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***From the Editor's Desk ...***

I am delighted to present to you the first issue of Great Lakes Herald, a half-yearly management journal published by Great Lakes Institute of Management, Chennai, India. Many thanks to the authors for submitting their fine work as well as the many reviewers who contributed their intellectual energy toward making this inaugural issue a success.

The mission of "Great Lakes Herald" is to translate research findings on important issues concerning management and business for non-specialists and present new evidence that describes the world of management and business. It aims to publish articles that rely on evidence as opposed to opinion for their arguments. All articles will be fundamentally based on research evidence, which can be quantitative or qualitative.

The next step is up to the authors. 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 appropriately and are eager to become an outlet for writings based on research evidence.

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