From the Desk of Editor-In-Chief

Dear Readers,

It gives me immense pleasure to have this opportunity to present the first issue of research based one of the premier journals of management “Frontiers of Marketing Research” which is a compact package of knowledge, information and management professionalism for academia, research and industry. The journal will not only be instrumental to encourage the young potential researchers but it would also be a source of interaction with the experienced researchers whose prolonged experiences would be a unique opportunity for the readers and incumbents of marketing and related management research.

The Journal of Lawrence Press Pvt. Ltd. is a vibrant and quality effective effort of the highly skilled and professionally strong team of editors whose painstaking efforts would be reflected in the papers published in this journal. The motive of the journal is to encourage and motivate high quality of research through encouraging potential researchers and to encourage empirical research which has a special place to strengthen community, society, region, nation or the global environment in terms of the emerging issues in management.

I would like to take this opportunity to thank all who are involved in the process, beginning with the authors who have submitted their papers, the reviewers by lending their expertise and time, giving their opinion on technical, scientific, statistical and experimental analysis as well as state-of-the-art and those who have played a role during the process of online publishing.

The research papers relevant in respect of the motives of the journal and as per the review of the editorial board, are being published in this issue. The journal believes in quality of education and research and on behalf of the entire team of the editorial board, I wish that the readers will definitely be benefited. The expectations of the readers will be achieved after reading the research input of this Journal.

“Frontiers of Marketing Research” journal encourages original quality or quantitative research publications relevant in terms of semantic features, conceptual strength, strong analysis, presentation excellence, social utility and new areas of research investigation and innovation. Case studies and Analytical articles are also welcome. The reviewer’s comments are useful by helping the Editorial Board in making decisions regarding acceptance of a received paper, providing criticisms that help the authors to improve their papers as well as to maintain the quality and pertinence of the journal. I invite readers and scholars to come forward and become part of the team of contributors of the journal in the forthcoming issues.

With Warm Regards

Prof. S.S. Narta
Editor-in-Chief