

Editorial

It is my pleasure to bring you the first issue of the journal for the year 2016, with its collection of research articles and review. The first research article by Amrita Ganguly and Koushik Das highlights that there is no available literature on estimation of Pollution Terms of Trade (PTOT) on the Social Accounting Matrix (SAM) of 2007-08 which focuses on the impact on PTOT of India due to international crude oil price variation and reduction of energy subsidy. All the studies for India are based on the SAM of 2003-04 or earlier. Amrita Ganguly and Koushik Das try to comprehend general equilibrium impacts of the variation in international crude oil prices and removal of domestic energy subsidies on the pollution content of Indian trade. Ajay Jose, Sonia Mathew and Saraswathiamma K. P. seek to provide an exploratory investigation into service recovery efforts in the insurance setting in the wake of a perceived failure of ULIPs (Unit Linked Insurance Plan). The study attempts to help life insurance marketers better understand customer satisfaction in the wake of a perceived product failure by suggesting ways of effective service recovery. Little research has accounted for the predictive impact of socio-psychological constructs on conspicuous consumption, not just globally but also in the Indian context and this paper by Daly Paulose and Roshna Varghese attempts to fill the void. This study tries to identify the interplay of social and psychological constructs like Interpersonal influence and Materialism in predicting conspicuous consumption among emigrant community from Kerala. An assessment of the reduced consumption of electricity, as a consequence of viewing advertisement is essential to the overall understanding of the persuasion process. The study by Tijo Thomas and Johnney Johnson measures how respondent's perception of the celebrity endorser attractiveness affects the respondent's reaction towards the endorsed product.

This issue also contains a review by Joshin John of the book entitled, *Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping Our Future*, by Ashlee Vance published in 2015.

I would be happy to receive your comments, suggestions and feedback about this issue.

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