

From the Editor's Desk...

It is a matter of pride to note that *Great Lakes Herald* has completed two years in its march towards being a leading outlet for empirical articles in the field of business and management.

I am delighted to present to you four articles and a book review in Volume 3, Issue 1 of *Great Lakes Herald*. Many thanks to the authors for submitting their fine work as well as the many reviewers who contributed their intellectual energy toward the journal's success so far.

Successful accomplishment of the journal's mission depends upon authors' interest in submitting their work to *Great Lakes Herald*. We pledge to do our best to review all submissions promptly. We are eager to become a leading outlet for writings based on research evidence.

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