

---

## Editorial

---

### Arti Chandani\*, Rajiv Divekar and Mita Mehta

Symbiosis Institute of Management Studies,  
Symbiosis International (Deemed University),  
Range Hills Road, Khadki, Pune, 411020, Maharashtra, India  
Email: arti.chandani@sims.edu  
Email: director@sims.edu  
Email: mita.mehta@sims.edu  
\*Corresponding author

### B. Neeraja

Faculty of Management Studies,  
Dr. MGR Educational and Research Institute University,  
Madurvoyal, Chennai, 600095, Tamil Nadu, India  
Email: neeraja.mba@drmgrdu.ac.in

**Biographical notes:** Arti Chandani has been teaching since the last 21 years in various B-schools in India as well as in Brunei Darussalam. Her areas of research are corporate finance, banking and corporate governance and IT. She has attended more than 50 conferences. She has written more than 30 papers in peer-reviewed journals. She was awarded Best Teacher in Financial Management by Dainik Bhaskar National Education Leadership Awards. She has been organising Symbiosis Institute of Management Studies – SIMS Annual Research Conference (SIMSARC) since 2013. She has also received multiple best paper awards in conferences. She is also a PhD Supervisor in Symbiosis International (Deemed University), Pune, India.

Rajiv Divekar is the Director of the Symbiosis Institute of Management Studies. He has a large number of publications in peer-reviewed, Scopus indexed national and international journals. He was the Head of the Faculty Strategic and Operational Studies at the Army War College, faculty member in Defence Strategic Studies at the Defence Services Staff College, Wellington. He has done his PhD from the Symbiosis International University. He is also a Gold Medallist in BE (Civil), and has done MBA specialising in HRM. He has rich experience in strategy, planning, logistics and HRM based on his service with multinational teams as United Nations Forces in Somalia and Lebanon.

Mita Mehta is an Associate Professor at the SIMS, Pune. Her areas of interest are HR and corporate governance. She has more than 19 years of experience. She has taught various graduate as well as postgraduate levels in her career. She has joined Symbiosis in 2010 and working as an Associate Professor until now. She has more than 40 publications in reputed journals mainly in the areas of corporate governance, HR and banking. She has also published two books in the area of corporate governance. She is also a PhD Supervisor from the Symbiosis International (Deemed University), Pune, India.

B. Neeraja is an inmate of Andhra Pradesh. She has been awarded with the Doctorate from the Dr. MGR Educational and Research Institute, University, Chennai. She was awarded as the Accredited Management Teacher by AIMA,

New Delhi and Best Teacher Award in 2013 by NFED India. She has 19+ years of teaching experience. She has published more than 60 research papers at national and international level. She has also published 15+ articles in SCOPUS database journals. She is an editorial board member for various national and international journals. She is working as a Professor and Deputy Head-Academics in Faculty of Management Studies at the Dr. MGR Educational and Research Institute, University, Chennai, India.

---

In the last couple of years, India has secured its place among the top emerging economies of the world. In spite of numerous socio-economic challenges, India has been able to cushion itself with the help of its strong governmental policies. The Government of India had launched an array of initiatives which are aimed at making India a better country to live in. These initiatives were in different fields and focus of these initiatives remained to bring the lower strata into the main stream of India and ensure inclusion. These policies present a plethora of opportunities but it comes with a host of challenges. The Symbiosis Institute of Management Studies Annual International Research Conference (SIMSARC'17) envisaged to promote these initiatives by providing a platform to academicians, practitioners and researchers to deliberate upon by presenting their research work in SIMSARC'17.

The plenary sessions held at the conference focused on 'Business Environment', 'Rural India', 'Sustainable Infrastructure' and 'Capacity Building'. There was a great emphasis given on technology, and proper utilisation of resources as well. According to the panel, rural India is a huge upcoming and potential market and it is important to give home loans to lower strata of society, so that they can afford houses as well.

The panel members also elaborated upon the smart city project which focuses on infrastructure development in urban areas including sewage, mass transport, water management, solid waste, open green space, etc. They mentioned about sustainable environment features that are built in a way that the assets that are being created will have sustainability and proper usability in future as well.

Need and importance of collaboration was also emphasised in order to become competitive. Focus of India is to build huge capacity through the three main pillars of re-skilling, de-skilling, and up-skilling. The whole job scenario is going to see a major change where the factors like media literacy, intermigration, mind mapping would be a key determinant in future. The panel stressed upon the fact that India needs to build huge capacity and for that the students need to develop on their soft skills in order to get into a particular field in future. In addition to this, the importance of e-commerce and digitalisation was also focussed upon. What majorly came out of this plenary session was the need to be responsive, creative and collaborative in order to build capacity.

The researchers presented their research work in the area of various domains which aimed at how government initiatives are helping, India as a country, to grow and prosper. There were paper which focussed on the foreign direct investment (FDI) policy of India and other socio-economic factors which affect India's growth. Some papers focussed on urbanisation and urban transport policy while some focussed on how 2G scams in the telecom industry has impacted the stock market. Authors researched in the areas of cybercrime, corporate social responsibility, role of government campaign, money supply, inflation, impact of FDI on the service sector, and gender-based studies among others.

Overall the conference was a great success, not only in terms of the papers received, but also in terms of quality of papers, issues discussed to make India a better place to live

in. The common thread among the researchers was how these government initiatives and policies of Indian government help in the development and progress of the country.

The conference also witnessed enthusiastic participation right from budding researchers to seasoned academicians. The deliberations from the renowned academicians who came from different parts of the world along with top industrialist, bureaucrats, entrepreneurs, corporate, NGOs has immensely helped in understanding the real importance of the government initiatives for a country like India. The research work was critically evaluated and reviewed to ensure that the meaningful, relevant and good quality of research is presented and published. The body of knowledge, which emerged out of the research work presented by the academicians and practitioners, will go a long way in creating a depository of research and would be helpful to researchers and academicians.