

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.)),

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 1866 Cities in 152 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.	EFFECTIVENESS OF PAY-FOR-PERFORMANCE AND FIXED-PAY PRACTICES: AN ASSESSMENT OF PAY SATISFACTION, COMMITMENT AND TURNOVER INTENTION	1					
2 .	PRINCY THOMAS & DR. G. NAGALINGAPPA ROLE OF CORPORATE GOVERNANCE ON PERFORMANCE OF PRIVATE COMMERCIAL BANKS IN BANGLADESH: AN ECONOMETRIC ANALYSIS	6					
3.	DR. MD NAZRUL ISLAM, MOHAMMAD MASUD ALAM & MOHAMMAD ASHRAFUL FERDOUS CHOWDHURY IDENTIFYING OPPORTUNITIES, CHALLENGES AND INFRASTRUCTURE REQUIREMENTS FOR ESTABLISHING SECONDARY MARKETS IN ETHIOPIA	12					
4.	KANNAN SIMHAKUTTY ASURI & LETENAH EJIGU A NOVEL BANKRUPTCY PREDICTION MODEL BASED ON SUPPORT VECTOR DATA DESCRIPTION METHOD						
5.	ALIREZA DEHVARI, FEZEH ZAHEDI FARD & MAHDI SALEHI ANALYSIS OF FACTORS INFLUENCING EXPORT VOLUME: THE NIGERIAN EXPERIENCE KAREEM, R.O, OKI A.S, RAHEEM, K.A & BASHEER, N.O						
6.	A MODEL FOR ORGANIZING, MEASURING, ANALYZING STUDENTS' KNOWLEDGE AND PERFORMANCE ROY MATHEW	32					
7 .	DETERMINANTS OF CUSTOMER LOYALTY AND SUBSCRIBER CHURN OF MOBILE PHONE SERVICES IN GHANA JACOB NUNOO & CHRISTIAN KYEREMEH	38					
8.	FACTORS AFFECTING CUSTOMERS' ATTITUDE TOWARDS INFORMATION TECHNOLOGY ADOPTION IN COMMERCIAL BANKS OF ETHIOPIA: A CASE STUDY OF SELECTED BANKS IN MEKELLE CITY ZEMENU AYNADIS	42					
9 .	EFFECTIVE USE OF TRAINING FEEDBACK FOR REINFORCEMENT OF LEARNING AND EMPLOYEE DEVELOPMENT AJAY KR VERMA, SUDHIR WARIER & LRK KRISHNAN	53					
10 .	IMPACT OF DEMOGRAPHIC VARIABLES ON FACTORS OF JOB SATISFACTION OF EMPLOYEES IN PUBLIC SECTOR: AN EMPIRICAL STUDY DR. RIZWANA ANSARI, DR. T. N. MURTY, NILOUFER QURAISHY & S A SAMEERA	62					
11.	SUBSCRIBERS' ATTITUDE TOWARDS DTH SERVICES M. J. SENTHIL KUMAR & DR. N. R. NAGARAJAN	69					
12.	ISSUES AND CHALLENGES INDIAN BUSINESS: VISION 2020 WITH THE REFERENCE OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN INDIA	73					
L 3 .	DR. M. L. GUPTA, DR. SHWETABH MITTAL & PRIYANKA GUPTA ENHANCING JOB SATISFACTION OF SOFTWARE PROFESSIONALS: THE RELEVANCE OF EMOTIONAL QUOTIENT V. ANOOPKUMAR & DR. R. GANESAN	82					
L 4 .	A SURVEY ON CONSUMER ATTITUDE TO CHOOSE AND USE VARIOUS TELECOM SERVICES V. BALAKUMAR & DR. C. SWARNALATHA	88					
15.	COUNTERPRODUCTIVE WORK BEHAVIOUR (CWB) AND LOCUS OF CONTROL (LOC) AMONG MANAGERS DR. RISHIPAL & PAWAN KUMAR CHAND	94					
16.	CORPORATE GOVERNANCE FAILURES IN INDIA - A REVIEW KAISETTY. BALAJI & DR. Y. VENU GOPALA RAO	98					
17.	SIGNIFICANCE OF INCLUSIVE GROWTH IN INDIAN ECONOMIC DEVELOPMENT – A STUDY DR. T. C. CHANDRASHEKAR						
18.	A STUDY ON EMPLOYEE JOB PERFORMANCE (A COMPARATIVE STUDY OF SELECT PUBLIC AND PRIVATE ORGANIZATIONS) S.FAKRUDDIN ALI AHMED & DR. G. MALYADRI	110					
19.	ORGANISATIONAL AND ENVIRONMENTAL DETERMINANTS OF PERFORMANCE APPRAISAL SYSTEM: A REVIEW AND FRAMEWORK FROM CONTEXTUAL PERSPECTIVE SAPNA TANEJA, DR. RAVIKESH SRIVASTAVA & DR. N. RAVICHANDRAN	117					
20.	E-LEARNING INITIATIVES TO AUGMENT BUSINESS PERFORMANCE: AN EMPIRICAL STUDY OF SELECT AUTO COMPONENT FIRMS DR. AISHA M. SHERIFF & GEETHA R	127					
21.	INTERPRETIVE STRUCTURAL MODELING BASED APPROACH FOR ADOPTING CPFR IN INDIAN INDUSTRIES RAJESH A. KUBDE & DR. SATISH V. BANSOD	136					
22.	TECHNOLOGY TRENDS AND IMPACT OF ROBOTICS IN THE CORPORATE WORLD AT DIFFERENT LEVELS OF MANAGEMENT P. POONGUZHALI & DR. A. CHANDRA MOHAN	141					
23.	PERFORMANCE APPRAISAL ACT AS A MAJOR MOTIVATIONAL SOURCE NAILA IQBAL	147					
24.	FOREIGN DIRECT INVESTMENT FLOWS INTO INDIA AND THEIR CAUSAL RELATIONSHIP WITH ECONOMIC GROWTH SINCE LIBERALISATION S. GRAHALSKSHMI & DR. M. JAYALAKSHMI	150					
25.	INCLUSIVE GROWTH AND REGIONAL DISPARITIES IN ANDHRA PRADESH V. VANEENDRA NATHA SASTRY	159					
26.	STRATEGIES TO COPE UP WORK - PLACE STRESSORS: AN EMPIRICAL STUDY IN EDUCATIONAL INSTITUTIONS B. LAVANYA	162					
27.	DETERMINANTS OF JOB SATISFACTION AMONG EMPLOYEES IN INFORMATION TECHNOLOGY INDUSTRY IN DELHI BRAJESH KUMAR & DR. AWADHESH KUMAR	166					
28.	MODERN CHALLENGES TO WOMEN ENTREPRENEURSHIP DEVELOPMENT: A STUDY OF DISTRICT RAJOURI IN JAMMU AND KASHMIR STATE AASIM MIR	169					
29.	INTERNATIONAL HRM CHALLENGES FOR MNC'S B. G. VENKATESH PRASAD & N. CHETAN KUMAR	173					
30.	INSIDER TRADING: GOVERNANCE, ETHICAL AND REGULATORY PERSPECTIVE NIDHI SAHORE	177					
	REQUEST FOR FEEDBACK	182					

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

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, 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

EDITOR

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

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

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

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>

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, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

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

DATED:

' for possible publication in your journals.

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: <u>infoijrcm@gmail.com</u>.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

THE EDITOR IJRCM

JICINI

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 '_____

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

INDINGS

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.

IOURNAL 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

Abs

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

CORPORATE GOVERNANCE FAILURES IN INDIA - A REVIEW

KAISETTY. BALAJI RESEARCH SCHOLAR SCHOOL OF MANAGEMENT STUDIES VIGNAN UNIVERSITY VADLAMUDI

DR. Y. VENU GOPALA RAO HEAD DEPARTMENT OF MANAGEMENT SCHOOL OF MANAGEMENT STUDIES VIGNAN UNIVERSITY VADLAMUDI

ABSTRACT

Corporate governance is defined as "the system by which companies are directed and controlled". The separation of ownership and control in corporations with dispersed ownership structure highlights the agency issue due to conflict between agents (managers) and principals (shareholders). Corporate governance issues in India are, however, due to a different agency problem that arises on account of the conflict between dominant and minority shareholders. Therefore, the corporate governance mechanism in India should focus on safeguarding minority shareholders from expropriation by dominant shareholders. This research identifies the issues responsible for corporate governance failure. A case study is done for some selected companies to identify the key issues for governance failure.

KEYWORDS

Corporate Governance, shareholders

INTRODUCTION

he concept of corporate governance is deeply embedded in corporate law and jurisprudence. Corporate governance is often defined as "the system by which companies are directed and controlled" (Financial Reporting Council, 1992). Shareholders are owners of the corporation and efficacy of a corporate governance mechanism depends upon how the shareholder wealth and rights are protected. The development and refinement of corporate governance standards has often followed the occurrence of corporate governance failures that have highlighted areas of particular concern.

Corporate governance has drawn world attention when the big companies such as Enron in United Kingdom and WorldCom in United States collapse in 2001 and 2002 respectively. With regards to this matter, researchers began to explore the corporate governance field from many perspectives and authorities started to implement rules and regulations to overcome this issue.

Roe (2005) traces the recurring breakdowns in American corporate governance to two core and enduring instabilities in the American governance context: (1) the separation of ownership and control, with ownership resting with distant and diffuse shareholders while control is exercised by hired managers; and (2) a decentralized and porous regulatory system, in which multiple regulators with partial authority contribute to a flexible, specialized, and comprehensive regulatory framework while there is no single, unified regulatory agency that oversees the disparate regulatory efforts and resolves potential conflicts and inconsistencies across regulatory agencies. These two core attributes of the United States governance framework have obvious strengths, but they are also beset by weaknesses that come to the fore each time U.S. corporations and stakeholders experience a governance crisis.

For instance, the separation of ownership and control are acknowledged as facilitating significant economies of scale in the operation of large firms, the hiring and retention of highly qualified managerial talent, the ease of entry into and exit from markets, and the availability of capital to meet the financing needs of entrepreneurs and start-up firms, and so on.

In contrast to the problems that underlie the governance context in the United States, the governance failures witnessed in developing nations like India and China stem not from the separation of ownership and control, but from the concentration of ownership and control within state-owned, public-sector units, or family owned businesses, and from the pyramidal ownership structures that dominant shareholders use to achieve greater control of the firm (Rajagopalan & Zhang, 2008).

In both countries, the fundamental problem of concentration of ownership and control in the same hands is further exacerbated by: (1) the lack of incentives for firms and their managers to implement governance reforms, (2) underdeveloped external monitoring systems and weak regulatory agencies, and (3) a shortage of qualified independent directors. While India's formal financial reporting standards essentially meet international standards for accountability and transparency, and its principal regulator—the Securities and Exchange Board of India—is set up to be independent of the government ("Bank Incentives," 2009), enforcement of governance laws is often weak and characterized by significant loopholes. Political connections also often undermine the independence and will of enforcement agencies ("Did SEBI," 2009). In other words, while the United States governance context needs to deal with the challenges posed by a decentralized and porous regulatory system, developing countries lack a regulatory structure with the political will and judicial support to enforce reforms that are enacted.

REVIEW OF LITERATURE

Dr Saleem Shaikh & William Rees talks about perspective of corporate governance, role of 'exit and voice in corporate governance, expectations from corporate governance, ownership and accountability in corporate governance. They also talk about corporate governance and corporate control.

According to Allen the whole basis of the granting by the state of privileges of incorporation needs to be re examined there is a need for a redefining of the nature of company, of its ownership and of its control. In broader terms, the responsibilities and obligations which a company owes to its shareholders, workers, creditors, consumers, and public at large need to be examined at length

Bryan and Farrell's research work discusses about nature of corporate governance in the developing global economy and pitfalls of this new economic structure. Their paper also discusses about the role of Corporate Governance in the global economy.

John L. Collyey, Jr. Jacqueline L. Doyle, George W. Logan, Wallace Stettinius in their book titled 'What Is Corporate Governance' deals about various aspects of Corporate Governance. This book provides a deep insight to the topic. It also talks about duties and responsibilities of top management towards the stake holders and society in general.

Robert A.G. Monks and Nell Minow in their book on Corporate Governance is based on the trends and practices of Corporate sector. This book talks about the practical applicability of Corporate Governance. It also explains the importance of Corporate Governance with the help of various real corporate examples.

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

Corporate failures have reasons first and for most are the bad business plans and poor managerial decisions in some instance the government's pressure and regulatory forbearance is a contributing factor. Second reason of the corporate collapse is fraud or dissimulation by management.

Historical developments that impact the overall scope of the corporate governance in different countries is discussed by Randall K. Morck, Lloyd Steir (2005) who observed that financial disasters tainted French confidence in financial securities early on, and set corporate governance in that country on a different parity from that of Britain, where a similar trauma was overcome and forgotten. Similarly historical trends such as imperial monopoly in China that was evident in the late 19th century, large scale trading networks belonging to particular communities and ethnic groups and sectarian groups in India, family and bank controlled pyramidal groups in Germany, Zeibatsu and Keiratsu in Japan and Chaebols in Korea etc., have influenced the process of growth of corporate governance in the respective countries. Certain features that are common to all countries that contributed to the varying types and pace of the corporate governance norms include; Accidents of history, ideas, families, business groups, trust, law, origins, evolution, transplants, large outside shareholders, financial development, politics and entrenchment, etc.

SIGNIFICANCE OF THE STUDY

This study describes the corporate governance failures and its impact on the financial economy of the organization. The relevant points are illustrated through various case studies of corporate companies. This study is significant as it highlights the key issues causing governance failure and suggests useful measures to enhance the governance standards.

STATEMENT OF THE PROBLEM

Corporate governance issues in India are, however, due to a different agency problem that arises on account of the conflict between dominant and minority shareholders. Therefore, the corporate governance mechanism in India should focus on safeguarding minority shareholders from expropriation by dominant shareholders. The issue has serious ramifications on Indian economy that is looking for greater foreign capital and investment to boost its economic growth.

OBJECTIVES

The study intends to examine the failures occurring in corporate governance. The main objectives of the study include:

- 1. To identify the key issues responsible for corporate governance failure
- 2. To examine and illustrate case studies for some selected companies for the failure
- 3. To recommend suggestions to enhance the standards of corporate governance and avoid failure

HYPOTHESIS

After reviewing the issues related to corporate governance failures, some hypothesis can be developed as:

H1: Corporate Governance insures the safety to the share holder's investment but also the efficient utilization of resources & attainment of overall corporate objective.

H2: In order to make corporate governance successful in India there is a need for a transparent systematic corporate structure, which can define the basic problem areas of corporate governance.

RESEARCH METHODOLOGY

METHOD OF DATA COLLECTION

Mainly, qualitative analysis is performed in this study which includes collection of data through reports having case studies of different corporate companies experiencing governance failure. The case studies of various companies are listed to evaluate the governance failure.

CASE STUDIES

KINGFISHER AIRLINES

Kingfisher Airlines is an airline group based in India. Its head office is The Qube in Andheri (East), Mumbai; and Registered Office in UB City, Bangalore. Kingfisher Airlines was established in 2003. It is owned by the Bengaluru based United Breweries Group. Kingfisher Airlines, through its parent company United Breweries Group, has a 50% stake in low-cost carrier Kingfisher Red. The airline started commercial operations in 9 May 2005 with a fleet of four new Airbus A320-200s operating a flight from Mumbai to Delhi. It started its international operations on 3 September 2008 by connecting Bengaluru with London. The airline has been facing financial issues for many years. Till December 2011; Kingfisher Airlines had the second largest share in India's domestic air travel market.

Ever since the airline commenced operations in 2005, the company is reporting the losses. But the situation became more horrible after acquiring the Air Deccan in 2007. After acquiring the Air Deccan, the company suffered a loss of over Rs. 1,000 crore for three executive years. By early 2012, the airline accumulated the losses of over Rs. 7,000 crore with half of its fleet grounded and several members of its staff going on strike. Following table1 highlights the losses since inception:

Year	Mar-11	Mar-10	Mar-09	Mar-08	Jun-07	Jun-06	Mar-05
Loss	-1027.4	-1646.22	-1608.83	-188.14	-419.58	-340.55	-16.79
Secured Loans	5,184.53	4,842.43	2,622.52	592.38	716.71	448.16	159.42
Unsecured Loans	1,872.55	3,080.17	3,043.04	342.00	200.00	3.50	125.06

TABLE 1: NET REPORTED LOSSES AND DEBTS SINCE INCEPTION (Rs. In Crores)

Debt restructuring also couldn't change the game. By restructuring, company had reduced the interest charges by Rs. 500 crores every year, but due to the high leverage condition and increase in cost, the company started to face the liquidity problem. The company had no funds in hand and it created the payment problems such as delayed salaries, Fuel dues, Aircraft lease rental dues, service tax, bank arrears etc. The reason behind the failure is bad governance as judged by many politicos.

A suggested course correction

- All stakeholders should realize that passenger convenience and safety should be paramount. Public and investor scrutiny is very high and the government and lenders should be less tolerant. Banks should not throw good money after bad under the same board and management. Good corporate governance and good business sense should prevail at the banks.
- More than 90% of the shareholding of the promoters is pledged to lenders. The banking consortium of State Bank of India, ICICI Bank Ltd, IDBI Bank Ltd, Bank of India, UCO Bank and Punjab National Bank should unilaterally exercise the pledge, after which they will own more than 75% of the equity of the airline. Apart from term loans, the capital structure also consists of 7.5% cumulatively redeemable preference shares and 8% optionally convertible debentures, which presumably are also pledged, and on exercise, would only increase the equity holding of the banking consortium.
- The enforcement of collateral by banks would likely drive the wealth of existing shareholders including some of the banking consortium's own equity holding in Kingfisher -- to near zero.

- Subsequently, bankers should call for an extraordinary general meeting where they place resolutions to remove existing directors and appoint new
 directors with experience and bring different perspective to the process. As the banking consortium will own more than 75% voting rights, they can table
 and pass any resolution.
- The new board should then recapitalize the airline by bringing in other investors as an equity partner and seeking newer additional term loans for the airline. Private equity players, other investors and business groups would be keen to buy into a Kingfisher airline franchisee. Similar instances of recapitalization were possible at Vishal Retail and Centurion Bank.
- This recapitalization and restructuring exercise would bring in newer shareholders, fresh management and a new focus to the airline. Having been pushed to the wall, banks wouldn't have to suffer the loss u

SKS MICROFINANCE

SKS Microfinance is the latest blow to India Inc's corporate governance norms. This high-profile microfinance company has sacked its CEO, under a shroud of secrecy. The bigger question is whether these aggressive, for-profit organisations should be allowed to play havoc with the finances of the rural poor.

A week after SKS Microfinance shocked the corporate world by sacking its CEO, the company's image as the messiah of India's rural poor is suffering from a steady erosion. One of the main reasons for SKS's damaged public image is that the company's board of directors and the glittering list of SKS shareholders have chosen to maintain a stunning silence over the way the CEO was sacked and also the swirling rumors regarding how the company was run. The Securities and Exchange Board of India (SEBI) has done well this time to react quickly and publicly in asking the company to explain its action. It has also done well to let it be known (through media leaks) that it is not satisfied with the answer. We learn that one reason for SEBI's quick response could be the fact that before the IPO (Initial Public Offering), some of its shareholders had complained about a preferential offer to a select group, which was later dropped.

Exit of Mr Akula from SKS Micro finance Limited, the only listed micro finance company, provides some lessons in corporate governance. The first is that holding of majority voting rights by institutions does not necessarily improve corporate governance. The company's shareholding pattern as at September 2011 was: Promoters: 37%, FII 19%, Indian Financial Institutions: 6%, Indian Bodies Corporate: 14%, Foreign Bodies Corporate: 12% and others: 12%. Effective corporate governance requires institutions to play their role effectively. That has not happened in the case of SKS. Second is that the corporate governance system comes under stress when a company deviates from its stated vision and mission.

SATYAM COMPUTERS

On January 7, 2009, B. Ramalinga Raju—founder and chairman of Satyam Computer Services, one of India's largest and most respected software and IT services companies—admitted that he had committed India's biggest corporate fraud, having manipulated the company's income statements, cash flows, and balance sheet for more than 7 years. The \$1.47 billion fraud on the Satyam (meaning truth, in Sanskrit) balance sheet included overstated revenues and profits, acts that were perpetrated by the founder and his brother, the company's CEO, to attract more business and avoid any possible hostile takeover. "It was like riding a tiger, not knowing how to get off without being eaten," Mr. Raju wrote in his confession statement ("India's Enron," 2009). Prior to this turn of events—which resulted in the arrests of the chairman, the CEO, and the CFO of the company, and pending criminal indictments as well—Satyam had been widely recognized for exemplary corporate governance, and Raju hailed as a role model for successful business and entrepreneurship. The founder and his co-conspirators reported fictitious cash deposits, misstated accounts receivables and accounts payables, understated liabilities, and overstated assets; these falsities only came to the fore when Raju tried to buy two other firms owned by his family. Shareholders revolted against the acquisition proposal because they viewed the planned purchases as attempts to prop up other failing family businesses by siphoning cash out of the profitable software firm.

EVERONN SYSTEMS

Everonn is a fully integrated knowledge management, education and training company, offering a range of services that include creating educational and training content, designing and executing large learning initiatives, setting up the needed infrastructure for learning and training. It is one of the leaders in computer education in schools and colleges. It is also one of the leading players in setting up virtual and interactive learning classroom networks across India.

Everonn was incorporated in 2000 and became a leading education player in a decade. The Blackstone Group invested \$42 mn in Everonn in 2009. The company's growth can be attributed to two major segments — ICT (information and communications technology) and ViTELS (virtual and technology-enabled learning solutions) platforms. It is predominantly focused on ICT for revenue. The segment involves setting up of computer laboratories in government schools under the built/own/operate/transfer (BOOT) model, typically for five years. Schools run by the state governments are its customers. The central government has been funding this initiative under its Sarva Shiksha Abhiyan (SSA) and ICT@Schools programmes.

The crisis in Chennai-based education services provider Everonn Education deepened , with its non-executive chairman Jamshed J Irani resigning following arrest of managing director P Kishore in a bribery case. The Everonn stock plunged 20 per cent to hit a new 52-week low and was the top loser on the Bombay Stock Exchange. It hit a lower circuit to close at Rs 351.45, down Rs 87.85

The board also appointed a business council consisting of two independent board members to advise the CEO. The Central Bureau of Investigation had issued a press statement about the arrest of Kishore for allegedly bribing Rs 50 lakh to a tax official to reduce income-tax liability. The arrest of Kishore, also Everonn's founder, is likely to increase concerns over corporate governance practices in several Indian companies. "Market is worried with companies where there are corporate governance issues," said S P Tulsian, an independent investment analyst.

During the June quarter, all major shareholders in Everonn had reduced their stake. According to data available from BSE, both the promoters and foreign institutional investors reduced their holdings marginally, by 38 basis points and 87 basis points, respectively. Domestic institutional investors cut their stake by around four per cent.

MANPPURAM GOLD FINANCE

Manappuram Finance, the second-biggest lender against gold, plunged 19.96% as investors worried about its ability to continue sourcing funds and questions were raised about corporate governance after the RBI said the company and its group cannot access public deposits. Depositors remained calm with little signs of panic as the company assured that all was fine with its operations and the central bank's diktat will have limited impact on its operations or its ability to serve them. "There are enquiries and clarifications, but everything is under control," said I Unnikrishnan, Managing Director, Manappuram Finance. Manappuram shares ended 19.96% lower at 45.50. The RBI said Manappuram Finance and an unlisted group company are not eligible to accept public deposits as it was a violation of rules governing its licence to function as a lender. Any such act is punishable with imprisonment, the bank said. Members of the public depositing money with Manappuram Finance or MAGRO would be doing so at their own risk, it said.

The lender founded in 1949 has been the best performer in the stock markets given its secured lending business that has high profit margins. Unlike traditional lending by banks, the risk of default is quite low and even if such an event happens, the loan amount is fully recovered unless there's a sharp crash in gold prices. It has come to the notice of the Reserve Bank that Manappuram Finance has been accepting deposits from the public in its branches and offices has been issuing deposit receipts in the name of Manappuram Agro Farms (MAGRO), a sole proprietary concern of Shri V.P Nandakumar who is the Executive Chairman of the company,? it said.

MAGRO is an unlisted subsidiary company belonging to the Manappuram group. The RBI circular further said that in some cases instead of repaying the matured deposits, the amount was rolled over as a fresh deposit with the receipts being issued in the name of MAGRO. Before converting itself into a non-deposit taking NBFC last year, the company had public deposits worth Rs 1.23 crore. Later, an amount of Rs 32 lakh was rolled over as a fresh deposits with MAGRO. In September last year, the company had raised Rs 442 crore through a public issue of secured NCDs offering interest rates in the range of 12-12.56%. It is again

planning to raise Rs 500-600 crore in March through a similar like issue. The interest rates are not yet decided. The company's retail borrowing book stood at Rs 640 crore as on December 31 as against Rs 312 crore in March 31, 2011.

FINDINGS

1. In spite of several provisions in Indian constitution and many clauses under UN, still corporate governance is a contemporary issue not only in India but all around the world.

2. In order to make corporate governance successful in India there is a need for a transparent systematic corporate structure, which can define the basic problem areas of corporate governance.

3. Corporate Governance can be made effective only by educating entrepreneurs about its importance. By making them realized that how Corporate Governance can help them in achieving their corporate goals in long run.

4. There is a need for further review of Clause-49 and Voluntary guidelines for CorporateGovernance-2000 and other present provisions regarding corporate governance.

RECOMMENDATION

We suggest a number of measures to that certainly will give more safeguards to minority shareholders and help raise Indian corporate governance standards. A. APPOINTMENT AND SELECTION OF DIRECTORS

Current legal provisions permit dominant shareholder control on the director selection and appointment process. This gives promoters significant say and control of the Board in addition to their influence on management. We propose the proportional representation of minority shareholders on the company Board linked to their shareholding. The nomination committee is currently only an option stipulate for companies to establish under Clause 49 of the Listing Agreement. We feel that constitution of nomination committee should be made obligatory.

B. ACCOUNTABILITY OF BOARD AND INDEPENDENT DIRECTORS

The provisions of Voluntary Guidelines require that the Board should review its every decision in relation to impact on minority shareholders. This provision is critical for minority shareholder and certainly deserves to be a necessary stipulation. Any decision in board meeting requires disclosure in the corporate governance report with explanation as to how it affects minority shareholders. Independent directors are the main mechanism that may resolve the agency conflict between dominant shareholder and minority shareholders. But, critical examination is required so that independent directors remain independent of the promoters/ dominant shareholders. Accountability of independent directors towards minority shareholders needs deep review.

C. MONITORING AND APPROVAL OF RELATED PARTY TRANSACTIONS

Audit committee role needs more specification in monitoring related party transaction. The board should approve all transactions up to a certain threshold limit. Above that level, shareholder approval with at least 75 % majority should be necessary.

D. INDEPENDENCE OF AUDITOR AND QUALITY OF AUDIT

Independent auditors can play important role in tracing related party and illegal transactions. Considering the inherent opaqueness in these transactions due to persistence of complex ownership structure, they are very difficult to trace from an audit point of view. Independence of auditor and quality of audits performed by them is significant in protecting minority shareholders' independent directors, peer audit, banning auditors to give non-audit services, establishment of an audit review board and monitoring of payment to the auditors are some mechanisms to improve corporate governance.

E. ENFORCEMENT

In India, quantum of penalties for non-compliance with provisions is quite low. Stringent penalties and even rigorous imprisonment are required in case of noncompliance that seriously affect minority shareholder rights.

FOR LARGE MFIS

While we can have impressive norms for corporate governance, they cannot be effectively enforced through regulation discussed critical issues with regard to corporate governance in large NBFC MFIs, this article explores what MFI (microfinance institution) boards can (themselves) do to improve the practice of corporate governance in reality. Here are some initial practical suggestions based on experience:

- 1. Limit the number of MFI boards on which a director may sit to not more than three at any given point in time. This will hopefully afford directors the time and space to understand how the MFIs-on whose boards they serve as directors-are actually performing on the ground. During and before the crisis in India, I had personally witnessed directors-who were on multiple MFI boards (often exceeding three)-jumping planes in a literal sense and having very little time to attend to their fiduciary and other responsibilities. Therefore, it appears necessary to ensure that there is a limit-in tune with physical reality-on the number of MFI boards in which a director may sit. And three appears to be a good permissible number.
- 2. Separate the functions of the chairman of the board of directors and MD (or chief executive officer or equivalent) in MFIs, where they are together and ensure that appropriate outsiders at least occupy one of those posts. This is very critical and should result in dispersed power, especially when the founder promoter is the chairman and/or managing director. Much of the excessive risk taking (in the form of multiple and larger loans being given to sub-prime like clients) that occurred during the lead up to 2010 Andhra Pradesh (AP) microfinance crisis happened primarily because there was no one on the board to seriously question the enthusiastic and entrepreneurial promoters, occupying one or both of these positions. Often, this was because the promoter had in the first place, appointed these individuals to the board and this caused a conflict of interest.
- 3. Create a transparent board recruitment (or appointment) policy that clearly specifies the duties and profile of MFI directors, including the chairman. Such a policy must also ensure that directors have adequate skills and experience (apart from the availability of time to do their job). The policy must also ensure that the overall composition of the MFI's board of directors is suitably diverse-including more women, youth, clients (or their interest groups) and individuals with the requisite skills (but possibly different backgrounds) in the board is perhaps a way to improve the boards' overall functioning and effectiveness.
- 4. Ensure that MFI boards develop (on their own) a formal conflict of interest policy and an objective set of compliance procedures and processes for implementing the same. Such a policy should ideally include: (a) an MFI director's duty to avoid (if possible), all activities and transactions that could either create a conflict of interest or even the appearance of a conflict of interest; (b) a transparent set of processes and procedures for MFI directors to follow before they engage in certain types of activities (such as agreeing to serve on the board of another MFI or that of a lender or an investor etc) so as to ensure that such activities will not create a conflict of interest; (c) an MFI director's duty to disclose any activity and issue that may result, or has already resulted, in a conflict of interest; (d) an MFI director's (voluntary) responsibility to abstain from voting on any matter where the director may have a conflict of interest or where the director's objectivity/ability to properly fulfill duties to the MFI may be compromised; (e) adequate procedures and clear norms for transactions and activities conducted with related parties on an arms-length basis; and (f) transparent procedures by which the MFI board will deal with the issue of any non-compliance with the (conflict of interest) policy.
- 5. Suitably compensate MFI board members for their time but do not incentivize their working on the basis of stock options or other such mechanisms that invariably encourage undue or excessive 'risk' taking as was witnessed during the 2010 AP microfinance crisis. Even if the law permits, it seems prudent not to remunerate board members through stock options and the like as then the independence of directors may be seriously compromised. Again, the happenings in India in the run up to the 2010 AP microfinance crisis clearly demonstrates the fact that independent directors who have been so compensated have Not performed their fiduciary and other duties appropriately. The key issue to note here is much of the 2010 crisis occurred because board members and senior management were compensated heavily (in the short-term) whereas the risks of their strategies could be known only in the medium/long-term. This mismatch created a huge incentive for excessive risk taking, which, in turn, led to the 2010 AP microfinance crisis.
- 6. Make it mandatory for MFI boards to set up a risk committee and establish clear rules regarding the composition and functioning of this committee. Additionally, make it compulsory for one or more members of the audit committee to be a part of the risk committee and vice versa. Further, the chairman

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

of the risk committee should always report to the AGM and outline the role that directors have played in shaping the MFI's risk profile and strategy. Also, the risk committee should frame a 'risk control declaration' which should also be published so as to ensure its wider dissemination and use - both within and outside the organization.

7. And last but not the least, create an obligation for a specific duty ('duty of care') to be established for the board of directors so that they take into explicit account the interests of various stakeholders (mainly, clients) during the decision-making procedure. This is especially critical and much of the 2010 AP microfinance crisis would not have occurred if only boards of MFIs had exercised such a duty of care that explicitly looked after the interest of clients who were constantly over-indebted

CONCLUSION

The recurrence of corporate governance crises in highly developed, as well as developing, economics reminds us that the price of economic growth and opportunity is indeed eternal vigilance. Understanding the differences in the institutional contexts helps us to realize that what works to curb governance failures in one context may be less effective in another, and that the timing and focus of reforms should reflect the realities of the economic and institutional conditions that different nations face.

The above discussion clearly establishes that the only way to improve the corporate governance in India is to give enough safeguards to minority shareholders. An assessment of minority shareholders rights and protection implicates that India lags in giving adequate safeguards to investors. There exist laws on minority shareholder protection, but they are not adequate. Commensurately, there exists a significant gap in Indian corporate governance regulatory framework that warrants utmost safeguards to minority shareholder rights. Policy makers possibly can do this by creating a conducive environment and promulgating laws for protection of minority shareholder rights. The issue has also serious ramifications on Indian economy that is looking for greater foreign capital and investment to boost its economic growth.

REFERENCES

- 1. Bijalwan, J. G. (2012). Corporate Governance Failure in India: Satyam Fiasco "A Case Study". IJMRS's International Journal of Management Sciences.
- 2. Financial Reporting Council. (1992). Report of the committee on the Financial Aspects of Corporate Governance. Cadbury Report.
- 3. Ingovern. (2012). Governance Watch- Monthly Newsletter. Ingovern Research Services.
- 4. Kirkpatrick, G. (2009). The Corporate Governance Lessons from the Financial Crisis. Financial Market Trends.
- 5. Nandini Rajagopalan a, Y. Z. (2009). Recurring failures in corporate governance: A Global Disease. Business Horizons, 545-552.
- 6. Naveen Kumar, J. P. (2012). Corporate Governance in India: Case for Safeguarding Minority Shareholders Rights. IJMBS.
- 7. OnMobile Global Limited. (2010). Case Study: Mail for Exchange for Nokia smartphones. India's largest mobile data services company drastically cuts response time.
- 8. Rajagopalan, N. &. (2008). Corporate Governance reforms in China and India: Challenges and opportunities. Business Horizons, 55-64.
- 9. Roe, M. J. (2005). The inevitable instability of American corporate governance. Corporate Governance Law Review, 1-19.
- 10. Sheikh, W. R. (1995). Corporate governance and corporate control.



ISSN 2231-5756

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and 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 i.e. **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

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





