



**EDITORIAL BOARD:**

- RAMASWAMY P. AIYAR (Director)  
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
- BANI P. BANERJEE (Chairman)  
WEST BENGAL STATE ELECTRICITY BOARD
- HITEN BHAYA (Member)  
PLANNING COMMISSION, GOVT. OF INDIA, NEW DELHI
- ARABINDA RAY (Executive Director)  
GENERAL ELECTRIC COMPANY LTD., CALCUTTA
- ABHIJIT SEN (Vice-President)  
NATIONAL INSULATED CABLE CO. LTD., CALCUTTA
- S. K. CHAKRABORTY (Professor)  
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
- RANJIT SAU (Professor)  
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
- SUBRATESH GHOSH (Professor)  
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
- CHANDAN K. MUSTAFI (Professor)  
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA (Editor)

---

THE OPINIONS EXPRESSED IN THE PAPERS PRINTED IN **DECISION** DO NOT NECESSARILY REPRESENT THE VIEWS OF INDIAN INSTITUTE OF MANAGEMENT CALCUTTA.

---

**DECISION** IS THE QUARTERLY JOURNAL OF INDIAN INSTITUTE OF MANAGEMENT CALCUTTA. IT IS PUBLISHED AND PRINTED BY S. R. ROY FOR INDIAN INSTITUTE OF MANAGEMENT CALCUTTA, DIAMOND HARBOUR ROAD, JOKA, POST BOX NO. 16757, CALCUTTA-700 027 AND PRINTED AT SREE SARASWATY PRESS LTD. (A WEST BENGAL GOVERNMENT UNDERTAKING), 32 A. P. C. ROAD, CALCUTTA-700 009.

---

ALL ENQUIRIES AND CORRESPONDENCE MAY BE ADDRESSED TO THE ADMINISTRATIVE OFFICER (PUBLICATIONS), INDIAN INSTITUTE OF MANAGEMENT CALCUTTA, POST BOX NO. 16757, CALCUTTA 700 027.

---