

Editorial

The 1st issue of 40th volume of Journal, Business Studies (ISSN 0970-9657), a double blind peer-reviewed and the refereed journal of the Department of Commerce, University of Calcutta, supported by an editorial board consisting of eminent experts in the field of commerce and management comprises four insightful articles on diverse research issues of enormous relevance to the socio-economic context of the business.

The lead paper of this issue titled '*Personal Financial Planning Practices of College Faculty Members - A Study*' investigates the attitude of an important segment of the learned society, the faculty members of colleges, towards personal financial planning practices. Based on appropriate research methods applied on the responses collected through a structured questionnaire, the study documents association between personal financial planning practices with gender, stream of teaching and age group. The outcome is claimed to be of great significance for investment advisors and financial institutions. The second paper titled '*Narrative Disclosure in Directors' Report: A Study of Corporate Practices in India*' focuses upon yet another important aspect of business-stakeholder interface – the narrative disclosure. The article attempts to study the extent and depth of narrative disclosure, both item wise and company wise, in Director's Reports of select Indian companies using a predominantly descriptive approach well supplemented by relevant statistical methods. The study points out significant inadequacies of Indian regulatory guidelines in this context. The third paper titled '*Consumer Perception of Ethical Issues in Advertising – A Study Across Different Age Groups in Kolkata*' deals with a much debatable topic – ethical issues in advertising. Based on a study of consumer perception towards four widely used advertising practices namely advertising to children, advertising to controversial products, using sex appeal and surrogate advertising, the article brings out interesting observations useful for aspiring researchers as well as practitioners. Finally, the fourth article titled '*Quality Revolution in Japan: Role of Dr. Joseph M. Juran*' takes us back to the days of Post-World War II in Japan when it experienced the much-needed quality revolution that helped it to join the league of developed industrialized nations. The study investigates the role of Joseph M. Juran in the Japanese quality movement.

With immense pleasure and intense pride, the Department of Commerce, University of Calcutta publishes its refereed journal, Business Studies in presenting a few articles contributed by distinguished authors. It is hoped that published articles will persuade the learned readers for conducting further research. We always solicit valuable contributions and constructive criticisms from the learned readers over our email id: bseditorcucommerce@gmail.com. We express our gratitude to all the authors of the articles and also convey our unlimited gratefulness to all the distinguished members of the Editorial Board for their invaluable suggestions and advice in publishing this issue and, of

course, to the editor and all associate editors of the Journal, for their incessant nurturing of this endeavour. In spite of our efforts, some typographical errors may be present for which we beg to be excused. We sincerely hope that all your academic and professional initiatives bring you the expected results.

Professor Siddhartha Sankar Saha
Dr. Bikram Singh
Dr. Swapan Sarkar
Associate Editors