INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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 Inflibret of University Grants Commission (U.G.C.)), 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 2980Cities in 165 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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.			
1.	EFFICIENT MARKET HYPOTHESIS: A PRIMARY EXPLORATORY STUDY ON RELEVANCE OF INFORMATION BIAS PRADEEPA.M, VIDYA.R & DR. R.HIREMANINAIK				
2 .	COMPARATIVE ANALYSIS OF THE PARAMETERS OF DYNAMIC CHANNEL ALLOCATION FOR COLLISION LESS DATA TRANSMISSION				
	SUSHANT JHINGRAN & SAOUD SARWAR				
3.	A STUDY OF OVERDUES IN SELECTED PACS'S: WITH SPECIAL REFERENCE TO MANGALAGIRI BRANCH OF GDCCB LTD., TENALI, DURING 2008-'12	8			
	DR. MADDALI ARAVIND & PALUTLA NAGAMANI				
4.	FDI IN AVIATION: WILL IT SERVE AS A GAME CHANGER FOR INDIAN AIRLINES INDUSTRY? P.K. KOTIA & MEENAL LODHA	14			
5.	FACTORS INFLUENCING THE EMPLOYEES' INTENTION TO CHANGE JOB FROM PUBLIC TO PRIVATE SECTOR BANKS & VICE VERSA: AN	19			
	EMPIRICAL STUDY OF BANKING SECTOR EMPLOYEES IN INDIA DR. RENU SHARMA				
6.	HIGHER EDUCATION IN INDIA: CONFRONTING THE CHALLENGE OF CHANGE	24			
7	DR. PAWAN KUMAR SHARMA A TECHNIQUE WITH DIFFERENTIATED SAMPLING IN ANOMALY DETECTION SYSTEM FOR OUTLIER IDENTIFICATION	27			
1.	SARANYA.C & VEENA.S	27			
8.	AN IMPROVED APPROACH OF RISK ANALYSIS FOR IT & ITES ORGANIZATIONS CHELLAM SHENBAGAM	31			
9 .	DERIVATIVES MARKET IN INDIA	37			
	GHANATHE RAMESH, CHEGU JYOTHI, KONDA SANDEEP K <mark>UMAR & GOWLIKAR VIN</mark> ESH KUMAR				
10 .	CORPORATE GOVERNANCE IN BRICS: A COMPARATIVE STUDY	41			
11.	MINNY NARANG, DEEPALI MALHOTRA & SWATI SETH EFFECT OF INSTITUTIONAL PRESSURES ON THE RELATION BETWEEN FINANCIAL AND SUSTAINABLE PERFORMANCE OF FIRMS	48			
	AMOGH TALAN, PRIYANKA PANDEY & GAURAV TALAN				
12.	FOREIGN DIRECT INVESTMENT: ECONOMIC GROWTH AND ISLAMIC BANKING INDUSTRY MEHDI BEHNAME & MAHDI MOSTAFAVI	52			
13.	THE EFFECT OF CAPITAL STRUCTURE ON PROFITABILITY: EVIDENCE FROM THE PETROCHEMICAL COMPANIES IN THE KINGDOM OF SAUDI	56			
14	AHMED AL AJLOUNI & MUNIR SHAWER ERA OF KNOWLEDGE MANAGEMENT IN INDUSTRY AND INFORMATION RESEARCH WORLD	63			
14.	G.SANTOSH KUMAR & P.SHIRISHA	05			
15.	AN APPROACH INTO COMMERCE EDUCATION AFTER GLOBALIZATION-CHALLENGES AND OPPORTUNITIES	66			
10	RAVINDER KAUR & MANMEET KAUR	70			
10.	A STUDY ON STRESS LEVEL OF EMPLOYEES OF INFORMATION TECHNOLOGY COMPANIES IN CHENNAI, TAMILNADU DR. RETHINA BAI.R	70			
17.	INNOVATIVE FINANCIAL PRODUCTS: A STUDY OF CHALLENGES AND OPPORTUNITIES AT UDAIPUR, INDIA	73			
18 .	FINANCIAL MEASURES USING Z- SCORES WITH SPECIAL REFERENCE TO BAJAJ AUTO LIMITED	84			
10	KOKILA H S CONSUMER BEHAVIOUR TOWARDS REFRIGERATOR IN MYSORE CITY	88			
19.	ALUREGOWDA	00			
20 .	THE STUDY OF FACTORS RELATED TO VOCATIONAL WEAR IN MUNICIPALITY'S EMPLOYEES MAJID NILI AHMADABADI & HAMID DEHGHANI	94			
21 .	UTILIZING INTERNET AS ON-LINE SALES TOOL FOR EMPOWERMENT OF BUSINESS EDUCATION GRADUATES IN NIGERIA	97			
	TITUS AMODU UMORU				
2 2 .	CONSUMERS' ATTITUDES TOWARDS THE DAIRY PRODUCT IN THE ETHIOPIAN MARKET: CASE OF ADDIS ABABA SARFARAZ KARIM, SRAVAN KUMAR REDDY & ELIAS GIZACHEW	100			
23 .	IMPLEMENTATION OF ABC IN BANGLADESH: REQUIRED PREREQUISITES AND THEIR AVAILABILITY	105			
24	TANZILA AHMED & TAHMINA AHMED WIDENING REGIONAL ECONOMIC DISPARITIES IN INDIA	109			
	SUSANTA KR. SUR & DR. TOWHID E AMAN	105			
25 .	MODELLING A STACKELBERG GAME IN A TWO STAGE SUPPLY CHAIN UNDER RETURN POLICY CONTRACTS: SOLVING A DECISION	113			
	PROBLEM FOR A CAPACITY CONSTRAINED MANUFACTURER SHIRSENDU NANDI				
26 .	JOB SATISFACTION IN BANKING: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE SECTOR BANKS IN DEHRADUN, UTTARAKHAND	118			
27	RATNAMANI PERFORMANCE APPRAISAL SYSTEM FOR SALES FORCE IN FASTENER INDUSTRY: STUDY OF LPS ROHTAK	124			
27.	HARDEEP				
28 .	IMPACT OF GLOBAL RECESSION ON INDIAN FINANCIAL MARKET SHIKHA MAKKAR	129			
29.	IMPACT OF PRIVATIZATION ON INDIAN BANKING SECTOR IN THE GLOBALIZATION ERA	134			
30.	PRIYANKA RANI, NANCY ARORA & RENU BALA POST IMPACT ANALYSIS OF GLOBALIZATION ON TOURISM SERVICES	139			
	BIVEK DATTA				
	REQUEST FOR FEEDBACK & DISCLAIMER	142			

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani



AMITA Faculty, Government M. S., Mohali

<u>ADVISORS</u>

DR. PRIYA RANJAN TRIVEDI Chancellor, The Global Open University, Nagaland PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi PROF. M. N. SHARMA Chairman, M.B.A., Haryana College of Technology & Management, Kaithal PROF. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

<u>EDITOR</u>

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT $_{
m iii}$

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity

University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

AMITA Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

<u>LEGAL ADVISORS</u>

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '______ virgent control of the publication in 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 author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s): Landline Number (s): E-mail Address: Alternate E-mail Address:

NOTES:

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

 b) The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/

- Engineering/Mathematics/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 required to be below 500 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 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 separate mail to the journal.
- 2. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **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 stops at the end.
- 6. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. HEADINGS: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. **MAIN TEXT**: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. 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.
- 11. EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **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**. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

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

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

WEBSITES

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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

IMPACT OF GLOBAL RECESSION ON INDIAN FINANCIAL MARKET

SHIKHA MAKKAR **RESEARCH SCHOLAR DEPARTMENT OF COMMERCE** UNIVERSITY OF DELHI DELHI

ABSTRACT

Almost everybody today seems to be discussing about the US Recessionary trend and its impact on emerging countries, more particularly India Economists, Industrialists and the common man on the streets seem to have been horrified by the very thought of recession in India and that too due to US. Decreasing industrial production, inflation, decreasing job opportunities, cost cutting, reducing purchasing power parity, et al are the aspects discussed among them through every possible mode like articles, talks & walks and places like washrooms, canteens, etc. In this paper we will be looking on these important points: The main reason of crisis in India is Globalization. The Indian banking system has had no direct exposure to the sub-prime mortgage assets or to the failed institutions. Our banks continue to remain safe and healthy. India's recent growth has been driven predominantly by domestic consumption and domestic investment. The contagion of the crisis has spread to India through all the channels -the financial channel, the real channel, and importantly, as happens in all financial crises, the confidence channel. The failure of Lehman Brothers in mid-September was followed in quick succession by several other large financial institutions coming under severe stress. This made financial markets around the world uncertain and unsettled. This contagion, spread to emerging economies, and to India too. There is evidence of economic activity slowing down. Real GDP growth has moderated in the first half of 2008/09 and the projected GDP for 2010 is 7.7%. For the first time in seven years, exports have declined in absolute terms for three months in a row during October-December 2008. The index of industrial production has shown negative growth for two recent months and investment demand is decelerating. All these factors suggest that growth moderation may be steeper and more extended than earlier projected. In addressing the fall out of the crisis, India has several advantages like Headline Inflation. The decline in global crude prices and naphtha prices will reduce the size of subsidies to oil and fertilizer companies, opening up fiscal space for infrastructure spending.

KEYWORDS

Global recession, impact on Indian markets, lessons learnt, recovery trends, monetary and fiscal implication, response to crisis.

INTRODUCTION

lan Greenspan called it a "once in a century credit tsunami", born of a collapse deep inside the US housing sector. Instability has surged from sector to sector, first from housing into banking and other financial markets, and then on into other parts of the real economy. The expansion of 2002-2007 began with a bang-the bursting of the US tech-stock bubble in 2000-2001, which had a substantial wealth effect on American households. To minimize the duration and depth of the resulting recession, the Federal Reserve aggressively eased monetary policy by reducing the Fed Fund rate by 27 times between January 2001 and 2003, with the funds rate falling from 6.5% to 1.0% over the period. This expansionary monetary policy averted a deeper recession by stimulating boom in the housing market, which soon turned into a housing bubble.

Contrary to the 'decoupling theory', emerging economies too have been hit by the crisis. The decoupling theory, which was rationally fashionable even as late as a year ago, held that even if advanced economies went into a downturn, emerging economies will remain untouched because of their substantial foreign exchange reserves, improved policy framework, strong corporate balance sheets and relatively healthy banking sector. In a rapidly globalizing world, the 'decoupling theory' was never very influential. Given the evidence of the last couple of years - capital flow reversals, sharp widening of spreads on sovereign and corporate debt and sudden currency depreciations - the 'decoupling theory' stands totally invalidated. Reinforcing the notion that in a globalized world no country can be an island, growth prospects of emerging economies have been diluted by the cascading financial crisis with, of course, considerable variation across countries.

The Indian economy looked relatively insulated from the global financial crisis that started in August 2007 when the 'sub-prime mortgage' crisis first surfaced in the US. In fact, the RBI was raising interest rates until July 2008 with the view to cooling the growth rate and hold inflationary pressures. However, as the financial meltdown, morphed in to a global economic downturn with the collapse of Lehman Brothers on 23 September 2008, the impact on the Indian economy was almost immediate. Credit flows suddenly dried-up and, overnight, money market interest rate spiked to above 20 percent and remained high for the next month. Many economists alleged that the 'Great Recession' of 2008-2009 was the worst global recession since the 1930s.

RESEARCH OBJECTIVE

This paper is an attempt to look into the impact of Global Recession on Indian Financial market and the Lessons learnt from it.

RESEARCH METHODOLOGY

Secondary Data

IMPACT ON INDIAN FINANCIAL MARKET

The fiscal year 2009-10 began as a difficult one. There was a significant slowdown in the growth rate in the second half of 2008-09, following the financial crisis that began in the industrialized nations in 2007 and spread to the real economy across the world. The growth rate of the gross domestic product (GDP) in 2008-09 was 6.7 per cent, with growth in the last two quarters hovering around 6 per cent. There was apprehension that this trend would persist for some time, as the full impact of the economic slowdown in the developed world worked through the system. It was also a year of calculation for the policymakers, who had taken a calculated risk in providing substantial fiscal expansion to counter the negative fallout of the global slowdown. Inevitably, India's fiscal deficit increased from the end of 2007-08, reaching 6.8 per cent (budget estimate, BE) of GDP in 2009-10. A delayed and subnormal monsoon added to the overall uncertainty. The continued recession in the developed world, for the better part of 2009-10, meant a sluggish export recovery and a slowdown in financial flows into the economy.

However, over the span of the year, the Indian economy posted a remarkable recovery, in terms of overall growth figures and in terms of certain fundamentals, which justify optimism for the economy in the medium to long term. The extent of impact has been restricted due to several reasons such as-

- Indian financial sector particularly our banks had no direct exposure to tainted assets and it's off- balance sheet activities have been limited. The credit derivative market is in nascent stage and there are restrictions on investments by residents in such products issued abroad.
- India's comfortable foreign exchange reserves provide confidence in our ability to manage our balance of payments notwithstanding lower export demand and dampened capital flows.
- India's recent growth has been driven predominantly by domestic consumption and domestic investment. External demand, as measured by merchandize exports, accounts for less than 15 per cent of our GDP.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

VOLUME NO. 3 (2013), ISSUE NO. 11 (NOVEMBER)

Accordingly, in India, while encouraging foreign investment flows, especially direct investment inflows, a more cautious, nuanced approach has been
adopted concerning debt flows. Debt flows in the form of external commercial borrowings are subject to ceilings and some end-use restrictions, portfolio
investment in government securities and corporate bonds are also subject to macro ceilings, which are modulated from time to time taking into account
developing macroeconomic and monetary conditions. Thus, prudential policies have attempted to prevent excessive recourse to foreign borrowings and
dollarisation of the economy.

Despite these mitigating factors, India too had to weather the negative impact of the crisis mainly because of the increasing integration of the Indian economy and its financial markets with rest of the world. If we take a measure of globalization, as the ratio of total external transactions (gross current account flows plus gross capital flows) to GDP, this ratio has more than doubled from 46.8 per cent in 1997-98 to 117.4 per cent in 2007-08. The contagion of the crisis had spread to India through the financial channel, the real channel, and importantly, confidence channel. Because of the global liquidity squeeze, Indian banks and corporates found their overseas financing drying up, forcing corporates to shift their credit demand to the domestic banking sector. In addition, the forex market came under pressure because of reversal of capital flows as part of the global deleveraging process. As regards the real channel, the transmission of the global cues to the domestic economy had been quite straight forward – through the slump in demand for exports. The United States, European Union and the Middle East, which account for three quarters of India's goods and services trade, are in a corresponding down turn. Beyond the financial and real channels of transmission as above, the crisis also spread through the confidence channel. In sharp, contrast to global financial markets, which went into a crisis of confidence, Indian financial markets continued to function in an orderly manner. Nevertheless, the tightened global liquidity situation in the period immediately following the Lehman Brothers failure in mid-September 2008, coming as it did on top of a turn in the credit cycle, increased the risk aversion of the financial system and made Indian banks cautious about lending.

I. SECONDARY MARKET

The stock market of India has witnessed a radical transformation in last decade or so owing to the judicious policy measures implemented through the financial sector reforms of nineties. The adoption of international quality trading and settlement mechanisms and reduction of transactions costs have made the investors, domestic and foreign, more optimistic which in turn evidenced a considerable growth in market volume and liquidity. The market features a developed regulatory framework, a modern market infrastructure, removal of barriers to the international equity investment, better allocation and mobilization of resources and increased transparency. Despite this transformation, Indian stock market has recently shown greater volatility due to global financial crisis. It was the combined effect of the reversal of portfolio equity flows and the reduced availability of international capital both debt any equity that led to the bearish influence on stock market.

However, the Indian equity markets, which had declined sharply during 2008, reflecting the volatility in international financial markets and foreign institutional investment outflows, began the year 2009 on a subdued note. The market remained range bound during April-March 2009 but exhibited signs of recovery from April 2009. With the revival of foreign institutional investors' (FIIs) interest in emerging market economies including India, the equity markets gained strength during May-July 2009. There was a fresh spell of bullish sentiment in September 2009, with the Bombay Stock Exchange (BSE) Sensex recording a high of 17,126.84 during the month and then crossing 18000 for the first time in 25 months on 7 April 2010. Now, the stock market of India has returned to its previous growth track in spite of a greater degree of volatility.

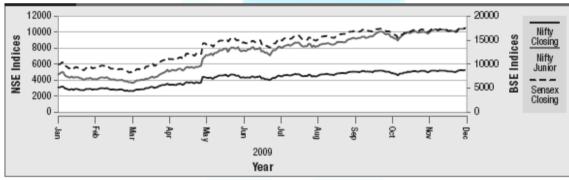


FIGURE 1: MOVEMENT OF INDICES OF NSE AND BSE

SOURCE: Economic Survey, 2009-2010, Government of India

II. PRIMARY MARKET

The primary market is mainly used by issuers for raising fresh capital from the investors by making initial public offers or rights issues or offers for sale of equity or debt.

Though, resource mobilization from the primary market through equity investments was sluggish in 2009 both in terms of number of issues and amount raised through public rights issues and follow-on public offerings, there was an increase in debt market activity and private placements. The total number of initial public offerings (IPO's) declined to 20 in 2009 from 37 in 2008. The total amount mobilized through equity issues in 2009 was lower at Rs 23,098 crore as compared to Rs 49,485 crore raised in 2008. The amount raised through IPO has however, increased slightly in 2009 to Rs 19,296 crore from Rs 18,393 crore in 2008.

TABLE 1: RESOURCE MOBILIZATION THROUGH THE PRIMARY MARKET (RS. CRORE)						
	Calendar Year					
Mode	2006	2007	2008	2009(P)		
1. Debt	389	594	0	3,500		
2. Equity	32,672	58,722	49,485	23,098		
of which, IPOs	24,779	33,912	18,393	19,296		
Number of IPOs	75	100	37	20		
Mean IPO size	330	339	497	965		
3. Private Placement	1,17,407	1,84,855	1,55,743	2,38,226		
4. Euro Issues (ADR/GDR)	11,301	33,136	6,271	15,266		
Total (1 to 4)	1,61,769	2,77,307	2,11,499	2,80,090		

SOURCE: SEBI and RBI (For Euro issues) and Economic Survey 2009-10. P-Provisional

III. FOREX MARKET

Foreign exchange reserves are an important component of the Balance of payment and an essential element in the analysis of an economy's external position. India's foreign exchange reserves comprise of foreign currency assets (FCA), gold, special drawing rights (SDRs) and reserve position in the International Monetary Fund (IMF). The level of foreign exchange reserves is largely the outcome of the RBI's intervention in the foreign exchange market to smoothen exchange rate volatility and valuation changes due to movement of the US dollar against other major currencies of the world. Foreign exchange reserves are accumulated when there is absorption of the excess foreign exchange flows by the RBI through intervention in the foreign exchange market, aid receipts, interest receipts, and funding from the International Bank for Reconstruction and Development (IBRD), Asian Development Bank (ADB), International Development Association (IDA), etc. Beginning from a low level of US\$ 5.8 billion at end-March 1991, foreign exchange reserves increased progressively to US\$ 25.2 billion by end-March 1995, US\$ 38.0 billion by end-March 2000, US\$ 113.0 billion by end-March 2004 and US\$ 199.2 billion by end-March 2007. They reached their peak at US\$ 314.6 billion in end-May 2008. The reserves declined thereafter to US\$ 252.0 billion at the end of March 2009. The decline in reserves in 2008-09 was because of the fallout of the global crisis and strengthening of the US dollar vis-à-vis other international currencies and the fact that our reserves are measured in dollar terms. During 2009-10, the level of foreign exchange reserves increased from US\$ 252.0 billion at the end of March 2009 to US\$ 283.5 billion at the end of December 2009, mainly because of valuation gain as the US dollar depreciated against most of the other major international currencies in 2009. In fiscal 2008-09, the widening of the Current Account Deficit coupled with net capital outflows resulted in the drawdown of foreign exchange reserves of US\$ 20.1 billion (excluding valuation) as against an accretion of US\$ 92.2 billion in 2007-08. In fiscal 2008-09, the rupee depreciated against major international currencies, except the pound sterling, due to deceleration in capital flows and widened trade deficit. The annual average exchange rate of the rupee in 2008-09 was Rs 45.99 per US dollar, Rs 64.98 per euro and Rs 46.22 per 100 yen, indicating depreciation by 12.5 per cent, 12.2 per cent and 23.5 per cent respectively over the annual average exchange rate during 2007-08. However, annual average exchange rate of the rupee per pound sterling of 78.29 in 2008-09 indicated appreciation by 3.2 per cent over 2007-08. In fiscal 2009-10, the rupee has strengthened against the US dollar on the back of significant turnaround in FII inflows, continued inflows under FDI and NRI deposits, better macroeconomic performance of the Indian economy and weakening of the US dollar in international markets.

SI. No.	Year	Foreign exchange reserves at the end of financial year (end March)	Total Increase / decrease in reserves
1	2004-05	141.5	+ 28.6
2	2005-06	151.6	+ 10.1
3	2006-07	199.1	+ 47.5
4	2007-08	309.7	+ 110.6
5	2008-09	252.0	- 57.7
6	2009-2010 (upto Dec. 2009)	283.5	+31.5

SOURCE: RBI and Economic survey 2009-10

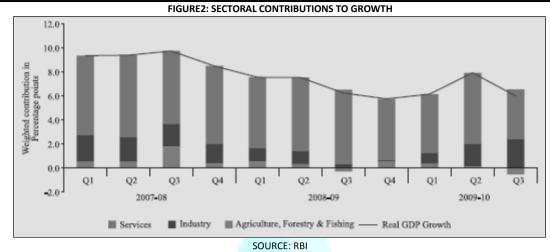
IV. BANKING SECTOR

The Indian banking sector was not completely insulated from the effects of the slowdown in the economy in 2008-09. The consolidated balance sheets of Scheduled Commercial Banks (SCBs) expanded by 21.2% in end-March 2009 as compared to 25% in the previous year. While the balance sheets of Public Sector Banks maintained their growth momentum, private-sector and foreign banks registered a deceleration in growth. Overall, the incremental credit–deposit (C-D) ratio declined sharply reflecting the slowdown in credit growth. Apart from cyclical factors, which led to slowdown after a period of high credit growth, the deceleration was accentuated this year because of the overall slowdown in the economy in the aftermath of the global financial turmoil. As the Indian banking sector was not completely insulated from the effects of the slowdown, the growth rates of income as well as expenditure of the SCBs slowed down, leading to deceleration in growth of net profits. Indian banks recovered a higher amount from Non Performing Assets (NPAs) during 2008-09 as compared to the previous year, pointing towards efforts for improvement in the asset quality of banks. Though some slippage was to be expected in the current global context, it has been moderate as compared to the problems faced by banks all over the world.

V. SLOWING GDP

In the past 5 years, the economy has grown at an average rate of 8-9 per cent. Services, which contribute more than half of GDP, have grown fastest along with manufacturing which has also done well. However, this impressive run of GDP ended in the first quarter of 2008. According to the revised estimates released by the CSO (May 29, 2009) for the overall growth of GDP at factor cost at constant prices in 2008-09 was 6.7 per cent as against the 7 per cent projection in the midyear review of the Economy presented in the Parliament on December 23, 2008. The slowdown in growth of GDP was more clearly visible from the growth rates over successive quarters of 2008-09. In the first two quarters of 2008-09, the growth in GDP was 7.6 and 7.5 respectively, which fell to 5.8 per cent in the fourth quarters of 2008-09. The last quarter was an added deterioration in manufacturing due to the deepening impact of the global crisis and a slowdown in domestic demand. However, as anticipated in the Economic Survey 2008-09, the economy exhibited a sharp 'V'-shaped recovery within a span of a few months of the stimulus measures, both fiscal and monetary, working through the system. The turnaround in the growth momentum was established with the (Q2) 2009-10 estimates, when the economy recorded a GDP growth of 7.9 per cent as against 7.5 per cent in the corresponding quarter of 2008-09.

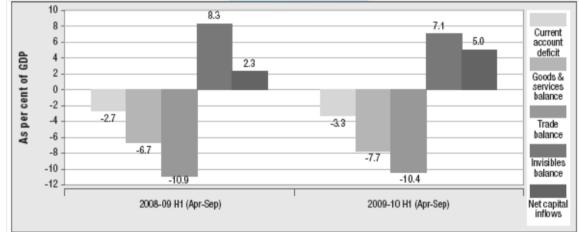
VOLUME NO. 3 (2013), ISSUE NO. 11 (NOVEMBER)



VI. STRAIN ON BALANCE OF PAYMENTS

India's BOP exhibited considerable resilience during fiscal 2008-09 despite one of the severest external shocks. The current account balance [(-) 2.4 per cent of GDP in 2008-09 vis-à-vis (-) 1.3 per cent in 2007-08] remained well within the sustainable limits and there was limited use of foreign exchange reserves, despite massive decline in net capital flows to US\$ 7.2 billion in 2008-09 as against US\$ 106.6 billion in 2007-08. As per the latest BOP data for fiscal 2009-10, exports and imports showed substantial decline during April-September (H1) of 2009-10 vis-à-vis the corresponding period in 2008-09. There has been improvement in the BOP scenario during H1 of 2009-10 over H1 of 2008-09, reflected in higher net capital inflows and lower trade deficit. However, the invisible surplus declined and current account deficit widened vis-à-vis the corresponding period last year.







VII. UNEMPLOYMENT

Employment opportunities in the current financial year were affected by the global financial crisis and economic slowdown in India. A sample survey conducted by the Labour Bureau, Ministry of Labour and Employment to measure the Effect of Economic Slowdown on Employment in India (July-September 2009). Survey included eight sectors, namely textiles, leather, metals, automobiles, gems & jewellery, transport, IT/BPO and handloom/power loom. It was observed that employment declined by 4.91 lakh during the October-December 2008 quarter, increased by 2.76 lakh during January-March 2009, again declined by 1.31 lakh during April-June 2009; and then increased by 4.97 lakh during the July-September 2009 quarter. Thus, even based on this small sample, estimated employment in the selected sectors has experienced a net addition of 1.51 lakh during the last one-year period from October 2008 to September 2009.

RESPONSE TO THE CRISIS

Fiscal 2009-10 has witnessed a global recovery after a crisis of severe worldwide proportions. The risks of double-dip recession however remain, with need for caution in dealing with high public debt and unwinding of fiscal and monetary stimuli. The Indian economy also saw a turnaround, registering 7 per cent growth during H1 (April –September 2009) of 2009-10, after touching a low of 5.8 per cent in the third and fourth quarters of 2008-09. The balance-payments (BOP) situation improved on the back of a surge in capital flows and rise in foreign exchange reserves, which was accompanied by rupee appreciation.

I. FISCAL RESPONSE

The fiscal expansion undertaken by the Central Government as a part of the policy response to counter the impact of the global economic slowdown in 2008-09 continued in fiscal 2009-10.

- The expansion took the form of tax relief, to boost demand and increased expenditure on public projects to create employment and public assets. The net result was an increase in fiscal deficit from 2.6 per cent in 2007-08 to 5.9 per cent of the revised GDP (new series) in 2008-09 and 6.5 per cent in the budget estimates for 2009-10.
- As part of the fiscal stimulus, the Government enhanced the borrowing limits of the State Governments by relaxing the targets by 100 basis points. As a proportion of the GDP, the Plan expenditure at 5.3 per cent of the GDP in 2009-10(BE) was the highest in recent years. Non-Plan expenditure grew by 19.4 per cent and 14.8 per cent respectively in 2008-09 and 2009-10 (BE).
- The approach of the Government was to increase the disposable income in the hands of the people by expanding public expenditure on programmes like the National Rural Employment Guarantee Act (NREGA) and on rural infrastructure.
- Fiscal 2009-10 saw the strengthening of several public initiatives and programmes with a view to cushioning the impact of the global slowdown on the more vulnerable segments of the population in the country.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

VOLUME NO. 3 (2013), ISSUE NO. 11 (NOVEMBER)

- The continuation of the path of fiscal prudence complemented the recovery process in the near term and laid the foundation for reviving the growth
 momentum in the long term.
- The initiatives have been taken to control fiscal deficit through institutional reform measures like the intention to move towards a nutrient- based subsidy
 regime in fertilizers; encouraging people's participation in public sector undertakings (PSUs) through disinvestment; and bringing about structural changes
 in direct taxes through the draft Direct Taxes Code and moving towards a harmonized goods and services tax (GST).
- As part of fiscal stimulus package to revive demand, it was excise that bore the brunt of tax cuts and the effect of economic slowdown was evident in the consumption than on income. Exemption from service tax provided to inter-State or intra-State transportation of passengers in a vehicle bearing "contract carriage permit", with specified conditions.
- Exemption from service tax leviable under "banking and other financial services" or under "foreign exchange broking services" provided to inter-bank purchase and sale Services provided in relation to transport of goods by rail exempted from service tax.

II. MONETARY RESPONSE

The monetary response in India since October 2009 has been calibrate to India's specific macro economic policy in the wake of the global economic crisis, the reserve bank pursued an accommodative monetary policy beginning in March 2008. This policy instilled confidence in market participants, mitigated the adverse impact of the global financial crisis on the economy and ensured that the economy started recovering ahead most other economies.

The stance of monetary policy against this of background was intended to anchor inflation expectations, while being prepared to respond appropriately, swiftly and effectively to further inflationary pressures. Actively manage liquidity to ensure that the growth in demand for credit by both the private and the public sectors in a non-disruptive way. Maintain an interest regime consistent with price, output and financial stability.

The monetary policy specifies the following measures:

- The repo rate(the rate at which RBI lends to banks) has been raised by 25 basis points from 5.0% to 5.25%
- The reverse repo has been increased by 25 basis points from 3.5% to 3.75%
- The cash reserve ratio (CRR) of scheduled banks has been by 25 basis points from 5.75% to 6.0%.

OUTLOOK FOR INDIA: CONCLUDING OBSERVATIONS

- India has by-and-large been spared of global financial contagion due to the sub-prime turmoil since India's growth process has been largely domestic demand driven and its reliance on foreign savings has remained around 1.5 per cent in recent period along with a very comfortable level of forex reserves.
- The credit derivatives market is in an embryonic stage; there are restrictions on investments by residents in such products issued abroad; and regulatory guidelines on securitization do not permit immediate profit recognition.
- Financial stability in India has been achieved through perseverance of prudential policies, which prevent institutions from excessive risk taking, and financial markets from becoming extremely volatile and turbulent.
- In spite of being one of the least affected by the global crisis, risks such as double-digit recession with high unemployment rate, growing fiscal deficit and high public debt GDP ratios in advanced economies remain, which can have direct implications for the Indian economy, with increasing integration with the rest of the world.
- The recent global financial turmoil raised many issues about governance of financial intermediaries and awareness of investors. Investor awareness is a prerequisite for investor protection. In fact, investor protection and education are two sides of the same coin. A simultaneous and coordinated effort on both fronts would help investors take well-informed financial decisions besides protecting their interests and ensuring orderly conditions in markets. Greater effort therefore is needed for investor education and promoting investors' protection.
- There are some deep changes that have taken place in India, which suggest that the economy's fundamentals are strong. First, the rates of savings and investment have reached levels that even ten years ago would have been dismissed as a self-delusion for India. On this important dimension, India is now completely a part of the world's fast growing economies. In 2008-09, gross domestic savings as a percentage of GDP were 32.5 per cent and gross domestic capital formation 34.9 per cent.
- There has been a revival in investment and private consumption demand, though the recovery is yet to attain the pre-2008 momentum. Indian exports also have recorded impressive growth in November and December 2009 and early indications of the January 2010 data on exports are encouraging. Further, infrastructure services, including railway transport, power, telecommunications and, more recently but to a lesser extent, civil aviation, have shown a remarkable turnaround since the second quarter of 2009-10.
- In an analysis of 63 companies of the list of BSE 500 that announced their results for the last quarter of 2009-2010 by April 24, 2010, the year on year aggregate profit growth was a healthy 26%, with the corresponding revenue growth of 50%. The total profits of the 63 companies rose from Rs. 15156 crore in the quarter ended March 2009 to Rs. 19,099 crore in the latest quarter.
- Therefore, a reasonable forecast for the year 2010-11 is that the economy will improve its GDP growth by around 1 percentage point from that witnessed in 2009-10. Thus, allowing for factors beyond the reach of domestic policymakers, such as the performance of the monsoon and rate of recovery of the global economy, the Indian GDP is expected to grow around 8.5 +/- 0.25 per cent, with a full recovery, breaching the 9 per cent mark in 2011-12. If, in addition to this, there are improvements in infrastructure, both urban and rural, and reform in governance and administration, which cuts down bureaucratic transactions costs that slow down enterprise in India and breed corruption, it is entirely possible for India to move into the profound domain of double-digit growth and even attempt to get into the mantle of the fastest-growing economy in the world within the next four years.

REFERENCES

- 1. (2010), "World Economic Outlook"
- 2. Choudhari.N,(2009) "Global recession and its impact on India".
- 3. Economic Survey, Government of India, (2009-2010)
- 4. "financial institutions in india UK Essays." http://www.ukessays.co.uk/essays/finance/financial-institutions-in-india.php 12 Nov. 2013.
- 5. "impact of Recession on Indian Economy | Classle." 12 Nov.2013, https://www.classle.net/book/impact-recession-indian-economy 12 Nov. 2013.
- 6. International Monetary Fund (2010) World Economic Outlook: Financial Stress, Downturns, and Recoveries. Washington DC.
- 7. International Monetary Fund (2010), "Global Financial Stability Report"
- 8. Kumar.Rajiv, (2008), "global financial and economic crisis: impact on India and policy response"
- 9. Mishra.P, (2009) "Empirical evidence on Indian stock market: efficiency in context of the global financial crisis"
- 10. Mohan, Rakesh (2006), "Coping With Liquidity Management in India: A Practitioner's View", Reserve Bank of India Bulletin, April.
- 11. Mohan.R, (2008) "Global Financial crisis and key risks: impact on India and Asia"
- 12. Reserve Bank of India (2010), Annual Policy Statement for the Year 2010-11, April.
- 13. "Safety & Soundness | President's Message | Quinnipiac Bank" www.quinnipiacbank.com, 06 Sep. 2013, http://quinnipiacbank.com/safetysoundness.html 12 Nov. 2013.
- 14. Subbarao.D, (2009) "Impact of global financial crisis on India: collateral damage and response".

WEBSITE

15. http:/indiabudget.nic.in

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

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & 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-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave 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

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals







INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/