



## From the JIBC Chief Editor

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First thing first! JIBC is going places. In last few months our subscription has increased by 57%, this is an interesting growth. Interesting from two perspectives, one better penetration among academic/industry community and second quality of the publication. As an academician, my personal focus is on quality (penetration becomes the by-product).

Recently, flurry of floods have swept Mumbai, which is considered to be financial capital and hub of outsourcing in India. Mumbai contributes 40% of India's corporate tax revenues. The deluge destroyed properties worth billions and resulted in the loss of several man-hours of productivity. Thousands of people died and the resulted cost of devastation & rehabilitation is estimated to be more than USD 50 bn.

Last December, entire South Asia including India was devastated by Tsunami and this year it was floods. Central Government has cut all additional spending to facilitate relief work. Therefore, we have decided to reschedule ECEP2006 to the winter of 2006-2007. There is silver lining in the sky. Despite of all losses, Indian economy continues to grow with 7% annually and Bombay Stock Exchange (BsE) sensx touching record 8000 mark, jump of almost 100% compared to last year. At JIBC, we are committed to back our business associates, sponsors, government and affected people to get their life back on track.

We have auspicious plans for JIBC. From year 2006 onwards, JIBC would be a completely peer reviewed Journal. Our editorial board is sharing similar opinion. Dr. Alemayehu Molla suggested creation of referral board consisting of academicians/executives across the related discipline. Dr. Dale Pinto suggested of starting international relationships with universities and companies to share their research and works. These are indeed optimistic ideas. We will work towards them together in a close-knit team.

We are a dedicated and intelligent team comprising of some of the best brains in the world. Now it's a time to expand and find out members who are worthy of joining our exclusive family. I want you to refer colleagues from different regions, who would like to share our philosophy of being innovative, different and ahead of time. We wish to invite them on our Editorial board.

In the current issue, we have received array of articles from all corner of the world. Edwin Jacobs has given insights of EEMA and its work on legal issues of eBusiness in EU. In another article, Edwin highlighted the legal angle of Sarbanes Oxley Act in the European Union and its obligation on corporate.

Dr. Larry Harris in his article has explained the importance of integrating precision search into an existing eCommerce infrastructure. A interesting point is covered by Chai Lee Goi about the marketing mix, segregating it from the traditional thinking. Alamushi, Boon Yan Heap, NVM Rao and Norizan M Kassim have given holistic analysis of different banking systems & eCommerce activities in China, Malaysia, India and Qatar. Francis de Clippele has brilliantly explained the law on electronic medical transcription in EU.

I invite all academicians, researchers, and executives to participate in our 'flight' towards academic & business excellence. I want to thank our all authors, JIBC team and our readers for their dedicated effort to make JIBC truly world class.

Your comments and views are solicited. You can directly write to me at [nikhil.jibc\(at\)gmail.com](mailto:nikhil.jibc(at)gmail.com).  
Kindly, circulate this issue within your network.

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