

## **Editor's Note**

Multidisciplinary research occupies a significant role in the field of research and education. It offers the opportunity to address, share, and discuss numerous social challenges, concepts, and perspectives on a single platform. The 'Andrean Research Journal' is an e-journal and this is an initiative undertaken by St. Andrew's College to provide a platform for teachers to publish their research works.

Reading and moral development are closely associated with each other. Many researchers believe that literature fosters the moral development of school children. The first article of this issue 'The Outlaw of Kindness "An Exploration in Moral Reasoning in Child Readers of Robin Hood' written by Susan Lobo, brings together moral philosophy and literature. The study attempted to understand how twelve year old respondents utilized utilitarian and Kantian modes of moral evaluation in their judgment of the folk hero. Jill Lobo's research report on 'Influence of Supermarket Shelf Positions on Consumer Purchase Decisions' expressed the need for experimental research to develop good retail and shelf positioning strategy. Samson Carvalho examined the 'Effect of Brand Equity on the Attraction Effect'. This study explores the relevance of brand equity as one of the influencing variable to predict the buying preference of consumers. Roshani Bhatu based on her study on 'Different Investment Avenues Preferred by Individuals for Retirement Planning', recommended for more educational programs and government plans and policies with a low amount of investment.

Hadley Quadros traced the importance of photography in the realm of social science research along with the development of photography as an art that has gone through tremendous modification giving essence to the different walks of life. Kashmira Mody discussed on how 'Economics and Culture' are related and emphasized the need to view the cultural context of economics as a system of thought to the cultural context of the economy as a system of social organization. Patricia Lemos' research was based on secondary data focussed on the 'Impact of COVID-19 on the Banking Sector' and elaborated on the measures taken by the Reserve Bank of India to overcome the pandemic challenges. Further, Jyoti Bhatia traced the key aspects of the 'Vivad Se Vishwas Scheme 2020'. This is a dispute settlement scheme and the most awaited reform introduced by the Government of

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India, in budget 2020. Ritesh Sheth explained various types of Mutual Funds with special reference to 'Sector Funds and Contra Funds'. Further, he enunciates the advantages, disadvantages, past returns, and working of these two funds. The last article is a book review by Asha Mohan on the book 'Roar by Cecelia Ahern'.

The present issue of 'Andrean Research Journal' is a multifaceted package of a variety of research studies. We believe that it will definitely help researchers, students, teachers, and those who are interested to enhance their knowledge about these topics.

**Dr. Sujata Rajpurkar**