

Editorial

We take pleasure to present the fifth issue of *Amity Journal of Management Research (AJMR)*. It has been designed to put into practice delicate management theories by bonding academicians and the industry. It plays a significant role in generating new ideas and new viewpoints to existing research and contributes for enhancement of the management concepts. AJMR is UGC approved and is indexed and abstracted in a number of good indices. In an endeavor to present authentic research, this issue has contributions from eminent researchers, academicians and industry professionals.

The first study examined the impact of job satisfaction to the financial growth and stability of firms in construction, mining, manufacturing and service industry operating in armed conflict societies. Low job satisfaction has become one of the key characteristics of organisations in armed conflict zones which breeds disharmony, destroys the spirit of team work, stifles creativity and subsequently affects firms' financial positions. Armed conflict areas drain company wealth, disrupt markets, and depress financial growth of the firm. The second literature aims to examine the tourists' satisfaction in relation with the destination. It will make easy for destination manager to build strategies for destination planning, development or promotion and branding once he has in-hand knowledge of the attributes that influence the tourists' decision. Tourists are concerned about the quality of offered services which plays a major role towards satisfaction and loyalty in addition to socio-cultural factors and accessibility of the destination. The third paper analysed the stock abilities of mutual fund managers in India and found no significant evidence of superior returns. However, the risk factor was found lower than the market risk. Around 64.8% sample schemes are found to make a mismatch in risk-return trade-off and have reported lower return after taking higher risk vis-a-vis the market risk and return. Though, in the diversification score, majority of the schemes have performed moderately well. The next research attempts to study the role of Information and Communication Technology (ICT) and found having a magnanimous influence on higher education system in any country. India is likewise one of them and the examination intends to decide the viability of ICT in fortifying the procedure of advanced education framework in this nation. However, cost of ICT is one of the most influencing factors on its effectiveness.

The fifth literature explored to find the factors that affect financial inclusion and help create a positive financial environment and promote financial literacy. A growing percentage of NPAs (non-performing assets) in India means that people will find it hard to have faith in the financial services provided by the banks. The primary research showed a gap compared to claims of the Himachal Government. The next paper studied the Self Help Group Bank Linkage Programme which is one of the successful programmes for disbursing microfinance services. Most of the Self Help Groups (SHGs) are women SHGs. It is concluded that SHG Bank Linkage Programme helped in improving the empowerment status of the women economically, personally, socially as well as politically. The seventh study analyzed the influence of human and social capital on faculty research productivity. This is also a pioneering study covering the discipline of speech, language and hearing sciences which comes under the allied health category. The findings of this study can also be useful and relevant to the literature of research productivity studies and has useful takeaways to the policy makers and academic administrators.

The next paper analyzed the influence of motivational factors on professional adjustment of Indian Senior and Middle level manager's assigned international projects. It aims to find the relationship between motivational factors of expatriation and expatriate professional adjustment. All the motivational factors have positive influence on professional adjustment and from Friedman test, it is clearly ranked that motivation of professional development has higher impact on professional adjustment of Indian expatriate managers. Professional adjustment of expatriates is very important for the success of global assignments and retention of talent. The ninth research paper is an attempt to evaluate the relationship between the Services Marketing Mix and Customer-Company Identification and its impact on building long term relationship. The research confirms the progression of relationship building from establishing loyalty, to generating attachment, building a sense of community leading to the ultimate stage of building a base of engaged customers. The last literature investigated whether the issue of Land Reforms is directly associated with rural development in India. It aims to improve poor people's access towards means of social welfare. Land Reforms are in direct relationship with the growth and social progress. It is an irony that most of the development schemes focus on accessible population and leave large rural population that needs land reforms and are waiting for their rescue. The paper questions various policies and measures since independence.

A special mention has to be made of the diverse international board of the journal. It is due to the constant guidance, encouragement and motivation of the Editorial Advisory Board, Editorial Board and Editorial Review Board members, this issue has come out par excellence.

It is also time to thank all the authors who have shown immense faith and contributed their research papers to *Amity Journal of Management Research*.

We invite suggestions and feedbacks from readers to improve the quality and content of the Journal. We hope that you would gain crucial insights into management policies and strengthen your decision-making skill.

Prof. (Dr.) Ramanjeet Singh

Editor-in-Chief