

## Editorial

According to a popular adage, "we live not in years, but in deeds". This volume of *Business Studies*, the academic journal of the Department of Commerce, is a simple testimony to the truth behind the spirit of this aphorism. This 25th volume of the journal speaks of the commitment and sincerity of endeavour of many generations of teachers in the Department of Commerce, across a time-span of thirty years, to uphold the cause of academic excellence through writing and discourse.

Taking a trip down memory lane, we find that the idea of publishing *Business Studies* was inspired by the success of the Department of Economics, in regularly publishing a departmental journal by the name of *Arthaniti*. Taking a cue from its sibling department, the Department of Commerce (then designated as the Department of Business Studies), launched a biannual journal, christened ***Business Studies*** (after the former name of the Department), in collaboration with the Department of Business Management (also within the same Faculty of Commerce, Social Welfare and Business Management, University of Calcutta). The first volume [Volume 1 (1)] was brought out in January 1975. Initially, it was managed by a Board of Editors constituted from teachers of both the Departments, along with an Editor-in-Chief. The Editor-in-Chief was subsequently replaced by a Managing Editor in keeping with the tradition of other departmental journals. Since 1994 to date, the publication of this journal has devolved as the exclusive responsibility of the Department of Commerce. The Managing Editor is now renamed Editor, a position that is held *ex-officio* by the Head, Department of Commerce. Executive editors, designated as Associate Editors, handle the nitty-gritty of compiling, editing and publication. During the last decade, the journal has evolved considerably in terms of its quality as an academic contribution. The papers, dwelling on wide-ranging issues of contemporary relevance in the world of business, are subjected to blind reviews. Each paper is accompanied by an abstract and key-words to cater to the needs of various categories of readers. Over the years, the journal has earned national and international recognition as one containing papers with glimpses of original thinking, and hence often cited in the bibliography of research studies undertaken both within and outside India.

This volume of *Business Studies* is special and different from the earlier volumes in many respects. First and foremost, this is a commemorative silver

anniversary volume in a series of publications that saw the light of day, exactly three decades ago. What is of added significance is that it is being published in the eve of the sesquicentennial celebrations of the foundation of this University. Secondly, this is a combined volume for the years 2002-2004, and the most comprehensive volume of the journal published so far, featuring 22 papers pertaining to diverse areas of academic interest. However, the common thread that weaves all these writings together is the relevance of the core ideas presented in improving our understanding of critical issues in business, as they unfold with increasing complexity in a turbulent, globalized, technology-driven, and customer-centric environment, within a milieu of fiduciary capitalism. Thirdly, most of the papers (the first sixteen papers to be precise!) contributed for the compilation of this volume are from whole-time teachers of the Department of Commerce, which is indicative of their involvement in making this particular volume of the journal a befitting legacy for our progeny down the timeline. I should mention that there have been significant contributions from teachers and researchers who are associated with us as guest faculties or are in sister Departments of this University. Interestingly, the author of the last paper in this volume is a reputed visiting faculty from the USA to our DSA in Commerce (Phase3) Programme (2004-07).

As a word of apology, I do regret any lapses in editing that may lurk undetected as a matter of inadvertence, as also the considerable delay in publication of this volume, due to certain constraints beyond our control. But, I do believe that our valued readers will bear with us and deem it well worth the wait, considering that this volume comes to you with much food for thought and deliberation. As a word of acknowledgement, I express my deep gratitude to my teacher Prof A.K. Datta Gupta, retired professor of the Department of Commerce, for his valuable observations and comments made towards tracing the genesis of Business Studies.

As a final word, it is hoped that the publication of this commemorative silver jubilee volume will be a rewarding experience for all of us if the multifarious issues raised and discussed in the 22 papers of this volume ignite academic debate, provoke further analysis and encourage future generations of the academic fraternity to think beyond.

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Associate Editor