

Editorial

We have immense pleasure to present the fourth issue of *Amity Journal of Management Research*. AJMR attempts to bridge the gap between management theories and practicality by bringing together academicians and industry practitioners on the same platform. It plays a significant role in generating new ideas and viewpoints to extant research and contributes for enhancement of the management concepts. *Amity Journal of Management Research* is UGC approved, indexed and abstracted in a number of good indices.

In our endeavor to present commendable and authentic research, this issue has contributions from eminent researchers, academicians and industry professionals. The first paper explains how organizations should change their style of functioning through innovative ways and acquire dynamic capabilities in managing goals and turn successful. Rajesh Desai, in the second paper, analyzes the impact of priority sectorial advances on NPA and where financial institutions should limit credit exposure. Third paper is a pilot study that discovers how the team work and leadership style among paramedical personnel contribute for dispensing their services significantly better. The fourth paper illustrates the psychological influence on individual investors and their financial risk taking tolerance level. The fifth paper on culture and insurance sector, unravels the influence of culture and religion on the sector and confirms long term orientation dimension is statistically significant. The last paper concludes that young consumers are aware of the environmental concerns and voluntarily buy environment friendly products. Organizations should market green features of the products they sell.

Last but not least, we thank our esteemed members of the Editorial Advisory Board, Editorial Board and Editorial Review Board. It would have been impossible for us to develop the journal par excellence without their cooperation and continuous support. We also take the opportunity to thank the authors who have shown immense faith in us and contributed their research works to *Amity Journal of Management Research*.

We await, sincerely, suggestions of improvement from the readers and expect the journal would be a treat to their eyes and intelligence.

Prof. (Dr.) Ramanjeet Singh
Editor-in-Chief