

# *Editorial*

We thank our readers for their support and encouragement. We are happy to inform you that the new advisory committee has been constituted to improve the content of Indore Management journal (IMJ). Taking some of your views, we have revised the content and structure of IMJ. The IMJ will be published twice a year and will be focused on management issues based on research work.

The present issue carries nine articles across multiple disciplines. The first article explores the challenges faced by the marketers while selling safe water in rural areas, which faces severe problems in terms of availability of safe drinking water. Based on a case study, the article proposes solutions to penetrate the rural market. The second article explores the impact of expertise and trustworthiness of celebrity endorsers on consumer attitude towards products. On the basis of an empirical study it argues that the above impact depends on whether the product is a high value or a low value item. The third article explicates the predictors of consumer's attitude towards online advertisement. In addition, it explains the role played by advertising value. Innovation is argued to be critical for sustaining competitive advantage. Based on the literature, the fourth article proposes the linkages among different leadership styles on organizational innovation. The fifth article is based on a study in Indian banking sector. It examines the comparative accuracy and explanatory performance of five important valuation models and proposes the suitability of these valuation models in the Indian context. The sixth article highlights the importance of packaging and demonstrates how the various aspects of packaging explains significant variance in chocolate purchase decisions. The seventh article reviews the models used to measure efficiency of a firm and highlight the recent developments in stochastic frontier model. The eighth article introduces the concept of dealer-supplier identification and provides a conceptual framework for greater selling efforts from the dealers. The last article highlights the importance of private standard setting in Intellectual Property management. It discusses the role of competition authorities in standard setting process and suggests an approach suitable in Indian context.

## **Editorial Team**

Indore Management Journal (IMJ)