

EDITORIAL PAGE

“The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday’s logic.”

– Peter Drucker

As rightly quoted by Peter Drucker in the above quotation, such is the scenario which everyone is undergoing in this pandemic times. ISBR brings you the present issue with several contemporary business practices in different management disciplines and the related research work took place by different research experts, scholars, academicians and practitioners.

First article bring the research work on “Challenges faced in online education of school going children – a parent’s perspective”. This is quite a relevant and connected research study for most of the readers. Hence, this article is brought into the present issue to make it more lively. This research study mainly focuses on education sector related resolutions and connected parental issues. Moreover, The schools were the first to close, owing the danger of the spread of the disease. But the boon for the classes came in the form of use of video conferencing apps like Zoom, Google meetings, cisco WebEx etc. Some schools used to send the videos that they shoot to the parents. This way it was ensured that the pedagogy and learning was not affected in any way. But the entire problem of how effective was the online learning is seen from a parent’s perspective as it was their onus. This research article based on a qualitative thematic analysis takes the views of the parents of school going children in the form of semi structures interviews conducted amongst seven parents and the challenges that they are facing due the online classes. The scope for the further studies has also been explained in it.

Following to this, the next article comes up with financial domain related research work on “Financial Inclusion in India with Special Reference to Jan Dhan Yojana”. This research study gives the following findings. Financial inclusion is a priority of any government to achieve

inclusive growth of the country for sustainable economic development. The efforts for financial inclusion is not new in India the RBI and GOI had taken many initiatives like Nationalization of banks, expansion of banks and its branches, establishment of cooperative banks regional rural bank etc. various initiatives were taken up. Despite various measures for financial inclusion poverty and exclusion continues to dominate Indian economy even after six decades of its independence. But the GOI and RBI has not given up its efforts towards complete financial inclusion. One of the important initiatives taken by Modi Government towards comprehensive financial inclusion is Pradhan mantri Jan Dhan Yojana (PMJDY). This study mainly concentrates on global insights for financial inclusion, India's present status of financial inclusion and PMJDY contribution towards reviving financial inclusion in India.

The next study is of marketing domain. The title of the study is "An Empirical Study on Effect of Brands on Product Returns". This Empirical study focuses on understanding the interplay between the brand and consumers' return behaviour, and also the relation between product performance and product return behaviour.

The last, but the ever modern one to go with is on "A Study of Work Life Balance (Wlb) Among the Women Employees in the Garment Sector". The present study has focused on work life balance of women employee's in Bangalore, how women are trying to balance their work and family life in garment Industry. Descriptive Research design was used for this research. This study concludes that most of the women employees are not able to balance their Work-life due to issues arising in the organization. This highlight the finding that, the management should identify the problems related to Work-life balance and the company should frame better recreation facilities, work environment, counselling to motivate the employees. These steps can improve the productivity of the employee as well as the Organization.

This is how this ISBR Journal, Volume 6 and Issue 1 takes you through a wonderful reading journey and can curate you to carry forward with your own futuristic research journey.

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