

Editorial

The present issue carries six articles across multiple disciplines. Based on a field study among the Business Process Outsourcing vendors the first article explores the antecedents of social capital between the client and the vendor firm as well as among the members of the vendor firm. The paper finds four factors that influence social capital. The second article explores how the Self-help Groups (SHGs) help in the development of social capital. Based on an empirical study the paper concludes that participation in SHG activities has the potential to increase the social capital of its members. The third article builds on the significance of ethics in the domain of HRM and argues how different HR systems and practices are vulnerable to corruption. The fourth article conducts a systematic review of 1787 articles published in top journals in the domain of international marketing in the period from 1990 to 2012 and explains the methodological trends in this stream of research. The fifth article attempts to explain the inconsistent relationships between customer satisfaction and customer loyalty and proposes consumption related factors, psychological factors, demographic and psychographic factors influence the relationship. The sixth article explores how hope influences employees' commitment to their organization. Based on the data collected from IT professionals in India, the study demonstrates that hope influences organizational commitment directly as well as indirectly through meaning in life. We are sure that you will find these articles useful.

Editorial Team

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