
An introduction to Great Lakes Herald

Bala V Balachandran

J.L.Kellogg Distinguished Professor of Accounting and Information Systems, North Western University and Founder & Honorary Dean, Great Lakes Institute of Management, Chennai

Dear Friends,

Three years ago, a dream started taking shape in Chennai; a dream which held the promise of world class education for Indians at a time-price match which was respectable. Great Lakes Institute of Management today stands as the proof that dreams do come true. Three years have passed and we are growing at a pace which few other educational institutions in India can boast of. But, it is not as if beating the competition is our aim, our aim is to co-create value with research community, and our efforts over the years bear testimony to this commitment.

The Great Lakes Institute of Management takes pride in the responsibilities that it gives to its students. They are deeply involved, as in the case of other activities, in promoting the spirit of management through various initiatives.

It gives me immense pride to present before you the latest fruit of the efforts of my cousins, Great Lakes Herald in the area of knowledge creation and dissemination to academic community of management world.

The Great Lakes Herald is a journal for the people in the industry as well as the world of academia. It comprises articles, essays and reports from various fields of management research, cases from the industry and new concepts envisaged by people who have a perspective of management that is different from the routine. The Great Lakes Herald is planned to be a half-yearly publication. It aims to promote the relationship between the concepts of management and their application to problems and opportunities in the industry.

This shall be done encompassing important issues and developments concerning management and business in the form of selected research reports, innovative perspectives and industrial case studies.

As an initiative to become a renowned center for management research, Great Lakes Institute of Management has joined forces with Yale University to form the Yale-Great Lakes Center for Management Research, inaugurated on 6th Jan 2005 at Chennai by President Richard C. Levine, President of Yale, along with Prof Shyam Sunder, Ms. Linda Larmiar, Vice President and seven other delegates from Yale University. The Great Lakes Herald is a product of this initiative, which was inaugurated on 23rd Dec 2006, by Ms. Indra Nooyi, Chairman and CEO of Pepsi Global along with eminent academicians lead by Prof. Seenu Srinivasan of Stanford. It is planned to be a bi annually publication. It aims to promote the relationship between the concepts of management and their application to problems and opportunities in the industry. This shall be done encompassing important issues and developments concerning management and business in the form of selected research reports, innovative perspectives and industrial case studies.

I hope this publication meets your expectations and brings you back for more.

In our quest for relentless pursuit to enrich the Research Envelope of Management, we appreciate your invaluable inputs and contributions. Hope our future issues harbinger many more of your research outputs and let Great Lakes Herald be the Venue of your contributions to Management Education.