

From the Editor's Desk

I am delighted to present to you the first issue of the second volume of Great Lakes Herald, a half-yearly management journal published by Great Lakes Institute of Management, Chennai, India. It is a matter of pride to note that the journal has completed one year in its march towards being a leading outlet for empirical articles in the field of business and management. Many thanks to the authors for submitting their fine work as well as the many reviewers who contributed their intellectual energy toward the journal's success so far.

The mission of Great Lakes Herald is to present new evidence that describes the world of management and business and translate research findings on important issues concerning management and business for non-specialists. It aims to publish articles that rely on research evidence as opposed to opinion for their arguments. All articles will make strong empirical and theoretical contributions and highlight the significance of those contributions to the management field.

Successful accomplishment of the journal's mission depends upon the willingness of authors to submit their work to the journal. We pledge to do our best to review all submissions promptly and appropriately, and are eager to become a leading outlet for writings based on research evidence.

Venkat R Krishnan

Chief Editor, Great Lakes Herald
Director, Yale-Great Lakes
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