

EDITORIAL PAGE

“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.” – Paul Hawken.

ISBR aims at providing a platform to bring out quality research contributions from those belonging to the field of management and business and primarily emphasizing on contemporary and innovative work in areas of business and management. We take an opportunity to call for research papers from research scholars and researchers both from academy and industry to publish their research output. ISBR Management Journal is a bi-annual Online and Print journal. It is a broad journal that aims to be at the forefront of the management field. Hence, it welcomes contributions in various aspects of Business and Management.

This issue discusses research work on “A Study on Employee Commitment and its Impact on Sustainability of Leather Footwear Industry in Tirupattur District-Tamilnadu”. And the next research article focuses on “A Study on Employee Commitment and its Impact on Sustainability of Leather Footwear Industry in Tirupattur District-Tamilnadu”. The purpose of the paper is to explain on IT sector with its lucrative nature and prodigious growth demands preeminent performance from its employees. For ensuring persistent employee contribution the organizations have to implement effective organization support strategies, Work life balance a notable one among the few. Accordingly this paper tends to analyze whether Work Life Balance programmes are able to evoke Contextual performance among IT service sector employees in Bengaluru.

“Influence of Employer Image factors on Talent Attraction with reference to Business Schools in Bengaluru” is one more contemporary article to look in. the article conveys that, employee is a prominent factor for any organization as their performance is not only related to productivity of the company, but their behaviour and attitude towards organization portrays positive or negative image about the company as a brand in industry. With increasing threshold competition in various industries there is growing concern about finding and

keeping the best talent to achieve their growth ambitions. Competition for talent is becoming more challenging, many organizations are duly turning their attention to strengthening their employer brands and education industry is no exception to the same. Image of being potential employer needs immediate attention as being an attractive employer is one major challenge for an organization at the same time attracting pool of talented candidates is need of the day with increasing competition in the industry as quality of work force influences efficiency of any organization. Hence, this study is based on understanding the employer Image factors that enhance employer image such as development value, Social, economic, function and psychological value.

This issue also consists of “Modelling User Perception of Sustainable Public Transportation in Kodagu District” and its aim is to determine the perception of sustainable transportation in the Community using public transport in Kodagu. Data was collected from the passenger of the Karnataka road transport corporation (KSRTC). From the description of this article’s conclusions, it is expected that there were good policy directions. So that, an effective and efficient public transportation system that meets the requirements for sustainable transportation will be created in the future.

Article on “Home Loan defaults Monitoring in Banks” discusses that, Credit risk is unavoidable part of the banking business. This study attempts to capture and use the dynamic values for the Credit Risk Management system. This study also focusses on the current system is capable of predicting the possible defaults in the near future, accuracy of such prediction and what kind of data set is required for such prediction. And also highlights the important to understand what factors determine the Effective CRMS. This paper does the methodical analysis and study on the same problem statement,

Hope, ISBR Journal meets your learning requirements and can be helpful to your future research.

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