



Venkat R Krishnan
Chief Editor, Great Lakes Herald
Director, Yale . Great Lakes
Center for Management Research

From the Editor's Desk...

I am pleased to present three articles, one keynote speech, and a book review in Vol. 1, Issue 2 of *Great Lakes Herald*.

In the first article, Goswami, De, and Dutta use the case study method to analyze four companies. They find that B2B e-commerce players in India are increasingly adopting BPO business models in the areas of procurement and disposal services. In the second article, Kakani and Fernandez study the Mobile Value Added Services (VAS) in India. The article discusses the bipolar nature of bargaining powers between mobile network operators and content aggregators. The third article reports a study using the survey method to look at the effect of leader's power and transformational leadership on follower's duty-orientation and spirituality.

The keynote speech of Paul Prabhaker delivered at the annual conference of Yale-Great Lakes Center for Management Research, Chennai, India, in December 2006, elucidates the DNA of sustainable businesses. Finally, V Raghunathan's book "Games Indians Play: Why We Are the Way We Are" is reviewed by Preetha Menon.

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