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**Vikalpa**  
The Journal for Decision Makers



INDIAN INSTITUTE OF MANAGEMENT  
AHMEDABAD 380 015, INDIA

**Vikalpa: The Journal for Decision Makers** is a quarterly publication of the Indian Institute of Management, Ahmedabad, India. It is a *peer-reviewed* journal. Its objective is to disseminate knowledge and good practice of professional management. By encouraging research and thinking, it attempts to contribute to a better understanding of management theories and the context, resources, structures, systems, processes, and performance of organizations. Its focus is on applied research and reflections relevant to practising managers and academicians. It lays special emphasis on management issues of emerging economies.

**Vikalpa** seeks a creative dialogue between management academicians and practitioners and aims at being essential reading for those scholars, policy makers, and management practitioners interested in growth, change, and innovation in developing societies.

“Vikalpa,” in the ancient Indian language, *Sanskrit*, carries a rich repository of meanings: Diversity, Alternatives, Logic, and Freedom of Choice. The journal seeks to reflect this range of meanings vis-à-vis managerial problem solving and decision-making.

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**Vikalpa aims to provide an appropriate mix of articles relating to general management and functional areas of management, viz. marketing, finance, organizational behaviour and human resources, operations, etc. The journal also features articles on various sectors like industry, agriculture, banking, international trade, urban and rural development, public systems, and information systems.**

Every issue of the journal carries several useful features:

**PERSPECTIVES**

presents emerging issues and ideas that call for action or rethinking by managers and administrators in industry, government, educational institutions, and other organizations.

**RESEARCH**

includes research articles that focus on the analysis and resolution of managerial and academic issues based on analytical and empirical or case research.

**INTERFACES**

presents articles which are experience-based, idea-based or exploratory research-based or which show application of management theories and concepts.

**COLLOQUIUM**

includes debate on a contemporary topic. Both academicians and practitioners discuss the topic.

**MANAGEMENT CASE**

describes a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.

**DIAGNOSES**

presents critical analysis of management case by academicians and practitioners. Problems are examined, their causes are analysed, and issues of relevance are discussed.

**BOOK REVIEWS**

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