

## **EDITORIAL**

The second issue of Skyline Business Journal is now in your hands. The Skyline Business Journal, a bi-annual research publication of Skyline College, Sharjah, aims at providing active forum for academicians and professionals to share their research experiences in all business related areas. The whole Middle East in general, and UAE in specific, in recent years has experienced tremendous growth in tourism, marketing services, information technology and international business areas. Skyline College, since beginning has undertaken a pioneering role in providing quality education in these sectors to meet the growing demand of business professionals in gulf countries. The Skyline Business Journal, the research publication of the College, further extends its role in the field of business research by publishing research work of business researchers across the globe and to provide opportunities to professionals and academicians alike to extend the frontiers of business research for the benefit of business community.

The sixteen research articles selected for this issue provide wide-spectrum coverage of business related themes ranging from IT related issues to Human Resource Management and from Marketing to Technology Management. The key thrust of these papers is on the latest thinking and changing trends in their respective fields. Two research papers in economics cover the vital areas of relationship between financial and economic growth of UAE and empirical evidence of price stability and money supply relation in the UAE. Research articles in Marketing scanned broad areas ranging from consumer value perceptions and marketing of banking services to purchase behavior of women of Dubai and Sharjah towards perfumes and new generation customer relationship management. Four research papers focused on wide-ranging IT related issues, while some general management and HR based research articles analyzed personality correlates of time management, globalization of higher education, Issues in institution building etc. In brief, all research articles reflect new and innovative thinking in their respective area of endeavor. One book review provides analytical – critical overview of a recently released business mathematics text. It is expected that these research papers would further activate new thinking and viewpoints in their respective fields among academicians and business professionals.

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Editor-in-Chief