PREFACE

The idea that managers of industries can be modernizing agents in society captured my imagination. The present study is an attempt to explore this possibility by analyzing managerial behaviour both with reference to industrial organization and in relation to society at large.

Making such an appraisal of managerial role is rather a difficult task especially in Nasik, but I thought it was worthwhile to evaluate the managers' role in creating or changing social values in the traditional social framework of Nasik.

In this study, the intention has been to know whether the managers are aware of their role as agent of modernization and social change. The focus of attention is to get an idea as to how the managers perceive their own role and while performing managerial role, what is the nature and type of management that they help in developing through the interactions they have within their gamut.

+++ + + + +