

## Editorial

India in one hand is surging ahead with a GDP growth rate of about 8% while in the other hand it is struggling with corruption, insurgency, terrorism and many other issues. In the business environment, the Satyam scandal, financial crisis and the 2G scams forces us to believe ethical business as an oxymoron. Based on his experience in Murugappa group, Mr. M V Subbiah highlights how the level of ethics in the organization can be sustained by its culture and values.

The article by Dr. Deepak Pental is on the importance of excellence in education and research. Swami Brahmaviharidas argues that excellence can be attained and sustained only with the help of spirituality.

This issue brings out the usual mix of articles and cases. The development of situational judgement inventory to measure practical intelligence in the context of organizational change is the theme of one article whereas the other article attempts to establish the role of consumer specific values in impacting their attitudinal changes. The case study on WHO ORS campaign for diarrhea management is a documentation of successful campaign planned and executed over a period of four years.

This issue carries an unusual section, containing the commentaries on the book Tiya: a parrot's journey home. This section captures different perspectives on the journey of a parrot from the physical space to meta-physical space and back.

### **Editorial Team**

Indore Management Journal