

## Editorial

---

This issue of *Decision* presents a microcosm of the diversity of research happening in management disciplines. Jitesh J. Thakkar presents a conceptualisation on supply chain based performance measurement system asking the ways in which a performance management system can establish the basis for fair and transparent sharing of information, resources and profit, and the extent to which it can help to incorporate a knowledge-based perspective.

In a crisply written paper, Dilip Kumar examines the performance of Sanso, Arago and Carrion's Iterated Cumulative Sum of Squares algorithm to detect sudden changes in Rogers and Satchell estimator. He compares it with the performance of the demeaned squared returns by Monte Carlo simulation experiments and suggests that the AIT ICSS algorithm exhibits outstanding power properties when applied with the RS estimator.

Rajeev and Jyoti Verma investigate the role of job motivation from frontline employees engaged in the implementation of the Total Sanitation Campaign. They argue that burnout mediates the effect of job demand and job resources on performance and turnover intentions.

Through an analysis of long memory properties of daily returns on S&P CNX Nifty and its volatility, Badhani shows how unstable distribution of fractional integration parameter suggests that the observed long memory in volatility is caused by structural breaks.

Cherukuri Jayasankaraprasad and Prodhuturi Venkata Vijaya Kumar's paper, through a study of 35 supermarkets in Hyderabad and Secunderabad, shows that value for money, value for time, service quality, store reputation, and situational factors are the significant predictors of customer satisfaction in a typical food and grocery retail setting. They also argue that customer satisfaction significantly affects store loyalty, repurchase intention, positive word-of-mouth, and price insensitivity, amongst other things.

Abhijit Chandra's intriguing analysis of individual investor behaviour, motivated by a variety of psychological heuristics and biases shows how investors make decisions based on heuristics. The study also focuses on investors following fundamentals: the way they tend to discount complex information and prefer pieces of information which are easily adjustable into their investment decision-making.

Monika Jain's vivid case study on social entrepreneurs Meera and Muzzaffar shows a phenomenal work for social upliftment through vocational training in Kotwara and upgrading the craft of chikan and zardozi in Lucknow and its vicinity. The author lucidly shows how the Ali's are instrumental in spearheading a movement in upgrading the arts, craft and culture in Kotwara.

The book reviewed in this issue is *Stories of Life in the Workplace: An Open Architecture for Organisational Narratology* by Larry Browning and G. H. Morris, reviewed by S. Saxena.

We hope you will enjoy reading this issue.

Bhaskar Chakrabarti  
Indian Institute of Management Calcutta

Copyright of Decision (0304-0941) is the property of Indian Institute of Management Calcutta and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.