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From the Desk of Editor-in-Chief



Prestige Institute of Management Dewas focuses upon creating new avenues for Researchers in the areas of Empirical Research by inculcating practical issues faced by the Industries today. We welcome you to April- June 2012 issue. We are thankful to all the Researchers for their valuable inputs and response which has helped us in achieving the objective of the Journal.

This issue covers a wide range of topics in the form of Research Articles and Management Book Review. The papers includes A Study of Investors' Perception towards Efficacy of Fund Managers; A Study of Organizational Climate and Job Satisfaction among the Employees of Public Sector Bank & Private Sector Bank; An Inter Correlational Study on Organizational Climate, Transparency & Freedom, Interpersonal Relationship & Work Environment among Middle Level Employees; An Empirical Study on consumer's perception on Brand Selection in Two Wheeler Industry; Long Memory in Bombay Stock Exchange- An Empirical Evidence; Customer based Brand Equity: A Study of consumer Electronics in Rural Area; Efficacy of Venture Capital Financing in India; Perception towards Technical Analysis for Investment in Stock Market – Study of Brokers and Investors in Surat City; Role of Work Relation in Work Related Stress- An Empirical Study; Selection of Multiplex – Study of Surat City; Tourist Satisfaction Study for Mumbai as a Tourist Destination; A Book review on "Business Performance Measurement: Unifying Theory and Integrating Practice" by Andy Neely, Cambridge University Press.

I look forward to hearing from you on this issue.

With best wishes

Prof. Dr. Rajendra Jain
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