

EDITORIAL

Genesis : Over the last thirteen years of our existence, we at the Indian Institute of Management Calcutta have had the opportunity of coming in close contact with Government, industrial establishments, commercial houses, trade unions, educational institutions and a large number of students. This experience has been, more than anything else, educative. Through this process of continuous interaction emerged certain significant realities: firstly, students are continuously searching for the relevance of what they experience in the classroom; secondly, the practising manager has yet to be fully convinced that a systematized body of knowledge can successfully augment the problem-solving abilities and intuitive skills he has gathered through experience. Finally, and perhaps the most important reality, is the fact that the various bodies involved in professional management, be it education, research or practice, are yet to share the knowledge they have gained, and realize that this sharing will serve to enhance the skills they will need for managing their affairs successfully.

DECISION is our attempt at facing these realities. We have stated our purpose. This issue marks the completion of the first phase of our project. We are happy that our 700-odd subscribers today constitute a very encouraging mix: executives from both the public and the private sector; industrialists; trade union leaders; students; university professors; government officials. However, this is only a beginning. We realize that we have a long way to go, and it is our hope that managers and educators will help us achieve our purpose.

Long Range Plan : We have planned two issues each year for 1974 and 1975, and three issues for 1976. Thereafter, DECISION will be published quarterly. At present the ideal prime article we would like to receive will:

- i. Examine the relevance of and evaluate critically, existing management theory in the context of the Indian situation; and
- ii. Present the experience gained in a situational context, either through research or practice.

To augment DECISION's efforts we have planned certain auxiliary projects. These include the publication of research monographs, book reviews, and bibliographies of select management literature including doctoral dissertations in the various functional areas. We are also in the process of working out

the feasibility of Industry-Institute Workshops for facilitating physical interaction. In short, our wish is to make DECISION an Indian managerial experience.

We would welcome letters from readers commenting on the papers which have been published or on any issue they may have an opinion to voice. These letters will form a regular feature in our coming issues. Needless to say, feedback of this kind will make the whole process more useful.

We express our deepest thanks and appreciation for the help and encouragement we have received from individuals and corporate bodies in launching DECISION. We regret our inability to mention them by name: however, we are proud to dedicate this issue to these professional managers who cared.