

Editorial

It should be everyone's goal to become a productive individual in the society. Education is an important tool for self empowerment as well as development of society, nation and world.

Greetings from the Editor's desk! It is my pleasure to introduce you Volume 2, No. 2, May 2019 issue. This issue features six research papers, a case study and a book review. These papers are pertaining to broad areas of human resource management, finance, marketing, education branding, and supply chain.

Paper-1 "Celebrity endorsements and purchase intention of the teenagers: Case of Nepal by Deepmala Shrestha (Gurung)." This study focuses on examining the perception of Nepali teenagers (based on higher secondary school of +2 from both Science and Management streams). A quantitative method is used for the study to investigate the perceptions of the consumer, attributes of celebrity, its subsequent impact on purchase intention and buying behaviour. The result of the study prove that celebrity endorsements is positively impact the purchase intention of the teenagers and that leads to buying behaviour.

Paper-2 "Digital Right Management". The study provides valuable implications of Digital Right Management as a tool to secure the copyrights issues of digital media as well as multimedia. In Digital Right Management system, there are various access control technologies which are being used to restrict usage of proprietary hardware and copyrighted works

Paper-3 "A Study on Stock Market Reaction to the Union Budget Announcement, 2018 by Ms.SupriyaSardana, Dr. Anil Kumar Goyal and Dr. Pardeep Gupta". This paper is an attempt to study the stock market efficiency with respect to the Union Budget Announcement of 2018. An efficient market builds the confidence of the foreign investors. It states that no individual investor can attain abnormal returns on the announcement of any information as the stock market quickly adjusts itself to the new information.

Paper-4 "Performance improvement of SERVO® supply chain network through fuel retail outlets -a Case Study by Dr. Swapna Sen". This is an attempt to analyze the lubricant sales process through retail outlets from an operational perspective with a view to resurrect this unique distribution channel.

This issue carries the review of the book "The Industries of the Future By Alec Ross by Dr. Vandana Sharma." Dr Vandana Sharma has described it as a highly readable book about innovations and industries of future and how to best prepare for them.

Best wishes

Dr. Sanjiv Marwah

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