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Letter to Editor

Cancellation of the paper: MANAGING CUSTOMERS AS INVESTMENTS

Originally published in Serbian Journal of Management 2 (1) (2007) 67 – 75

By author: Usha Kiran Rai,

Faculty of Management Studies, Banaras Hindu University, Varanasi-221005, India

(18 April 2013)

The chronology of occasion:

1. Email obtained from Professor Peter Dapiran, on April 04, 2013 5:20 AM:

Dear Professor Mihajlovic

I located an interesting article in your Journal by Usha Kiran Rai published in 2007. The link to the article is: http://www.sjm06.com/SJM%20ISSN1452-4864/2_1_2007_May_1-99/2_1_67-75.pdf

It seems to be a word-for-word copy of Chapter 3 of a book: Gupta and Lehman (2005) Managing Customers as Investments. I attach a copy of that chapter for your review.

I assume there is a logical and simple explanation for this duplication. Perhaps you can explain.

Kind regards.

Peter Dapiran

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G Peter Dapiran

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2. On 4 April 2013 11:28 PM, Dr Ivan Mihajlovic, Editor in Chief of Serbian Journal of Management, has informed Professor Usha Kiran Rai, with received email and demanded his explanation of this occasion.

3. On 8 April 2013 3: 45 AM, an answer from professor Usha Kiran Rai arrived to editorial office of Serbian Journal of Management:

Dear Prof Mihajlovic,

I went through the details of this paper that I submitted.

I had been invited to give a talk on Managing Customers as investments in a Seminar on Emerging Trends in Finance and

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Management on 10th Sept 2006. I may have looked up the internet for the matter.

While making the paper I have given the reference managing Customers_ Customer basedstrategy.pdf which may have been have been uploaded at that time. I seem to have taken all this from that pdf file. But since the details of the source were not known, I have just mentioned it as that in my reference.

I am sorry that this has created complications for your publication.

Usha Kiran.

strategic value of customers in the long run. New Jersey, USA: Pearson Prentice Hall.

The decision of the Editor – in – Chief of Serbian Journal of Management:

Considering all above indications and the answer obtained for Professor Usha Kiran Rai, my decision is to completely cancel the paper: MANAGING CUSTOMERS AS INVESTMENTS

By Author: Usha Kiran Rai, Faculty of Management Studies, Banaras Hindu University, Varanasi-221005, India

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Accordingly, the paper will no longer be available on official SJM web page: http://www.sjm06.com/SJM%20ISSN1452-4864/2_1_2007_May_1-99/2_1_67-75.pdf

Editorial team of Serbian Journal of Management is also offering an apology to the authors of Book: Managing Customers as Investments, Sunil Gupta and Donald R. Lehmann.

References

Gupta, S & Lehmann D. (2005). Managing customers as investments: The