

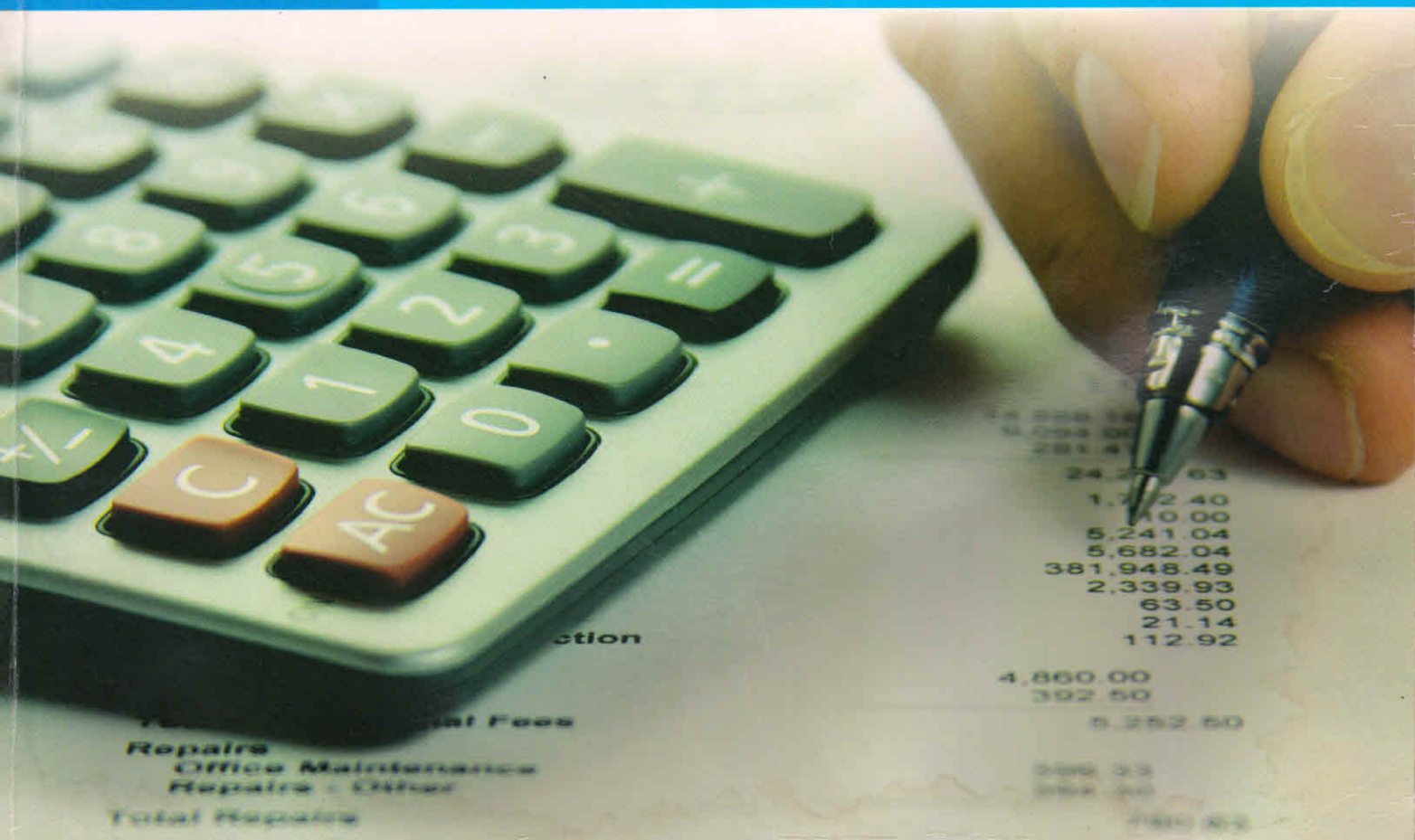


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MESSAGE FROM THE PRINCIPAL

Recd
24/7/17



I am very pleased to note that the Department of Commerce, Shaheed Bhagat Singh College is bringing out its Annual Journal 'Journal of Business Studies', Vol. V-VI for the years 2012-14. The Journal provides a forum to the teachers and researchers to present their findings of the research into diverse areas of business, both domestic and global. The contributions have come not only from various teachers and researchers in different colleges and universities of India but also from abroad. The research papers provide us an analytical insight into various issues facing the world of business. I am sure the students, fellow researchers, practising managers and policy makers would find the contribution in the journal quite useful and relevant.

I take this opportunity to congratulate Dr. Amit Kumar Singh and his editorial team for their painstaking efforts to bring out this Journal in record time. I also take this opportunity to thank all the members of the advisory board for their encouragement, guidance and advice. The Department of Commerce, under the Incharge of Mr. Shyam Sunder, also deserves my deep appreciation and congratulations for taking up this academic initiative to publish the Journal year after year.

Dr. P.K. Khurana

OSD/Principal(Offg.)

FROM THE DESK OF EDITOR-IN-CHIEF

“Education is the most powerful weapon which you can use to change the world”

- Nelson Mandela

It is indeed a matter of great pride and pleasure to issue the journal of business studies, the annual publication of Shaheed Bhagat Singh College, University of Delhi for the year 2012-14 (ISSN :0975-0150). This journal is a pioneering endeavour of the renowned college of Delhi University, known for its commerce department. The journal is intended to provide the researchers a major platform to study various business and management aspects in the area of finance, accounting, marketing, computers, law and human resources.

Worldwide the business environment is undergoing a transformation. It is increasingly throwing up newer challenges and opportunities. The teaching fraternity, the researchers and the scholars are also continuously expanding their existing knowledge base and doing research to contribute to this dynamic environment. That is why, every year it becomes a voluminous exercise to bring together the minds of academicians, researchers and readers in one bind. We never cease to learn and evolve in the process. We take the experience of our editorial board at every step to improve the standards of the journal.

The present issue of the journal comprises 21 research papers and 11 articles written by the authors of repute. I hope you will find it a valuable acquisition.

I would like to express my sincere gratitude and thanks to Dr. P.K.Khurana, Principal of the college for his invaluable suggestions and support. I must thank teacher incharge Mr. Shyam Sunder for guiding and inspiring me throughout this project.

The elite editorial Board and the members of team deserve a vote of appreciation and thanks for giving a fine shape to the present issue.

I request all the readers to share their comments and send their feedback on any aspect of the journal by mailing at amit233_singh@yahoo.co.in, to enable us to make this journal more value additive and useful.

Welcome to the refreshing learning,

Dr. Amit Kumar Singh

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