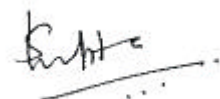


From the Dean

It gives me immense pleasure to learn about the launch of the Journal of Management Research by Faculty of Management Studies, University of Delhi. This journal will provide a prestigious forum to all scholars, Indian as well as foreign, to contribute their best research papers. Our endeavour is to make this an internationally acclaimed journal and we seek the co-operation of all concerned.

I congratulate the Management Science Association for taking this initiative. I want to sincerely thank Dr. H D Gupta, editor-in-chief, who made enormous efforts to see that the journal is released in time. He accepted this responsibility in addition to his teaching schedule and without his efforts it would not have been possible to bring out this journal.

I am grateful to Prof. Abad Ahmad, Prof. B S Sharma, Prof. S Neelamegham and Prof. M Zia Hasan for joining the advisory board of the journal. I am sure with their leadership and guidance the journal will achieve its objective. I also thank members of the editorial team for their expert opinion. Last, but not the least, I express my gratitude to all the contributors.



(Prof. S P Gupta)