

EDITORIAL

In a rapidly transforming economic and business environment, fast-paced innovations and new ideas are redefining the existing business variables giving birth to new ways of doing business. The new paradigms are accelerated by the emergence of the knowledge-driven economy. Consequently the power of information and the ability to synergize it has emerged as the key to success. To survive and thrive in today's dynamic environment, executives and professionals need to continuously acquire emerging knowledge and skills.

We think we live in a time in which people live under strong pressure to live spectacular lives. You see, people who are doing quite well: executives, lawyers, physicians, who feel that they are missing out something. Many of them feel their lives are grey; they feel they are not getting enough out of life. They feel they need to do extraordinary things, primarily in their careers, but also in their private lives. They feel that they need to participate in extreme sports, amass lot of experiences, as otherwise their lives are devoid of insignificance. They keep comparing their lives to the spectacular success stories of global celebrities and they often feel that in comparison, their lives are not of significance.

We are glad to release our latest issue of **Online International Interdisciplinary Research Journal, {Bi-Monthly} Vol III / Issue II / Mar-Apr.2013 / ISSN 2249-9598** for our readers. This issue is very qualitative issue having variety of research papers on different disciplines.

We feel to be privileged to say that this issue is having 30 papers in total. The break-up of paper from different disciplines is as follows: 5 paper from economics, 4 papers from Commerce, Medical Science and Physical Education, 3 papers from Education, Literature, and Management. One paper each from Gandhian Thought, History, Law, and Zoology.

We are confident that this issue will satisfy the reader of different discipline and cater the need of them. Simultaneously, we request to our respected and research oriented readers to send us their constructive comments and suggestion to improve the quality of journal since quality has no any limit.

Thank you.

Editor-In-Chief

Mr. Somnath kisan khatal

Ph.D (Pursuing), Dept of Marathi, Shivaji University, Kolhapur, Maharashtra, India.

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Email Id: editoroijrj@gmail.com

Cell- 09657833293