

## EDITORIAL

The Fall, 2006 issue of Skyline Business Journal is now in your hands. In last two years the UAE economy has undergone a tremendous change and as a true monitor of changing trends, SBJ reflected the new researches in different business areas. Real GDP growth continues to accelerate assisted by development of the oil sector, strong energy prices and continued expansion in the non-oil economy. Tourism, media, shipping, financial & commercial services and manufacturing industry all contribute to the economic expansion of the several emirates that comprise the UAE. The UAE's diversification program has focused on a number of key areas, including aviation, port facilities, tourism, finance and telecommunications. Skyline Business Journal is fulfilling this vital need by providing an active research forum to different publics to share their research experiences and thoughts.

The selection of articles in this issue reflects these new trends. One research paper on globalization provides an insightful approach on real globalization trends today. Two research papers on changing trends on online tourism & travel; and low cost strategy in Air explored the recent trends in airline industry today. Three research papers analyzed different dimensions of behavioral management focusing on personality correlates of self-monitoring behavior, vibrant harmonization of leadership and attitude towards women's role in the perspective of family social environment. In marketing area, one paper covered providing agents and physician's satisfaction / dissatisfaction level in UAE pharmaceutical industry, an area of serious discussion of these days. Two book reviews provided the expert's opinion on two contemporary texts on operations Research and effective communication. It is expected that these research papers would provide thoughts for further debate and research for the benefit of business and industry.

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