

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



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-Gate, India [link of the same is duly available at Inlibnet 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 3412 Cities in 173 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

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MARKET REACTIONS TOWARDS CAPITAL EXPENDITURE ANNOUNCEMENTS <i>DR. SHANTANU MEHTA & RAJALAKSHMI VEL</i>	1
2.	IMPACT OF INFORMATION TECHNOLOGY ON MSMEs IN INDORE REGION <i>PARUL SHARDA & DR. M. D. PANGA</i>	5
3.	COMPLIANCE OF CORPORATE GOVERNANCE AND ITS IMPACT ON FIRM PERFORMANCE: AN EMPIRICAL ANALYSIS WITH DUMMY VARIABLES <i>DR. PALLAVI KAPOORIA, DR. R. C. SHARMA & DR. DEEPAK KAUL</i>	9
4.	CAUSE RELATED MARKETING AND ITS IMPACT ON BRAND PREFERENCES & BRAND ATTACHMENT AMONG CUSTOMERS AT BHAVNAGAR CITY WITH SPECIAL REFERENCE TO P&G FMCG PRODUCTS <i>BHAVIK P PARMAR</i>	13
5.	(SACCOS) AFFAIRS IN ETHIOPIA: A CASE STUDY IN MEKELLE CITY, TIGRAY <i>KIDANU NERIE AREGAWI, DR. TEFATSIONSAHLUDESTA & HIWET KEBEDE AREGAWI</i>	15
6.	AN APPROACH TOWARDS EFFICIENT PREFERRED DATA RETRIEVAL BY PRESORTING <i>SUNITA DWIVEDI & DR. ANIL RAJPUT</i>	25
7.	PERCEIVED USEFULNESS, USER ACCEPTANCE OF E-BANKING AND SUCCESSFUL TRANSITION TO CASHLESS POLICY IN NIGERIA <i>CLEMENT IKENNA OKEKE</i>	30
8.	SENSITIVITY OF INTERNAL AND EXTERNAL CHANGE JUSTICE AS A PREDICTOR IN PRIVATE SECTOR <i>UROOS FATIMA RIZVI & FASAHAH HUSAIN QAZI</i>	39
9.	PRODUCTIVITY IMPROVEMENT THROUGH PREVENTIVE MAINTENANCE: THE CASE OF ATSC TEXTILE MANUFACTURING FIRM <i>AMARE MATEBU KASSA</i>	46
10.	A STUDY OF FACTORS RELATED TO SUCCESS & FAILURE OF ENTREPRENEURS IN SMALL SCALE INDUSTRIES WITH IMPORTANCE ON THEIR LEVEL OF EDUCATION AND TRAINING <i>DEEPAK KUMAR</i>	51
11.	MAJOR USES AND PREFERRED PAYMENT SYSTEMS IN NIGERIA: APPLICATION OF WORD OF MOUTH COMMUNICATION IN PROMOTING CASHLESS POLICY OF CBN <i>CLEMENT IKENNA OKEKE</i>	53
12.	CHALLENGES FACED BY BANKING INDUSTRY IN UAE: REENGINEERING THE OPERATIONAL EFFICIENCIES <i>DR. BEENISH SHAMEEM</i>	60
13.	FACE DETECTION IN NIGHT VISION IMAGES: AN APPLICATION OF BPDFHE METHODOLOGY <i>ANURAG RAY & ASHIS PRADHAN</i>	62
14.	UNITED ARAB EMIRATES: THE INTEGRATION OF BUSINESS TECHNOLOGY AND CORPORATE COMPETITIVENESS <i>DR. BEENISH SHAMEEM</i>	66
15.	A STUDY OF RECRUITMENT PRACTICES FROM TRADITIONAL TO e-RECRUITMENT: A PARADIGM SHIFT <i>ABDUL GHANI FAIYYAZ</i>	68
	REQUEST FOR FEEDBACK & DISCLAIMER	72

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

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

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

EDITOR

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

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

LEGAL ADVISORS

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 ***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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible 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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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.

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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF FACTORS RELATED TO SUCCESS & FAILURE OF ENTREPRENEURS IN SMALL SCALE INDUSTRIES WITH IMPORTANCE ON THEIR LEVEL OF EDUCATION AND TRAINING

DEEPAK KUMAR
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT
DS INSTITUTE OF TECHNOLOGY & MANAGEMENT
GHAZIABAD

ABSTRACT

This paper explore the determinants of the business long & short-term success and failure of small scale enterprises/businesses. Entrepreneurs & small firm success and failure have been the subject of wide research. It is important to understand the external, internal, & motivational factors that responsible for business start-up, the obstacles faced during the starting and continue the business & advice Or help available to entrepreneurs. The aim of this paper is to explain the main factors are related to success & failure of entrepreneurs in small scale industries/business in local area of Muradnagar & Modinagar (NCR), India, and Based on a random sampling of more than 10 enterprises marked as successful & failures are selected. The collected data is based on the triangulation method (i.e. interview, observation and questionnaire).

KEYWORDS

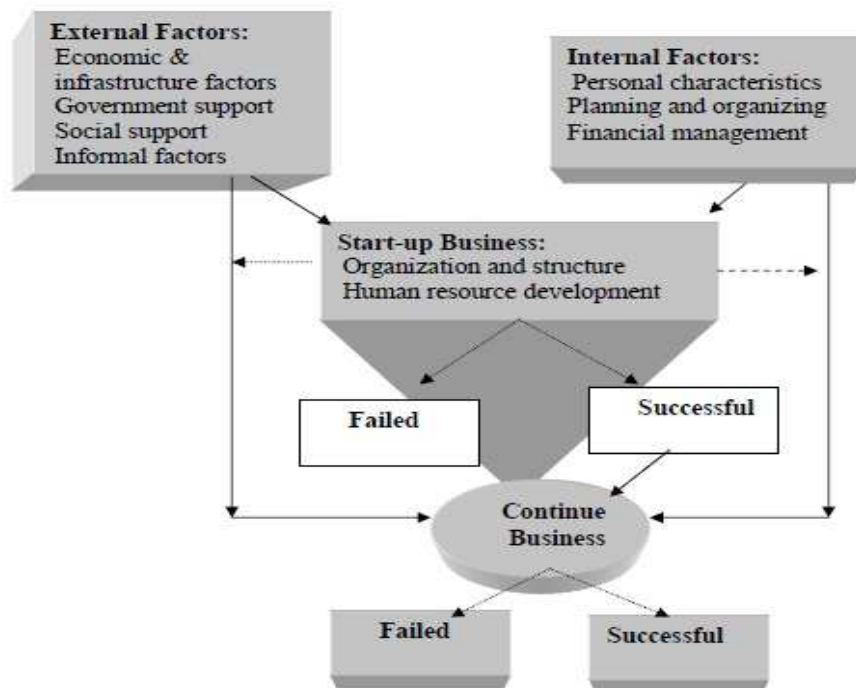
Entrepreneurs, Enterprises, motivational factors, Questionnaire and Small scale industries.

1. INTRODUCTION

Small businesses can be a path for both entrepreneurs introducing new product & processes that change the industry for the peoples who simply run their business for living. During the last decades of the century, small businesses were both a way for entrepreneurship & a source of employment and income. In order to develop a theoretical framework for this study focused on some important factors. Based on the review of literature, theories for total quality management, entrepreneur theories, & our explorative interview with knowledgeable managerial staff members & entrepreneurs. And design a framework (See figure 1). There are so many factors, which influence the formation of new business venture & its subsequent success/failure. These include internal factors (such as: Personalities of entrepreneurs, their motivation, taking risk, efforts, tolerance for pursuing, lack of training and development etc.) & external factors (Such as: Economic & infrastructure conditions, market information, inflation, supply & demand for products and services, trade regulation, banks system, skilled personnel, and government policies etc). Mainly, these two factors together with start-up function influence the entrepreneur's decision to start a business.

Year of a new entrepreneur is critical level in determining the success/failure of new business. At this level entrepreneurs abilities to compromise the internal & external factors to make better organization & structured for his/her business. If they could make a reasonable compromise, they will successfully continue their business.

FIGURE 1: DESIGNED FRAMEWORK OF STUDY



2. OBJECTIVE OF THE STUDY

The main objective of the study is to know about the factors that responsible for the success/failure of any small business/small scale enterprises. How the training and education helps to make any business success, most important, the human resource department of any enterprise plays an important/precious role for the business status, image and goodwill, the Human resource department analysis the need of training and education for the employees time to time with in the enterprises or organization. In small business there is a lack/absence of HR department that decide or plan the training and education for the employees time to time. This is the most important question, why some of the entrepreneurs get success and others are failed to continue their business/enterprise after a short period. The main purpose of this research is that, to know how human resource helps to make a business successful.

3. LITRATURE REVIEW

Over the past decades there has been a lot of research which has attempted to discover the difficulties of start-up planning and existing small business. Some of them focused on problems of new entrepreneurs and other have concentrated on exiting entrepreneurs. Some of the researches have addressed successful entrepreneurs but others looked at the failure small business managers. All these studies were addressing if there are any clear characteristics, which distinguish small business barriers to find out which one is more important for policy makers. After all studies the main question remains that why some of the small industrial business is successful but other is failed. Despite the growing numbers of small firms in the concern area or in country too, the share of small firms in the NCR's economic business has been in decline and a matter of concerns. This situation has caused great concern, as a productive economy is reliant on the birth of substantial numbers of new enterprises and the growth of such firms. The importance of this question is more important due to the government determined that during the third five year social and economic development planning move toward more small business and privatization of economy in industrial part. Establishment of small business also provides more job opportunities for huge army of unemployed young people in India. Therefore, results of this research will help the policy make in India and other countries with the same economic situation to develop reasonable planning to get advantage of development of small business. Although there are a huge amount of research in relation to entrepreneurs but review the literature and most of the work done in this respect revealed that, the authors focused on the different aspects of entrepreneur's success and failure.

4. FACROTS AFFECTING ENTREPRENEURS IN THEIR SUCCESS & FAILURE

Following are some of the factors that affect status of entrepreneurs:

SUCCESS FACTORS	FAILURE FACTORS
<ul style="list-style-type: none"> • Grabbing opportunities • Competitive advantage • Strategic planning • Market awareness • Managing and developing people • Performance and clear goal • Suitable managing technical skills • Education • Better human relations 	<ul style="list-style-type: none"> • Weak performance • Weak managing technical skills • Financial issues • Poor planning and organizing • Absence of clear goal • Weak personnel skills • Education and low training • Weak human relations • Fear of competition

There are many more factors that responsible for the status of entrepreneur i.e. successful or failure.

5. SOME MISTAKE BY THE ENTERPRENEURS LEADS TOBUSINESS FALIOUR BESIDE THE ABOVE FACTORS

There are some mistakes beside the factors that also responsible for the failure of a Business, such as:

- Going with a business for a wrong reason.
- Wrong advice from friends and family.
- Choose a wrong place for business at a wrong time.
- Family pressure for time and money commitment.
- Lack of market awareness.
- Overconfidence.
- Lack of motivation.
- Poor financial situation and sometimes too much money.
- Lack of a clear goal.

6. CONCLUSION

Following are some of the factors which are observed during the study which made it more enthralling:

- Human relation skills of successful entrepreneurs are greater than failure entrepreneurs.
- Technical skills of successful entrepreneurs are higher than that failure entrepreneur.
- Conceptual skills of successful entrepreneurs are higher than that failure entrepreneur.
- Better human resource management then failure entrepreneur.
- Weak planning and organizing also a factor of failure entrepreneur.
- Lack of interpersonal relationship between management and employees shows a factor of failure.
- The education and training department of successful entrepreneur is also well effective then failure entrepreneur.
- The general qualities of successful entrepreneurs are higher than failure entrepreneurs.
- Successful entrepreneurs have better developed human resource indicators than failure entrepreneurs.
- Successful entrepreneurs have more suitable financial situation than failure entrepreneurs.
- Successful businessman recognizes the economic situation for their business.
- Successful entrepreneur always select appropriate personnel with relevant skills for their task and some where it is absence in failure business.
- Successful entrepreneurs have well organized and structured than failure entrepreneurs.

7. ACKNOWLEDGMENT

I am very grateful to our honorable and respected Director Sir Prof. (Dr.) B. Tiwari of our Institution and Mr. Sanjay saini (owner of HS control India, a small scale business) for their guidance which led this working a success in form of a research paper. Also we would like thank our Colleagues for their help and support.

REFERENCES

BOOKS

1. Goldstein - Training in Organizations: Needs Assessment, Development and Evaluation, 4/e, Cengage Learning
2. K Ashwathappa ,Text & Cases in Human Resources Management, Tata McGraw Hill .
3. Pareek – Understanding Organizational Behaviour,3e, Oxford University Press

WEBSITES

4. http://en.wikipedia.org/wiki/Human_resource_management.
5. <http://www.entrepreneur.com/startingabusiness/successstories/>.

OTHER RESOURCES

6. Employees records of firms and human resource records.
7. Questionnaires, surveys and interviews of employees and employer.

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-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

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

Our Other Journals

