yield good returns over the invested amount.

Jubna Kuchal and Shijin Shantakumar investigate the role of change in dividend under both adverse and favorable market conditions. The study explains the signaling effects surrounding the dividend announcement. The study reveals that the market perceives the announcement as good or bad depending on the firms which may result in positive or negative post announcement drift.

The change in earth's climate due to greenhouse gas emissions and other human actions presents a formidable challenge to humankind in the decades to come. Sujit Dutta has conducted an exploratory study involving the academic fraternity regarding the CSR policies that contribute to the betterment of the society from economic and social perspectives. The study identified the factors promoting green growth by companies.

The spatio- temporal data which is one of the branches of Big Data management is an emerging area for research. The study by Sajimon Abraham and Nishad analyses how online marketing and customer relationship applications can benefit from the outcomes of the studies on moving objects supported by their GPS traces.

This issue also contains a review by Lakshman Mahadevan of the book entitled IT Business Partnerships – A field guide, paving the way for Business and Technology convergence by John Sculley and Joseph Topinka, published by CIO Mentor Press in 2014.

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

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