



VICHAARA
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VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES
COIMBATORE, TAMILNADU, INDIA



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Vichaara in Sanskrit language means academic activities deeply engaged in systematic studies and researches on socio-political and economic topics. It also means reflective thinking and self enquiry.

Objectives of Vichaara

1. To be a vehicle of academic research, documentation and dissemination of management innovation and practice.
2. To maintain the quality of publication by means of achieving high Impact Factor and securing a coveted place in the Social Science Index Citation and online databases.

VICHAARA An International Journal of Management, ISSN print version (ISSN NO: -----) is a bi-annual double blind and peer-reviewed journal promoted by Vivekananda Institute of Management Studies. *Vichaara* is a medium for academicians to share the current developments and perspectives on research stratagem, business/ management diplomacy and paradigms of Business, Management and allied Social Sciences. The journal invites robust papers that contribute to the area of research in business management and related disciplines. Every issue of the journal carries the following features:

Business Research

This section is designed to be quantitative, empirical in nature and can include the summary or findings of completed research or work in progress.

Contemporary Management Thoughts

Articles based on current issues and contemporary trends in business and management will be included in this section.

Case Studies

Business and management practices in diverse, institution – context specific cases will find place in this section.

Book Reviews

Reviews on books pertaining to contemporary management thoughts, general and professional practices are incorporated in this segment.

Management Practices

The best management practices are to be included under this section:

- The interviews of CEOs / Young Entrepreneurs,
- Success stories of High Performance Enterprises,
- Analogies, etc

Revisiting Native Wisdom

To disseminate Indian Ethos and Values in management learning and business practices and evaluate the same as success ingredients in management.

(INSIDE FRONT COVER PAGE)

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- The empirical based papers will have preference over others.
- There can be single author or multiple authors.
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- **Sample Reference to Chapter in Book**
Nancy W. Nix (2001) Supply Chain Management in the Global Environment, John T. Mentzer (Ed.), Supply Chain Management (pp.27-58). New Delhi, Sage Publications, Inc
- **Sample Journal Reference**
Pandey & Raman, (2012). Financial Inclusion in Uttar Pradesh and Bihar. Journal of Social and Management Sciences, 41 (2), 147-164

Guidelines for submission of Book reviews

Vichaara invites the submission of spontaneous book reviews on current management themes.

- The reviews can range from 1500-3000 words.
- The reviews can be written either by a single reviewer or by more than one.
- Reviews should give a brief introduction about the title of the book and author (s).
- Reviews should make a clear attempt to comprehend the issues or problems highlighted in the book.
- It should objectively evaluate conceptual foundation of the book with its strengths and weaknesses
- The usage of references should be avoided to the maximum. If used APA reference style is preferred.

Manuscript submission

Manuscripts must be sent as an email attachment to editorvichaara@gmail.com along with scanned copy of Declaration Form and Copyright Form

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Review Process

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- ✓ Acknowledgement of paper received via e-mail: 5 working days
- ✓ Intimation of paper status: 60 days

Important Dates

First Issue	Second Issue
Month of Publication: September	Month of Publication: February
Last date for Submission: July 15 th	Last date for Submission: December 15 th

Publication Decisions

The editor is responsible for deciding which of the papers submitted to the journal should be published. The editor may be guided by the policies of the journal's Editorial Board and constrained by such legal requirements as shall then be in force regarding defamation, copyright infringement and plagiarism. The editor may confer with other editors or reviewers in making this decision.

The editor at any time evaluates manuscripts for their intellectual content without regard to race, gender, religious belief, ethnic origin, citizenship, or political philosophy of the authors. The editor and any editorial staff must not disclose any information about a submitted manuscript to anyone other than the corresponding author, reviewers, potential reviewers, other editorial advisers, and the publisher, as appropriate. Plagiarism is considered to be undesirable and unethical. All types of plagiarism like verbatim copying; paraphrasing and self plagiarism should be avoided. The authors should ensure that their contribution is entirely original, and if the authors have used the work and/or words of others that should have been appropriately cited or quoted.

Editorial

It is heartening to see that the first issue of the VICHARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge.

The design architecture of *Vichaara* is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. *Business Research* forms the core part wherein original, empirical based research papers are included. Four such studies find a place in the current issue: 1) “Impact of Person Environment Fit on Job Satisfaction” 2) “A Study of Financial Position of Selected Steel Industries Ltd in BSE” 3) “Impact of Advertisement on Jewel Purchase Decision: A Study in Coimbatore District” 4) “Feasibility of Online Marketing: A Study in Coimbatore District”.

Another Dimension is about *Contemporary Management Thought* which include a new concept namely “Servitude” and another is on FDI in Retail Sector. A concept based *Case Study* namely Transformation from CRM to CMR finds its application in yarn marketing. *Book Review* is an added feature. An exclusive section on *Management Practices* is included to throw insights into successful entrepreneurs as well as robust enterprises and the coordinates and ingredients of success phenomena. The section devoted to *Revisiting Native Wisdom* provides scope for rediscovering native management perception and practices prevailing since ancient times in India as well as in other old world countries.

We invite scholarly articles and research papers and write ups on robust cases and highlights of successful enterprises and business leaders

Suggestions and views from readers and scholars are solicited for the qualitative improvement of the journal

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BOOK REVIEW

Creating Resilience and Happiness

Book Review on “Happiness at Work” by Dr Srikumar Rao

Dr. Hema Bhalakrishnan, Associate Professor, VIMS, Coimbatore

Happiness at work is a slogan which all people at work would feel affection for. Normally happiness at work can be divided into three types viz higher purpose for career, passion towards work, pleasure in chasing the next higher level. Some people feel they are highly performing far above their level and cadre and feel unrecognized whereas some feel their performance is OK for their pay and promotion offered by the organization. So, there is some disturbance at people's mind as they are not able to feel happy at work. Here is the looked-for and resolute solution by Dr. Srikumar Rao to make people understand “How to be happy at work”.

In these tough times, there are few people who are completely happy with the current conditions. From business executives to the everyday Rama and Krishna, everyone seems to be going through a rough economic and personal crunch. But acclaimed business school Professor Srikumar Rao says that we can learn to create joy no matter what else may be going on around us.

Rao shows you that it isn't the negative thing that happens to you that causes your unhappiness, it's how you see it. Happiness at Work is a thought-provoking new title that moves the mind away from negativity and forces you to resist labeling situations as "bad", but rather seeing them as neutral.

Dr. Srikumar Rao teaches a pioneer course called “Creativity and Personal Mastery” in an MBA level class at the leading B-Schools such as Columbia Business School, the London Business School, the Kellogg School of Management at Northwestern University, and the Haas School of Business at the University of California at Berkeley. Dr. Rao got his MBA from a top school in India, and his Ph.D. in marketing from Columbia University. Having read a lot of spiritual and mystical biographies, he decided to find a way to make those teachings applicable to work and to the corporate world. For those who are skeptical of his teachings, he simply asks them to complete the exercises and apply the concepts for a period of time, and then to evaluate whether their lives have improved.

In “Happiness at Work”, Dr. Rao teaches about adopting a paradigm shift which readers could do consciously. He advises readers to examine the deep-rooted beliefs. He infers that choosing the emotional state is the act of considering that there will be a benevolent explanation for someone's behaviour is enough to dissipate violent emotions that bedevil people. The most important highlights in the book “Happiness at Work” is as follows.

Dr. Rao explains about a deep-seated habit of sticking labels instantaneously on stuff (things) happening to people. He advises people to be generous using good label and extremely stingy using the bad label. He further explains that people have the tendency to label everything that happen to them as either “good” or “bad”. He recommends people to stop using the “bad” label. He insisted that the “Bad” label limits one’s ability to notice opportunities. So he strongly recommends the readers to *Stop Labeling Things as Bad*.

Positive thinking sets up duality and encourages people to embrace only part of it. If people embrace positive thinking then they will spurn negative thinking. Dr. Rao explains that people see the world as how they are and not as the world as such. This habit he marks as a factor which brings misfortune. He advises readers not to label people with the limited views they have. If we compliment offensive people with honesty and sincerity, the individual relationships with them will grow. People used to have affirmations to achieve their goal in life. Instead of having affirmations which is exact opposite to what people really are, they can scale-down the affirmations which will build inner belief. When it is done regularly, people are in a position to go back to the original affirmations they used to have. In this step the affirmations will work.

Dr. Rao advises his readers to be like a Daruma Doll. A Daruma Doll will reach its own position after any kind of treatment imposed on it. He advises not to spend much time in needless, fruitless self-recrimination and blaming others. If one is resilient, he/she can recover and go on doing great things. Extreme resilience is applauded by Dr. Rao rather than positive thinking. He further advises not to carry any stuff around. Accumulation of things becomes burdensome. He advises not to expect anything from a distasteful meeting. Further he asks people to have a delightful interaction even with an unpleasant person.

He insisted that people need not manage time better; they need to manage themselves better. So time management is not a problem. People should not wallow themselves in negative feelings at work. They should simply let it go. He passes a message to the readers that passion does not exist in the job. It exists within oneself, and if one cannot ignite it right where he/ she is now, he/she will never find it outside him/her. He also adds that there is no winning or losing in a job.

Dr. Rao explains happiness is an underlying sense of well-being. He adds that it's feeling, "I'm OK, I will always be OK, there is nothing that needs to happen for me to be OK, and there is nothing that can happen that will stop me from being OK". In addition, he explains that this is our natural state of being, but we obscure it by thinking that something external has to happen in order for us to be happy.

He recommends that people try the following exercise in order to delve deeper into the question, "What do I need to be happy?". He asks readers to take out a piece of a paper and ask themselves what they need in order to be happy. They must really think about it. Then they must begin writing. They might find that they write down things such as those included in the list below.

I'll be happy when:

- * I start making more money.
- * I find my better half.
- * I have a child.
- * I complete my graduation.
- * I leave this company and move on.
- * I have more leisure time.
- * I lose weight.
- * I get to go on vacation to Switzerland.
- * I get recognition for my work.
- * I move to a bigger apartment.
- * My child scores first in school.

Dr. Rao explains that most people believe they have their happiness outside what they are really in. They are in a state of mind to achieve the never ending targets. They think they have to possess a lot to be happy. They really are ready to sacrifice the present happiness for attaining the never attainable future materialistic happiness. *Happiness is generally internal and innate.*

Dr. Rao adds that what matters is the process of working toward the achievement of goals, not the outcome. He recommends that people can adopt the following attitude:

- * "If I achieve my goal, I'll be fine".
- * "If I don't achieve my goal, I'll be very fine".

In addition, Dr. Rao points out that there's a paradox in that it's more likely that people will get what they want once they stop insisting that things happen in a certain way. Dr. Rao explains that people's mental chatter, or internal monologue, is their constant companion. It's with them from the moment people open their eyes in the morning, to the instant in which one drift off to sleep at night, constant and relentless. For many people, this mental chatter includes a lot of negative judgments, about themselves and about others.

This process of paying attention to one's inner monologue will gradually make a person more and more aware of it. People will notice that this awareness leaves them less vulnerable to its sudden twists and turns. When one's inner dialogue turns negative, they will not be miserably led down to a destructive path. An alternate reality exercise shall be practiced and the most annoying concern can be discussed in detail to overcome this hurdle. This can be something at work or something in their personal lives. What the students don't realize is that what they're describing is not reality, it's "a reality". That is, it's the reality they've constructed. With the help of other students in the class, Dr. Rao then has them construct a different reality: one that is better for them and which they can get themselves to believe at some level.

The most exciting feature of Happiness at Work is that the book keeps you energetic and motivated. To enjoy the journey of life, people should keep themselves resilient and practice the ideas given by Dr. Rao. This will bring more happiness and more meaning to life. Live the life to utmost happiness in the present. Past is not going to change and future is a 'no sure' phenomena. Be happy and live happily in the present to succeed with high energy levels. Take up the wonderful and highly acceptable ideas from Dr. Rao to completely understand what happiness really is and where does it lies.

By reading this book any one will learn the vital wisdom necessary to achieving a joyful, successful life as you define it through *greater resilience and a strong inner core*.