

## **EDITOR'S INTRODUCTION**

Welcome to the second issue of Volume 1 of the SIU Journal of Management. The journal represents one of the principal methods by which the School of Management of Shinawatra University (SIU) to share research with the world at large.

This issue contains one invited paper, three double blind peer-reviewed research papers, one conference report and two book reviews. In the invited paper, Tatoul Manassarian analyses the nature of inflation measurement in his native Armenia and the causes of inflation for all sections of society. Armenia is a transition economy moving from the Communist rule of the Soviet Union to the market economy currently being introduced. Finding various flaws in the practices and methodologies currently employed, he seeks to embed improved versions within a development model that would, if properly managed and regulated, be both inclusive and sustainable.

Lada Phadungkiati, Kyoko Kusakabe and Soparth Pongquan investigate the role and performance of Thailand's One Tambon One Product (OTOP) policy, which was introduced in 2001 as a means of strengthening the regional economy of Thailand and, hence, reducing vulnerability to external environmental shocks and the need for domestic and international labour migration and the various social ills that can be associated with that. Their research in Chainat province indicates that, as a commercial enterprise, some OTOP projects are more successful than others and that social benefits do not automatically accrue to those participating. In common with all forms of capitalist endeavour, OTOP projects create both winners and losers.

Arup Mazumdar investigates the state of the Indian insurance industry. As a country passing through hyper-late development and

with an enormous population, India represents incredible market opportunities for those companies able to stake out powerful positions and then make use of them by locking customers into long-term relationships on a win-win basis.

The third peer-reviewed paper sees Sittichai Anantarangsi consider the prospects for Thailand under the ASEAN Economic Community, which is scheduled to begin in 2015. He finds, on the basis of extensive interviewing with foreign executives and other informants, that Thailand should consider itself not so much a hub for inwards investment, as advertised by the Government, as a gateway to the Mekong region and the labour and resource markets the countries there offer.

Finally, G.D. Sardana and Tojo Thatchenkery described the highly successful ICMC 2012 held in Greater Noida, Uttar Pradesh in India, which was attended by the editor, among a number of more distinguished participants.

Please consult the call for papers at the end of this edition for details of how to submit papers and the types of submission of interest.

On a personal basis, 2011 has been a mixed year for Thailand. On the one hand, the return to democracy raised a huge cheer; on the other hand, the extensive flooding caused more than 750 deaths and incalculable social and economic damage. Let us hope that the government can effectively lead efforts to bring about reconciliation in the nation by promoting efforts to establish the truth about past events and apportioning responsibility properly for those events.

*John Walsh, Editor, SIU Journal of Management*