

Message from the Editor-in-Chief

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Dear Readers,
Greetings!

I am delighted to announce the launch of the maiden edition of *GLIMS Journal of Management Review and Transformation*, a journal by Great Lakes Institute of Management, Gurgaon.

As a pioneer in the field of higher education, Great Lakes has always been aware of the strategic importance of “Research” in the overall schema of creating a world-class institute. *GLIMS Journal of Management Review and Transformation* is yet another step toward this journey to create a huge repository of knowledge, aggregate “best” and “next” practices, and encourage the academic community to collaborate and generate theories, ideas, and applications of superior quality. Through the journal, we seek to present cutting-edge research on contemporary management issues and propose innovative solutions to a global audience. Our endeavor is to make it a preferred outlet for management research, attracting readership from academia, industry, policymakers, and think tanks. We also intend to make it an open-access journal because we believe that the best use of knowledge, intended for the advancement and betterment of humankind, is attained if it is shared freely.

I would like to place on record my gratitude to the editorial board members for being part of our research odyssey. I am also deeply indebted to the authors who have reposed their faith in us and contributed to the inaugural issue of the journal while congratulating the editorial team for having put together a fantastic first edition of the the journal.

I wish to also use this platform to encourage you and your colleagues to take up challenging research activities and invite you all to submit your findings through *GLIMS Journal of Management Review and Transformation* so that we

may grow together. Who knows? The next Aryabhatta or Patanjali or Darwin or Archimedes may well find a voice in these forthcoming pages! The possibilities are as exciting as they are endless! I do hope you will join our community and together we shall commence our relentless pursuit toward “Excellence with Expertise and Experience.”

Jai Hind! Jai Great Lakes! Jai *GLIMS Journal of Management Review and Transformation*!

Best wishes!

Bala V. Balachandran

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