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Editorial Note

India is set to become the world's fastest growing major economy by 2016 ahead of China, the International Monetary Fund described in its recent latest forecast. India is expected to grow at 6.3 per cent in 2015 and 6.5 per cent in 2016 as per the forecast.

India's macro-economic prospects have strengthened the country's position among emerging economies, gaining global investor's attention and accelerating high impacts of a strong Government mandate. The FY2015 projection carries positive signs with the RBI's inflation focus, supported by benign global commodity prices. Such tumultuous changes can have a rapid impact on Sectors projection that have to do well in the coming years which includes automotive technology, life sciences and consumer products. The US \$1.2 trillion investments through which the government has planned to build the infrastructure sector in the 12th Five-Year Plan can also bequest to help in improving the export performance of Indian companies and the overall Indian economy.

Furthermore, the new 'Make in India' initiative is expected to be a vital component in India's quest for achieving wholesome economic development. It is a mutually attractive win-win proposition, as India not only offers a huge and lucrative market, but within a short span of time, will also be home to the largest middle-class in the world, of 600 million persons. Many leading nations, including US, Singapore, France, Japan, South Korea and China, have come forward to work with India.

Paving the way to make India as a frontrunner in business growth needs a realisation that the country stands in great need of transformation in educational setups, ideas and innovative practices to gain competitive edge in this era of knowledge. This knowledge can be shared through the Journals which carries blend of various issues and focuses on the deepening understanding of the learner and the people who are interested in the foundation of education. It is an effort to provide a platform where contributors can communicate to national readership of researchers, policy makers and practitioners from a wide range of disciplines.

This issue of Integral Review - A Journal of Management, Vol. 7, No. 2 consists of various papers which reflect the concepts and empirical findings on issues related to various business concepts. The first paper "Organizing Business case competition - Guidelines for Business Schools" by Vesna Damjanovic, Slavica Cicvaric Kostic, and Ema Neskovic discusses a rhythmic guideline for organizing a business case study competition as an innovative approach and contributes to better positioning of business schools and universities globally. The second paper "Relationship Marketing Strategies - A Study of Banks of India, Lucknow" by Sabeeha Fatima is an attempt to quantify the marketing strategies which have been adopted and their overall impact to the customer. The third paper "Living with Purdah and Pain: Risks and concerns in health and its management" by Heena K. Bijli addresses the effects of cultural practices such as purdah on Muslim women and how it has a role in achieving reproductive health care. The fourth paper devoted towards a case study of Shivamogga District on "Evaluating the Relevance of ShriKshethra Dharmasthala Gramabhivruddhi Yojana in

Rural Upliftment” by Akshatha B.G. focuses on evaluating the relevance of Dharmasthala Gramabhivruddhi Yojana in the promotion and how it has an indelible impact in the development of rural areas in Karnataka. The fifth paper “A Study of e-Tailing Challenges and Success Factors in India” by Hitesh Kesarwani highlights the e-marketing concept and deals with understanding the changing customer needs and the emerging challenges for the retailers and how to give a reprieve task to survive in the competitive environment of electronic retailing. The sixth paper “A Study of Public Private Partnership (PPP) in the Tourism sector in India” by Gaurav Singh & M.S. Khan highlights the concept of PPP and growth of PPP projects in tourism sector in India and analyzes its benefits & challenges in a very lucid style. The seventh paper “Testing Random Walk Behavior of Major Asian Stock Markets” by Mohammad Anees and Sumit Kumar reveals that the Random Walk Behavior of three major stock exchanges of Asian countries namely; China, Japan and India has proved to be weak form of efficiency and poses a tremendous opportunity to the investors to earn a fairly high return by just working systematically on the information and trading strategies. The eighth paper “Employee retention policies of public and private sector banks in India: A comparative study” by Shalini Shukla seeks to focus on the issues of employee retention in public as well private sector banks by comparison on the basis of their employee retention policies.

Our aspiration is to build unequivocal strengths of newer management thoughts and enhance the quality of the contents by welcoming and encouraging the broader audiences and celebrating and integrating the diversity of knowledge. We thank the authors, reviewers and advisors for their valuable time, efforts and wisdom.

Dr. Aftab Alam
Editor-in-chief

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