

EDITORIAL COMMENTS

“Research is to see what everybody else has seen and to think what nobody else has thought”

SIMSJMR is an exclusive research journal for management students, an initiative by the Research cell of Symbiosis Institute of Management Studies. The idea is to encourage and inculcate the practice of research among students. In this issue of SJMR we cover wide array of papers covering current topics from Finance, Green Human Resource, Case study on Indigo Airline, CSR, Wind energy, and Awareness of Polio eradication in the country.

The opening paper “**Analysis of the use of Plastic Money: A Boon or a Bane**” reveals that consumers prefer plastic money over paper money and the major benefit that the card provides to the customers is the convenience and accessibility.

The second paper on “**Green HR: Analysis of Sustainable Practices Incorporated by IT firms in India**” analyses various sustainable practices and policies incorporated by IT firms to assess employee awareness regarding sustainable practices in their organization. It is a positive step towards energy conservation and is the need of the hour.

These days ‘stress’ is a common term which has major repercussions. The next paper on “**Occupational Stress among faculty members in Higher Educational Institutions**” is about ‘stress’ which could have adverse effects on one’s life. The paper identifies determinants of stress among the administrators are numerous and varied; with compilation of results, time pressures, lack of infrastructure, student’s indiscipline and poor pay prospects as very high ranked stressors.

Indigo Airlines is an Indian budget airline which is the fastest growing among other low cost airlines. Almost one-third of the market is captured by Indigo. The next research paper is a case study on ‘**Success Story of Indigo Airlines**’. Indigo’s success is its sharp focus — “on-time performance, clean, neat aircraft, and good service”. Indigo started its life as a low-cost carrier and has stayed there firmly, sticking to its business model even in the worst economic crises; a move that has paid off brilliantly.

Energy reserves are depleting thus posing a need to search for alternative energy sources. The next paper on ‘**The Progress of Renewable Energy with respect to Wind Energy in last 6 years in India**’ progress made for renewable energy analysing the state-wise status, different challenges, issues, barriers, wind power development (onshore and offshore) as well as related policies.

CSR in the form of corporate policy functions and self-regulatory mechanisms, whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and international norms. The research paper on the ‘**Analysis of the effects of corporate social responsibility activities on employee satisfaction and commitment**’ studies the impact of CSR on motivation and commitment of employees in the organization.

Polio had been one of the major incurable illnesses prevalent in India and researchers have been reviewing the performance of various campaigns since the onset of polio eradication initiatives. After a series of attempts at eradicating polio from the country, success was ultimately achieved in the year 2011. This research paper on **‘The impact of ‘Awareness Campaigns’ in the eradication of polio from India’** aims at studying whether there was an impact of “Awareness Campaigns” in educating the population about the preventive measures of the disease, and its complete eradication from India.

SIMSJMR provides an opportunity for student researchers to enrich the body of knowledge through their valuable research contributions. Original work in all domains of management are welcomed by this journal. Kindly log into www.sims.edu to know more about SIMS as well as SIMSJMR.

Finally, we would like to thank our Director Brig Rajiv Divekar (Retd.), Dr. B.R. Londhe, Dr. Asha Nagendra, and Mr. Venkatesh Iyengar for their continuous support and encouragement towards this research journal exclusively for management students, to motivate for quest for research knowledge and the authors of research papers for their valuable contributions, the members of research cell of SIMS, and each one who were directly or indirectly associated with the successful publishing of this journal.

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