

EDITORIAL

Editing an academic journal is a gratifying experience also due to the opportunity of interesting and scholastic interactions that one has with peers from all over the globe. The reach of the journal is expanding by every issue and now it attracts contributions from a larger geographical area that spreads to the Far East on the right of the world map and Europe on the left. Similarly the coverage of topics too has expanded and this issue has contributions on a variety of areas further iterating the journal's claim to be a multi-dimensional business journal.

This issue also includes two research papers that were presented during the 'International Conference on Tourism Milestones' that was held at the Skyline University in the first week of April 2014. These papers were subjected to usual peer review process of the journal before having been accepted. One of those papers is on challenges for modernizing tourism higher education. It is a case study of the Czech Republic and relies upon qualitative data that was collected over a four month period and concludes that market orientation and service attitude should be embedded in the curriculum whereas increased knowledge of information communication technologies and knowledge of eco-innovation is essential for tourism personnel. The second paper from the Conference is about physical distance and psychological distance using the ultimatum game as simulation for economic exchanges. The analysis reveals a stable pattern of proposals for the physical distance condition and the psychological distance condition.

This issue has eight research papers in all that have been selected after a rigorous process of peer review. Three of these papers are in the area of finance where in one paper an analysis of risk management process of 'electrical transmission line installation projects' is presented and another paper assesses 'the impact of debt coverage on profitability in the banking sector', these are both empirical studies that reach their conclusions with the analysis of quantitative data. The third paper on the other hand is a case study of the negative interest rate policy of the European Central Bank and brings about an interesting analysis. In another paper that attempts to measure students' attitude towards e-learning the authors claim that the main contribution of the study is the successful use of newly constructed scale of measuring computer and e-learning attitude. In yet another paper the author explores the leadership style of Dr. Muhammad Yunus of 'Bangladesh Grameen Bank' and concludes that good leadership matters for transforming a drive into reality.

It will not be out of place to mention that the Skyline University College is celebrating its twenty fifth year of operations and the year 2015 has been earmarked as the Silver Jubilee year. The Skyline Business Journal too invites all its patrons to contribute to this celebration so that we come up with a 'twenty-five-article' Silver Jubilee issue in December 2015.

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