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MANAGEMENT INSIGHT

The Journal of Incisive Analysers

EDITORIAL

You may agree to reckon with a recently rising notion of debunking the complex myth of management in the backdrop of the current wave of a bunch of dreamt-up business ideas, by a number of twenty-somethings, leading to successful startups on account of hiring people much older than them, negotiating tough deals with cut-throat investors, and generally re-imagining the world as we know it. These young minds seem to rush into plural arena of activities and find it remarkably easy to do all the things that we have been told are very difficult. The emergence of this new breed of leaders, not essentially comprising of young scions of business families, is not only apparently making older and experienced people look ridiculous and further dramatically challenges the idea that doing business requires qualifications, relevant experience and a host of qualities which are deemed absolutely essential by management experts, but certainly brings a fresh barrier to the acceptability of the “great man” theory that leaders are born and not made. However, raising a finger on the sustained relevance of one or a few tenets of managing does not necessarily imply the need of a holistic revisit to the complex myth of management in its entirety. The epistemology of management, especially the 'art' side of managing, is so thickly & widely crowded with countless theories and philosophies having multiple explanations and applications that not only make the discipline capable to address the realities of any present or future situation successfully by virtue of its everlasting contemporaneity, but equally render the subject of management immune to any similar proposition intending to debunk its complex myth.

Scripting an uninterrupted presence in the past eleven years, the new issue of *Management Insight* – the Journal of Incisive Analysers from the SMS – has again reached to your hands to apprise you of the academic strivings of a new set of authors and to further seek your seasoned feedback to help improve the quality of deliverables carried by the Journal. The thematic profile of all the thirteen research papers and articles within the new issue is expected to be a brilliant intellectual appetizer to your plural academic tastes as they belong to diverse corridors of management.

A tempestuous welcome that the previous issues continued to receive, vividly speaks of its accelerated mounting popularity on account of the Journal's class of academic veracity that always tries to lead to a growing cerebral encounter. I am sure the Journal would continue to attract the patronage of more and more discerning readers like you. We use to attach much significance to your constructive feedback and suggestions. They are always welcome at this end. We equally expect your contributions of assimilating articles/research papers with a view to transform '*Management Insight*' into one of the most resourceful knowledge-reservoir in the pertinent area. I on behalf of the Editorial Board of the journal hereby extend my profound gratitude to all the esteemed authors making this volume. Let me close with warm wishes for the New Year 2016!

(P.N. Jha)
Editor-in-Chief

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