

## **EXCLUSIVE: HERE'S WHAT INDUSTRY'S / ACADEMICS BEST MINDS SAY ABOUT JRIM"**

*Research is to see what everybody else has seen, and to think what nobody else has thought.*

ALBERT SZENT-GYORGYI

The evolution of mankind has been natural but development of civilisation has been remarkably possible because of the role of research and managerial science.

With limited resources and growing demands the need for optimisation to serve mankind better has become more compelling and need of the hour. Therefore in this quest for knowledge the role of academia, academicians and the entire research community has been more demanding in today's times.

Be it basic/fundamental science or social science the role of research remains the same. The attempt is to support mankind by either making new developments be it in the field of physical sciences, biological sciences or psychological sciences. In this endeavour researchers are constantly trying to find out the next best thing. They have even done it successfully with inventions like the vaccine, engine, currency, computer, gene theory etc.

The psychological science under which the field of management is an integral part also plays a vital role. Understanding human behaviour which can be easily termed as highly dynamic and unpredictable has become the challenge which managers are facing. In simple terms one can understand that unlike human beings machine don't show emotions. Machines work in binary but one cannot even predict why men and women, people across various regions want things differently. This makes the entire job difficult. Now researchers in the social sciences are constantly trying to find the change in behaviour, trends, culture and habits of people. Any mistake in understanding these, would create a rift between what people want and what is provided to them.

The basic aim of research is to contribute to the body of knowledge, avoid duplication and redundancy. It is expected that researcher should add to the existing literature by publishing its work. But getting good journals to publish such ideas has also become a critical issue. Looking into this the attempt made by the Journal of Research Innovation and Management (JRIM) is laudable and I wish that they act as the torchbearers for the society. Such journals would help budding researchers in placing their ideas in front of the academia and the research community at large. I wish the Journal a great success ahead and winning the opportunity to congratulate all the members who are part of the journal.

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