

EDITORIAL

This issue of Skyline Business Journal has eight research papers covering a wide range of management issues. It is heartening to receive a steady flow of papers for publication indicating that the journal has been able to generate interest amongst scholars. It has been our sincere endeavour to maintain good academic standards to attract quality research which has practical implications.

A paper in this issue of SBJ on 'Performance of Mutual Funds' is a good example of analysis of a complex but very topical subject and the discussion explores the efficacy of mutual funds and stock markets for an ordinary investor. 'Work Family Conflict' has been an important concern especially for women and a paper in this issue analyses its implications with the help of statistical tools. Another paper discusses 'Effective conflict management in family managed businesses' providing useful insights. Application of ROCI-II measurement tool for comparing five styles of conflict management makes the study interesting. A 'Mathematical approach for Evaluation of Crisis and its Management' uses Boolean algebra to provide a model for calculating the impulsive Crisis & its recovery as well as departmental crisis & its loss estimation, in yet another paper. A paper included in the issue on 'Tourism and Climate Change' aims at exploring some of the possible ways to reduce the greenhouse gas emissions from the environment and provides insight as to how the tourism sector can use them to improve functioning. 'Capital Knowledge' and 'Life style as core Segmentation Area' are a few other papers included in the issue.

With the launch of MBA finance & MBA marketing during fall 2008 Skyline University College has achieved yet another milestone. The business journal is a reflection of scholarly pursuits of the University College along with its commitment to enrich the academia with significant contributions.

SBJ will continue to pursue its objectives with your support,

Dr. Amitabh Upadhya
Editor-in-Chief