INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

IJRCM

IJRCM

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,
Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],
The American Economic Association's electronic bibliography, EconLit, U.S.A.,
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than **4700 Cities** in **180 countries/territories** are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** ***anytime*** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (***FOR ONLINE SUBMISSION, CLICK HERE***).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____________

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF ______________________.**

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '____' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

NOTES:

a) The whole manuscript has to be in ***ONE MS WORD FILE*** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration***.

b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.

d) The total size of the file containing the manuscript is expected to be below **1000 KB**.

e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.

f) ***The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours*** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.

g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed**, **centered** and **fully capitalised**.

3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.

5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. ***Abbreviations must be mentioned in full***.

6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.

7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.

8. **MANUSCRIPT:** Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. *It should be free from any errors i.e.* ***grammatical, spelling*** *or* ***punctuation.*** *It must be thoroughly edited at your end*.

9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.

11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION
REVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
LIMITATIONS
SCOPE FOR FURTHER RESEARCH
REFERENCES
APPENDIX/ANNEXURE

The manuscript should preferably range from ***2000 to 5000 WORDS***.

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text*.

13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.

14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.

15. **REFERENCES:** The list of all references should be alphabetically arranged. ***The author (s) should mention only the actually utilised references in the preparation of manuscript*** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- ***Headers**, **footers**, **endnotes** and **footnotes** should **not be used** in the document.* However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A COMPARATIVE STUDY OF INDIA AND CHINA ECONOMIC RELATION WITH SPECIAL REFERENCE TO STOCK MARKET IN THE 21st CENTURY

JOHN MANG MUAN LIAN ZOU
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
MANIPUR UNIVERSITY
CANCHIPUR

ABSTRACT

The present study aims at assessing and analysing the status of Indo-china economic development and economic co-operation and the various reforms that takes place in the 21st Century. The data has been collected from various sources like magazines, prominent authors, articles, internet, etc., and will be mainly of secondary data. Several studies have highlighted the role of import and exports in facilitating economic transformation. The market alone has the capability to match the demand and supply of money required for productive investments in the economy. All these reasons make the development of a stock market very important for economic growth. India and china are two different countries with different political, economic and socio-economic backgrounds. While China continue to occupy the centre stage in global economy, it would be interesting to observe whether India emerges to be the new powerhouse. Hence, the present study has been proposed.

KEYWORDS

Indo-china, economic development, stock market, economic growth, economic reforms.

INTRODUCTION

A comparison between India and China in the global economy seems almost natural since both the country emerged as the major player in world affairs in the 21st Century. However, at the end of the century, comparisons mark the dissimilarity in all areas given China's phenomenal and sustained economic growth over the last 20 years. India and China have both successfully make their presence felt in the global economy in the 21st Century. Goldman Sachs believes that China would become the world biggest economy by 2050 and India would occupy the second position. However, both the country have to tackle various challenges.

India and China are two different countries with different political, economical and socio-economic backgrounds. Hence, both the countries have adopted different model for development. The 21st Century witnesses the economic growth of the Asian countries and it would be interesting to observe whether India would emerge to be the powerhouse.

OBJECTIVES OF THE STUDY

1. For assessing and analysing the status of Indo-china economic development that takes place in the 21st Century.
2. To compare the economic growth and development between India and China.
3. To find out the growth model in Stock Market adopted by India and China.
4. To evaluate and bring possible measures of the finding.

RESEARCH METHODOLOGY

The present study is descriptive in nature. The data has been collected from various sources like the internet, annual reports, prominent authors, magazines and journal, etc. and mainly confined with secondary source for accessing and analyzing.

REVIEW OF LITERATURE

Swamy (1973 &1989) tries to compare the economic growth of India and China in both his works on economic Growth: India and China. He tries to analyse the reasons as to why India and China (the developing countries) did not respond to the forces of Industrial revolution and modern economic growth.

Balla's (1992) work. Uneven development in the Third: A study of China and India is Comprehensive study of comparative development experience of China and India. It makes distinction between the strategies adopted for the achievement of development and the outcome of development. In analyzing strategies adopted by both nations Bhulla seeks to focus on the degree of uneveness that is the deviation from what may he considered balanced development of different entities such as production sector, industries, geographical, etc.

Patel's (1994) work Indian Economy: Towards the 21st century. Traces the path of development in his analysis on planning. He analyse that though Indian Achieved economic progress domestic inequalities of income, wealth and economic power had widened. So India's share in the world economy. Its share in world income, industry, trades and agriculture has fallen sharply.

Dreze and Sen (1995) in their work entitled India: Economic Development and social opportunity analysed the task of economic development in India in a perspective in which social as well as economic opportunities have central roles, tries to compare Indian experience with that of China.

STOCK MARKET: FOUNDATION OF THE FINANCIAL SECTOR

A capital market is a market for trading securities and bonds and it serves as an important source for both companies and government for raising long-term funds. Apart from this, a well-developed stock market serves mainly two other purposes:

1. It helps in channeling household savings into investment.
2. It helps the investors in diversifying and thus lowering their risks.

A smoothly functioning stock market ensures that capital is channelized to its most efficient and profitable use.

THE IMPORTANCE OF CAPITAL MARKET-LED GROWTH

India like the US and the UK, has always on the development of Stock Markets to encourage growth in the economy. On the other hand, China has followed the East Asian economies, Russia and Eastern Europe by relying more on its banking system for funding economic growth.

A well-developed stock market is considered to be more efficient in allocating capital than a banking system, thus ensures free flow of capital for economic growth.

INDIA AND CHINA STOCK MARKETS COMPARISON

India has a far richer experience in having and managing stock markets than China, with 23 recognized stock exchanges across the country. India has the oldest stock exchange in Asia, the Bombay Stock Exchange (BSE) which was set up in 1875. The National Stock Exchange (NSE) which was set up in 1990s is the world third largest stock exchange in terms of transactions.

The official stock markets of China were set up in Shanghai and Shenzhen only in 1990 and 1991 respectively. The primary purpose is to provide the public an opportunity to diversify their investment portfolios or to hedge their future risk. However, listing of the companies in China is controlled by the government at all the three levels: Central, Provincial and Local.

The China Stock Market (SSE Composite) decreased to 4229.26 Index points in May from 4441.65 Index points in April of 2015. Stock Market in China averaged 1726.41 Index points from 1990 until 2015, reaching an all-time high of 6092.05 Index points in October of 2007 and a record low of 99.98 Index points in December of 1990.

The India Stock Market (SENSEX) decreased to 26717.37 Index points in May from 27011.31 Index points in April of 2015. Stock Market in India averaged 6792.30 Index points from 1979 until 2015, reaching an all-time high of 29681.77 Index points in January of 2015 and a record low of 113.28 Index points in December of 1979.

COMPARISON OF INDIA-CHINA GDP GROWTH

According to a United Nations report, India's economic growth is projected to surpass China's in 2015-16. GDP is expected to grow by 7.7 per cent in 2016, the report said. The mid-year update of the UN World Economic Situation and Prospects (WESP), released on Tuesday, said India's economy is projected to grow by 7.6 per cent this year and 7.7 per cent in 2016, overtaking China. China is projected to grow by 7 per cent in 2015 and 6.8 per cent next year.

FIIs, with a cumulative investment in Indian stocks of about $300 billion at market value, are looking at other emerging stock markets for returns and no longer treat India as the most preferred destination as they did last year, and even the beginning of this year. FII net outflows gave been of the order of Rs 12,500 crore over the past month. The stock market index has seen the biggest correction of 10 percent in a short time. This has caused speculation whether the markets are slipping into a bear phase. But what is indeed worrisome is India is probably the worst performing stock market among emerging economies this year. This is in sharp contrast to the view taken by the big FIIs that the Modi government reforms could trigger a multi-year bull run in India. Now the same FIIs are shifting the weightage of their global allocation to China where the stock markets have shown 30 percent growth since January. India's Sensex growth remains in negative territory. Even FII inflows, which primarily influence market movement, are flat to negative since January.

FIG. 1

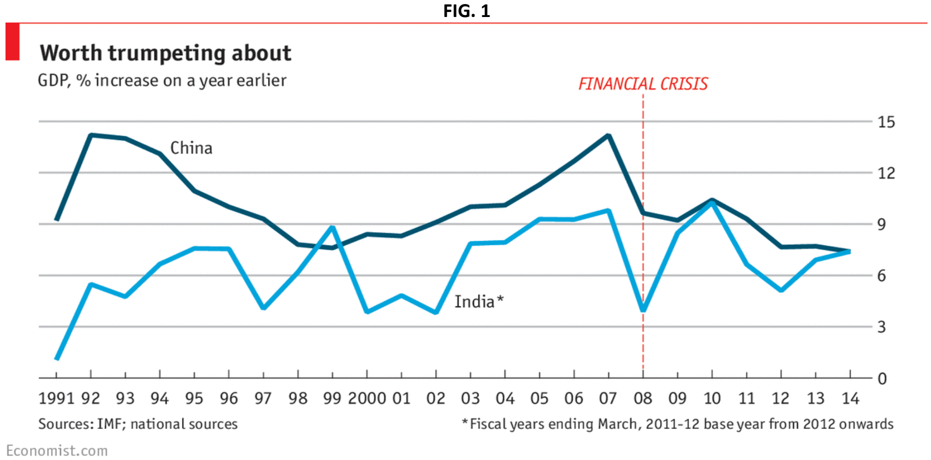

FIG. 2

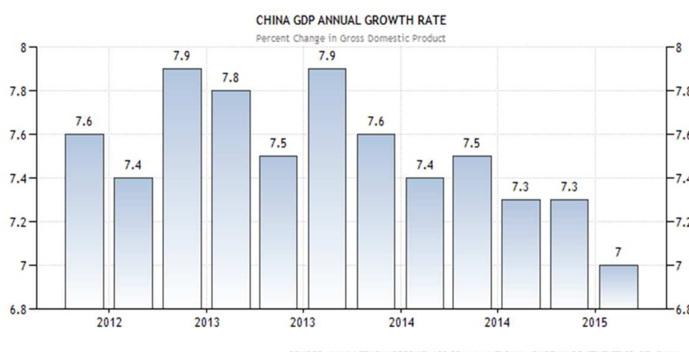

FIG. 3

FINDINGS AND SUGGESTIONS

The Gross Domestic Product (GDP) in India expanded 7.50 percent in the fourth quarter of 2014 over the same quarter of the previous year. GDP Annual Growth Rate in India averaged 5.83 percent from 1951 until 2014, reaching an all-time high of 11.40 percent in the first quarter of 2010 and a record low of -5.20 percent in the fourth quarter of 1979. GDP Annual Growth Rate in India is reported by the Ministry of Statistics and Programme Implementation (MOSPI).

The Gross Domestic Product (GDP) in China expanded 7 percent in the first quarter of 2015 over the same quarter of the previous year. GDP Annual Growth Rate in China averaged 9.06 percent from 1989 until 2015, reaching an all-time high of 14.20 percent in the fourth quarter of 1992 and a record low of 3.80 percent in the fourth quarter of 1990.

Since the late 1970s China has moved from a closed, centrally planned system to a more market-oriented one that plays a major global role - in 2010 China became the world's largest exporter. Reforms began with the phasing out of collectivized agriculture, and expanded to include the gradual liberalization of prices, fiscal decentralization, increased autonomy for state enterprises, growth of the private sector, development of stock markets and a modern banking system, and opening to foreign trade and investment. China in 2013 stood as the second-largest economy in the world after the US, having surpassed Japan in 2001. The dollar values of China's agricultural and industrial output each exceed those of the US; China is second to the US in the value of services it produces.

On the other hand, Economic liberalization measures, including industrial deregulation, privatization of state-owned enterprises, and reduced controls on foreign trade and investment, began in the early 1990s and served to accelerate the country's growth, which averaged under 7% per year from 1997 to 2011. India's diverse economy encompasses traditional village farming, modern agriculture, handicrafts, a wide range of modern industries, and a multitude of services. Slightly less than half of the work force is in agriculture, but, services are the major source of economic growth, accounting for nearly two-thirds of India's output with less than one-third of its labor force. India has capitalized on its large educated English-speaking population to become a major exporter of information technology services, business outsourcing services, and software workers. India's economic growth began slowing in 2011 because of a decline in investment, caused by high interest rates, rising inflation, and investor pessimism about the government's commitment to further economic reforms and about the global situation. In late 2012, the Indian Government announced additional reforms and deficit reduction measures, including allowing higher levels of foreign participation in direct investment in the economy.

SUGGESTIONS

There are various factors why China attracts so much more FDI than India. Some of the prominent factors which highlight the superiority of China over India are:

1) China’s domestic markets are much bigger than India, since its GDP is much higher than India.
2) China’s economy has expanded much faster pace than that of India and offers more opportunities to investors.
3) China’s infrastructures are much better than that of India and investors prefer to invest in a country that provides better infrastructure.
4) Chinese labours are more productive than that of India.
5) India in enticing foreign investors and reform move at a very slow pace.
6) Strong political support for FDI in China makes it easier for investors to make their decisions in favour of China.
7) China provides Additional Incentives and tries to attract foreign investor whereas India Charges higher taxes.

CONCLUSION

Data from the past 20 years shows China's economic growth benefited its middle class much less than the India's did for its people. China's economic achievement is undoubtedly more impressive, but other scholars argue that the India model is more sustainable given its superior institutions. By simply looking at the GDP columns, we can clearly see that China's economic growth is much faster than India's, regardless of the yuan's appreciation against the U.S. dollar since 2008. China's stock market lags far behind India's, except during the 1990s, when the private sector in China grew remarkably. This of course can be interpreted as a sign that China's stock market was cooling from the frenzy because the market earnings ratio has dropped from a whopping 48 in 2001 to 11 today, while the earnings ratio in India has remained stable between 14 and 25. Nevertheless, although China maintained a double-digit economic growth rate after the financial crisis in 2008, the return rates of China's stock market in the following four years averaged around 8 percent, compared with 20 percent in India.

Lack of required infrastructure facilities is currently one of the biggest impediments for economic growth. So India must expedite infrastructure development and attract foreign investor. India should also make speedy reforms on the tax and labour front for enhancing the growth and increased FDI. On the other hand, China biggest challenges are to sustain its growth rate and also needs to strengthen its weak financial system. China’s stock markets need to be made more efficient and reduce the heavy burden of depending on the banks as a source of funds for corporates.

REFERENCES

1. Catching the dragon/ The Economist, www.economist.com/.../21642656-indias-economy-grew-faster-chinas-e.
2. China GDP 1960-2015 | Data | Chart | Calendar | Forecast | News www.tradingeconomics.com/China/gdp
3. China’s Economic Growth Vs India, chinastockdigest.com/.../chinese-stock/chinas...markets/chinas- economic-
4. India and China Comparing the Incomparable by Vishnu Saraf, Published Macmillan India Ltd. english.caixin.com/2013-06-20/100543805.html
5. IndiaGDP/1970-2015/Data/Chart/Calender/Forecast www.tradingeconomics.com/india/gdp
6. Iqbal, Masood, Ramzan(2013), “Foreign Direct Investment and Economic Growth: Comparative Position of China and Indian Economies” Journal of Business Studies Quarterly, Vol 4, No. 3.
7. Saraf Vishnu(2008), “India and China: Comparing the Incomparable". Published Macmillan India Ltd. https://books.google.co.in/books?isbn=0230636063
8. The Peacock and the dragon: India-China Relations in the 21st Century, Editors Kanti Bajpai and Amitabh Mattoo, Har-Anand Publications Pvt. Ltd.
9. www.tradingeconomies.com/china/stock-market.
10. www.tradingeconomies.com/india/stock-market.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals