

Editorial

Welcome to the first issue of the tenth volume of SDMIMD Journal of Management. The present issue of the journal has five articles, one case study and, one book review. All the articles and the case, have been selected for publication following the journal's guidelines, and, with modifications, based on the 'double blind' peer review process.

Sheeja Krishnakumar and Juin Choudhury made an attempt to investigate whether interference of work to family has any influence to family satisfaction and family-work interference has any influence on the job satisfaction, in their paper entitled "Analysis on Satisfaction using Interference as Mediator". The authors have found that the mediating variables like work-family interference and family-work interference are not mediating between job satisfaction and family satisfaction and vice-versa.

T. Viswanathan, R. Sriram and Prarthana Mukherjee, in their paper entitled "Efficiency of Indian Option Market: Estimation of future market volatility using Implied Volatility", studied the implied volatility for Nifty 50 index option over the last seven years and compared the results against the ARMA model and historical forecasts to re-establish the superiority of implied volatility and efficiency of the Indian option market.

S. Johnsi and K. Sunitha made an attempt to assess the effect of personality and emotional intelligence on the investor behaviour. In their paper titled "Impact of Personality and Emotional Intelligence on Investor Behaviour", it was revealed that psychological biases are correlated to personality traits and emotional competencies.

In the paper entitled "Strategic Human Resource Management: The Calibrated Catalysts for Indian IT-SMEs performance optimization", Santhosh Kumar K. L. and M. Lokanadha Reddy have explained how strategic HRM can play vital role in employee's retention and quality acquisition.

Pushkala Narasimhan and K. A. Venkatesh contributed a paper titled "Two Stage Efficiency Analysis of Indian Public and Private sector Banks in the context of OBS". In this paper, the authors attempted to look at the Indian banking scenario in the context of OBS and deployed the two-stage DEA to study the efficiencies of the public and private sector banks in the context of OBS.

Sumithra Sreenath, Arathy Mohan and Lavanya have developed a case study entitled "Employee benefits and its effect on productivity at SEMCON India Pvt. Ltd., Bangalore, where they have made an effort to understand the various type of benefit packages given in the said company. The study finally concluded that employee benefit packages do impact the productivity at the workplace.

The book titled "8th HABIT: From Effectiveness to Greatness", by Stephen R. Covey, has been reviewed by Dr. H. Gyathri. The reviewer felt that this book was a great study material to refer for realization of inner-strength and personal significance to become a great leader.

I thank all the authors and the reviewers for their valuable contribution. I thank the management of SDMIMD for the continuous encouragement and inspiration in this academic endeavor. I also thank the faculty members and staff of SDMIMD for their continuous support in bringing out the present volume.

Dr. Mousumi Sengupta
Chief Editor