

Editorial

I feel privileged in placing before the readers the current issue of “Pacific Business Review International”, Volume 13, Issue 5, November 2020. The issue comprises of a panorama of research papers on varied managerial topics based on qualitative and quantitative data, empirical research and conceptual framework.

A System Dynamic Approach to Mitigate Problems of Women Entrepreneurship in India is an attempt to discuss the problems and barriers faced by the women entrepreneurs in the society. It starts with the points to highlight the significant role played by Indian women entrepreneur in the economic development of the society. Further they developed a casual loop diagram and stock flow diagram to mitigate the problems of women entrepreneurs. Financing Preferences of Micro, Small and Medium Enterprises –Does Pecking Order Theory Explain? tried to confirm whether MSME owners and their financing practices follow Pecking Order Theory. Apart from confirming pecking order theory, the study also aims to assess the relationship of financing preference with dependent variables.

The contemporary study on Covid tried to find out whether COVID-19 has equally affected all the countries. For this purpose the researcher tried to understand the similarity in the increasing trend of cases and deaths in the countries. And as we all know that Covid situation gave birth to many uncertainties in each and every sector specially Indian aviation sector. So an empirical study on Post COVID Revival Strategies for Indian Aviation Sector tried to study the deeper insight of a particular industry which has been affected badly by the pandemic.

An Analysis of Digital Financial Literacy among College Students analyzed the level of digital financial literacy of graduate and post graduate students of Saurashtra region. Further in the next paper readers have an interesting study to read about various sources of information used by equity investors of Punjab region. Then for HR readers the next paper proposed a Conceptual Framework for the Readiness for Retail in the age of 4th industry Revolution and An Strategic change on HR Role creating this new Conceptual Framework. In the next paper international authors discussed their point of view on the Role of Unethical Behavior in the Relationship between Transformational Leadership and Burnout. The next paper also is an worth reading material for the HR readers as it highlights the Comparative findings of Performance Appraisal System followed by Public and Private Sector Banks in India.

In the next paper authors selected seven leading FMCG companies Britannia, Dabur, Godrej, HUL, ITC, Marico and Nestle and performed Fundamental analysis to help investors in this covid scenario to select a particular company/s to invest or purchase shares. Further the next interesting study analyzed the reasons behind Kinder Joy becoming the children's most preferred chocolate brand and highlighted the Consumer Behaviour learning strategies adopted to influence the minds of children. Next author discussed Students' Perspective for Service Quality in the Public sector HEIs of Pakistan. They used Servqual tool to analyze the difference in the expectation and perception of 03 public sector universities of Karachi, the biggest metropolitan of Pakistan.

The next study made an attempt to perform Financial Performance Appraisal of Indian Banks. It is a Comparative Study of BOB and HDFC Bank. For the environmentalist readers the last study includes

the quantitative Association between Carbon Footprints and Financial Performance of Indian Firms. At last authors discussed a Role of Emotional Intelligence in Determining Organizational Citizenship Behavior and Employee Performance with Special Reference to Banking Employees of the Rajasthan Region.

At last Regular sections of economic update and stats window section are incorporated to give an insight about the global e-commerce Statistics. Covid scenario gave rise to digital trade and e-commerce activities. So it is worth reading about the trend in this sector.

With Best Wishes

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Editor-PBRI