

From the Desk of the Chief Editor



The underlying idea of higher education is to instil scientific temper and research aptitude for the creation of knowledge and fostering its application to the benefit of the society. Pavanatma College has over the years established itself as the tower of wisdom standing tall and surging ahead illuminating the shield of darkness clouding many an ill-lit people living in the hillocks tormented by the sweltering hardships of the mountainous terrains. Closely following suit, the PG Department of Commerce, Pavanatma College has always strived hard to institute various programmes intended for the creation and dissemination of knowledge, ever since its inception in 1991. 'Pesquisa', the Annual Journal being published by the PG Department of Commerce, Pavanatma College Murickassery, is a great leap in this regard. I am much delighted and proud of being part of the first ever edition of an Annual Journal published by the college as its Chief Editor, for the kind of research contribution it is expected to deliver.

'Pesquisa', the Portuguese word meaning 'research', is on its trajectory. It has been launched into the orbit of academia in an era where dearth of quality research in business, commerce and economics is increasingly felt. The journal seeks to throw light on the intricate aspects that cloud trade, commerce and industry while incorporating their age old significance and emerging trends both domestic and international on the forward march of mankind. For, we live in an era dominated by draconian business ideas whose impact is felt far and wide and which have come to exert profound influence on every sphere of human activity. Certain developments are even threatening the very foundations business ethics as well. Pesquisa provides a solid forum to discuss developments in business, commerce, economics and management and its impact on modern society and fine tune them for societal benefits. The journal also targets contributions focussing on the implications of govt policies, evaluates the environmental issues involved in the development of business without human face and suggests alternatives. It also provides opportunity for academics to interact and evolve sustainable developmental strategies for a better society.

A major section of this journal is dedicated to the publication of original research articles. To create research aptitude among students, few pages are set apart for students who would like to publish research articles. Though predominantly loaded in favour of business related research publications, the journal also wishes to attract articles from other disciplines as well to give it an inter disciplinary outlook. Contributions in the form of letters to the editor, commentary, news and notes, review articles, short communications and resource reviews are also encouraged through timely publishing them. The current issue sets focus, among others, on unfolding the morass surrounding the indirect taxation in the light of the proposed Goods and Services Tax which is expected to roll out from 2016 April.

We remain extremely grateful to all great personalities who have enriched this edition through their scholarly contributions and comments. We would like to express our considerable appreciation to all authors of the articles in this issue; it is their generous contributions of time and effort that made this issue possible.

We thank H.E. Mar Mathew Anikkuzhikkattil, the Patron, Msgr. James Mangalasseril, the Manager, Prof. Sr. Annie Paul, the Principal and Rev. Dr. James Punnaplackal, the Bursar for their relentless support and encouragement.

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Dr Johnson V

Chief Editor