# FROM THE EDITOR'S DESK....

*"Research is something that everyone can do, and everyone ought to do. It is simply collecting information and thinking systematically about it."*

*- Raewyn Connell*

*The Current issue of GMR has four papers on different areas of Business and Management which includes research papers and one Case study. The First paper highlights the information on Business Intelligence and its effect on organizational innovation. The next one is about the relationship between the CSR initiatives and employees job satisfaction in a telecom company. The third paper discuss on the technology Changes which brings in the process of efficiencies and high degree of standardization. The next one is a case study on the cash control practice in relation to the business financial performance. The last paper is a study on the population response to the OTT platform in comparison to DTH platform and theatres.*

*We sincerely thank the Contributors, Subscribers, Institutions, Advisory Board Members, Editorial Board Members, Review Panel Members and our well¬-wishers for their support extended for the successful publication of this issue. Hope our readers would find these articles useful in enhancing their knowledge.*

*Happy Reading!*

**Dr.N. NITHYA**

Editor

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