

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & 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 2401 Cities in 155 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.	POTENTIAL OF KERALA AYURVEDA TOURISM : SPECIAL REFERENCE TO ERNAKULAM DISTRICT <i>P.A.MARY ANITHA & DR. C. CHANDRAN</i>	1
2.	A STUDY ON DRIVERS FOR GREEN SUPPLY CHAIN MANAGEMENT (GSCM) IN CHEMICAL INDUSTRIES: WITH REFERENCE TO GUJARAT REGION <i>RINKI ROLA, DR. S. O. JUNARE & DR. TEJAS N DAVE</i>	7
3.	A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS SELECTED RETAIL STORES IN COIMBATORE CITY <i>DR. K. K. RAMACHANDRAN & R. GOKILA</i>	13
4.	AN EMPIRICAL STUDY ON ORGANIZATIONAL CLIMATE PREVAIL ON BANKING SECTOR OF PAKISTAN AND PERCEPTION OF EMPLOYEES REGARDING ORGANIZATION CLIMATE <i>GHULAM MUSTAFA SHAMI, DR. MUHAMMAD RAMZAN & AFAQ RASOOL</i>	17
5.	PERFORMANCE ANALYSIS & BENCHMARKING OF SELECTED LISTED HOUSING FINANCE COMPANIES IN INDIA- A CAMEL APPROACH <i>PANKAJ CHADHA & VANITHA CHAWLA</i>	23
6.	THE SIGNIFICANCE OF PERFORMANCE MANAGEMENT IN WORK DIMENSIONS <i>N. MALLIKHARJUNA RAO, DR. T. RAJASEKHAR & K. GOWTHAMI</i>	30
7.	THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES ON EGERTON UNIVERSITY'S PUBLIC IMAGE: A CASE OF NJORO DIVISION COMMUNITY <i>LANGAT LIDYA CHEPKOECH, JAMES KAMAU MWANGI & THOMAS MOCHOGE MOTINDI</i>	33
8.	ROLE MODEL OF EFFECTIVE LEADERSHIP FOR GROWTH IN INSURANCE SECTOR IN INDIA <i>SUBHRANSU SEKHAR JENA</i>	39
9.	A CRAM OF CONSUMER'S BUYING PERFORMANCE FOR LONG JOURNEY TRAIN TICKETS <i>MEHUL CHHATBAR & DR. RASHMI MAURYA</i>	45
10.	DETERMINANTS OF CONSUMER BUYING BEHAVIOUR: A STUDY OF READYMADE GARMENTS <i>MALIKA RANI & RAJEEV GUPTA</i>	49
11.	CLASSIFIED ROUTES OF FOREIGN DIRECT INVESTMENT IN INDIA <i>DR. SHAMSHER SINGH & DR. NEELAM TURAN</i>	53
12.	A STUDY ON CONVENTIONAL BANKING, ISLAMIC BANKING AND IT'S TREATMENT OF PROFIT AND LOSS <i>SAMEENA BEGUM</i>	59
13.	MEASUREMENT OF FINANCIAL PERFORMANCE: A CASE STUDY OF SAUDI ELECTRICITY COMPANY <i>DR. R. B. SHARMA</i>	63
14.	FDI AND INDIAN ECONOMY: A STUDY <i>SANDEEP YADAV</i>	67
15.	IMPACT OF DIVIDEND DECISION – A CASE STUDY <i>SOHELI GHOSE</i>	71
16.	DEVELOPMENT OF MULTI-COOPERATIVE SOCIETIES IN JAMMU AND KASHMIR STATE <i>AASIM MIR</i>	75
17.	LIBERALISATION AND ITS EFFECTS ON PROFITABILITY & PRODUCTIVITY OF PRIVATE SECTOR BANKS IN INDIA <i>VINITH HP</i>	77
18.	A STUDY ON PROBLEMS OF WORKERS IN COIR INDUSTRIES OF KANYAKUMARI DISTRICT <i>DR. R. SIVANESAN</i>	80
19.	BUYER'S BEHAVIOR IN ORGANIZED RETAIL: AN EXPLORATORY STUDY <i>NAVED SHAMIM MALIK & DR. ASIF ALI SYED</i>	87
20.	ANALYSIS OF PRE REQUISITES OF A PRODUCTION MANAGER IN A KNITWEAR INDUSTRY <i>DR. S. SRIVIDHYA & P. VIJI</i>	94
21.	ORGANISATIONAL CLIMATE AND ITS IMPACT ON ROLE MOTIVATION AND EMPLOYEE ENGAGEMENT <i>K. RATHNA DEEPIKA & DR. A. THIRUCHELVI</i>	97
22.	AN ASSESSMENT OF THE IMPACT OF MARINE INSURANCE ON NIGERIA'S MARITIME EXPORT TRADE <i>DR. I. A. NWOKORO</i>	101
23.	COMPULSIVE BUYING AND DIFFERENT CUSTOMER GROUPS: A CASE STUDY OF YOUTH IN SRINAGAR CITY <i>SHAKEEL AHMAD SOFI, SHABIR MAJEED BHAT & JAVAID AHMAD RATHER</i>	107
24.	TOURISM MARKETING IN LAKE TANA MONASTERIES <i>ASCHALEW DEGOMA DURIE</i>	112
25.	ETHICAL ISSUES IN HUMAN RESOURCE MANAGEMENT PRACTICES UNDER FEDERAL CIVIL SERVICE OF ETHIOPIA: THE ROLE OF HUMAN RESOURCE PRACTITIONER <i>FENTAYE KASSA HAILU</i>	117
26.	FINANCIAL INCLUSION FOR INCLUSIVE GROWTH – A COMPARATIVE STUDY ON RURAL & URBAN AREAS OF DIBRUGARH <i>RAJPOL BHARADWAJ & SUBHADEEP CHAKRABORTY</i>	122
27.	IMPACT OF VALUE ADDED TAX (VAT) ON PRODUCT MARKET PRICES – A STUDY IN STATE OF ANDHRA PRADESH <i>DR. S. TARAKESWARA RAO</i>	125
28.	IMPACT OF MICRO INSURANCE ON SELF HELP GROUPS IN RURAL AREAS OF ANDHRA PRADESH <i>DR. P. GURUVAIAH</i>	130
29.	ASSESSMENT OF OPPORTUNITIES AND CHALLENGES OF TOURISM INDUSTRY IN JAMMU AND KASHMIR <i>ZAMEER AHMAD BHAT</i>	134
30.	MANAGER'S CORPORATE ENTREPRENEURIAL ACTIONS AND EMPLOYEE'S JOB PERFORMANCE & SATISFACTION: A STUDY ON MANAGERS & THEIR SUB-ORDINATES AT INFOTECH PVT. LTD., LAHORE <i>ANUM KHAN</i>	138
	REQUEST FOR FEEDBACK	142

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, GuruGobindSinghIndraprasthaUniversity, Delhi
Ex. Pro Vice-Chancellor, GuruJambheshwarUniversity, 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

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

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, GuruGobindSingh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSingh 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. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

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

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 area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Education, 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: infoijrcm@gmail.com.

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>

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES ON EGERTON UNIVERSITY'S PUBLIC IMAGE: A CASE OF NJORO DIVISION COMMUNITY

LANGAT LIDYA CHEPKOECH
ASSOCIATE FACULTY MEMBER
DEPARTMENT OF BUSINESS ADMINISTRATION
MOUNT KENYA UNIVERSITY
KENYA

JAMES KAMAU MWANGI
LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
CHUKA UNIVERSITY
KENYA

THOMAS MOCHOGE MOTINDI
ASST. LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
CHUKA UNIVERSITY
KENYA

ABSTRACT

Corporate Social Responsibility (CSR) as a business strategy contributes to sustainable economic development which contributes to the way organizations integrate with the society. This would lead organizations to achieve visibility as good community citizen, gain the good will of the community in which they operate, better relations and subsequently improved public image. There has been an increasing importance in corporate social responsibility activities in organizations in recent years. However, this has mostly been in the private sectors. As a parastatal, Egerton University has undertaken some CSR activities such as education, health and environmental activities to help the local communities. However, there is little documentation on how these activities affect the University's public image. This study aimed at determining the role of corporate social responsibility activities on enhancing Egerton University's public image. The research employed a descriptive survey design. Purposive sampling was used to select a sample of 77 stakeholders comprising representatives from 31 public schools, 3 public hospitals, 12 Local area administrators (the chiefs and their assistants), and 3 leaders from community based organizations. Questionnaires were used to collect primary data. Descriptive statistics, Friedman's ranking test and chi-square were used to analyze the specific objectives with the aid of SPSS computer software. The results show that Egerton university had put much effort in environmental conservation, education and health. Overall, corporate social responsibility activities undertaken by Egerton University had positive impact on the University's public image.

KEYWORDS

Corporate Social Responsibility Activities, Public image.

INTRODUCTION

BACKGROUND OF THE STUDY

Corporate Social Responsibility (CSR) has become increasingly important to businesses over the last few years. In recent years the business strategy field has experienced the renaissance of CSR as a major topic of interest (Utting, 2005). CSR had already shown considerable interest in the 1960s and 70s, spawning a broad range of scholarly contributions (Cheit, 1964; Heald, 1970; Ackermann and Bauer, 1976; Carroll, 1999), and a veritable industry of social auditors and consultants. However, the topic all but vanished from most managers' minds in the 1980s (Dierkes and Antal, 1986; Vogel, 1986).

The economic impact of corporate social responsibility can be broken down into direct and indirect effects. The direct effects may be derived from a better working environment, which leads to a more committed and productive workforce or from more efficient use of natural resources. In addition, indirect effects result from the growing attention of consumers and investors, which will increase corporate opportunities on the markets.

Many corporations undertake CSR activities in order to protect their public image and the 'good name' of the corporation and its associates. Many corporations value their public image and good name even if they are relatively non-responsive to consumer pressures. A good public image is very hard to create and relatively fragile and a single high profile incident can create lasting negative sentiments in a community or the public at large (Haywood 1994; Ali, 2003).

Public image also operates synergistically with other drivers, and having a good public image (as an industry or as an individual company) is beneficial when attempting to influence public policy, when faced with liability law suits, for investor confidence, when attempting to attract, motivate, and retain employees, when dealing with NGOs and other civil groups, and when a corporation is seeking necessary permissions and accommodations from local communities (Haywood 1994; Burke 1999; Brady, 2005). In addition, a good public image is very important in forging long term business associations and in trust building with business and non-business partners (Haywood 1994; Myles and Schoening-Thiessen, 2003). Image is a perceptual measure of a public's degree of satisfaction with the activities and performance of an organization. Image surveys are developed to measure the attitudes of people towards an organization, how well they understand it, and what they like and dislike about it (Moore, 1981). Image assessment and its application are crucial to an organizations longterm survival and well being. Image management acts as a powerful public support vehicle (Elbeck and Buchanan, 1987).

LITERATURE REVIEW

Literature shows that corporate social responsibility (CSR) has been researched in various countries. A part from the private sector, universities around the world have conducted studies on the same. Altman(1999) did a study on the link between Corporate Social Responsibility, environmental performance and corporate financial performance where he used multiple regression model to analyze the collected data the findings of the study was that there is a positive association on environmental performance and financial performance.

Maimunah (2009) studied the impact of corporate social responsibility on the society. She acknowledges that there is a close link between corporate and community development. Furthermore, a research funded by European Commission (EU 2007) on understanding and responding to societal demands, aimed to develop knowledge and understanding on the degree of alignment between companies and their stakeholders about what CSR involves within their specific

context. The finding of the study was that there is a wide gap between managers and stakeholders understanding of what constitutes the companies social responsibilities.

According to a number of scholars, CSR requires the firms to commit to balancing and improving environmental and social impacts without damaging economic performance. This in turn, leads to a move from the conventional view of the firm, where the main responsibility of the firm is to provide goods and services to society (Chamberlain, 1973; Friedman, 1968, 1970, cited in Williamson et al., 2006), to one which sees firms as contributing to the welfare of society (Carroll, 1979; Steiner and Steiner, 1997, cited in Williamson et al., 2006). This is specifically so true for universities where contribution to knowledge and well-being of society is of great importance.

CORPORATIONS CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC IMAGE

A great deal of empirical work has been focused on attempting to quantify the relationship between profitability and corporate public image. It has been found that the public image damage from CSR related disasters can exceed the direct costs of the disaster. As Haywood (1994) explains, trust is a vital component of business operation and stakeholders who work with a corporation care about its public image as this is what they perceive most strongly. For these reasons managing public image is a vital part of corporate management and many executives spend a great deal of effort addressing this aspect of their businesses (Porter & Kramer 2006). As Ongkrutraksa (2007) states, "It is obvious (from numerous high profile examples) that corporate giants deem it a must to promote corporate images that reflect their environmental awareness and involvement".

CSR IN UNIVERSITIES

In the context of universities, previous research shows that higher education institutions can cause "significant environmental impacts" (Jabbour, 2010). As argued by Alshuwaikhat and Abubakar (2008), many of them as a result of their large size, expressive movement of people and vehicles, high consumption of materials, and strong development of complex activities, these institutions may even be considered as "small towns". Therefore it is inferred that universities should be responsible toward society and their stakeholders since the stakeholders provide organizations with a range of resources such as capital, customers, employees, materials and legitimacy (Deegan, 2002).

There are a number of studies which have tackled the issue of sustainability in higher education. A recent study by Wright (2010), examined how a cohort of University presidents and vice-presidents in Canadian universities conceptualize sustainable development, sustainable universities, the role that universities play in achieving a sustainable future, key issues facing the University, and the barriers to implementing sustainability initiatives on campus. The study showed that although the majority of participants were well versed in the concept of sustainable development, they were less familiar with the concept of a sustainable University. The participants also listed financial predicaments, lack of understanding and awareness of sustainability issues amongst the University population, and resistance to change as the main barriers in the path of sustainability. This view is reiterated by Pollock et al. (2009) who points out that "complex and ineffective governance, traditional disciplinary boundaries, and the lack of a shared vision at academic institutions often hinder University's progress toward leading the world to a more sustainable and desirable future".

Consumers are becoming increasingly concerned about the ethics of the companies they deal with, corporate social responsibility is no longer for large corporations only. Through their market activities, firms contribute to social well-being by serving consumer demands, providing jobs, innovating and paying taxes that fund public programs. Through their non-market activities firms act to shape their market environment by supporting free trade and socially efficient approaches to environmental protection, product and employee safety (Baron, 2000).

According to Godfrey (2005), stakeholders are likely to impute moral values to organizational actions. Goffman (1997) suggests that when individuals evaluate actions, they tend to treat them as claims and promises implicitly made, and claims and promises tend to have a moral character. During the evaluation process, individuals tend to judge not only tangible facts at hand, but also assign motivations to the other party (Jones et al., 1965). In the context of this study, CSR actions are likely to be treated by stakeholders as implicit claims and promises that the company brings ethical values in its exchanges with its stakeholders. In this respect, CSR activities will likely generate positive reputation and subsequent positive moral capital, since "...good and beneficent acts that go beyond the call of duty should result in approbation rather than condemnation" (Godfrey, 2005). Building on these perspectives, it is likely that companies use CSR actions as a way to generate positive moral capital among external and internal constituencies.

SIGNIFICANCE OF THE STUDY

Organizations' involvement in CSR activities has some financial implication and thus it is imperative to keep track of such activities. The study identified the role of CSR activities on Egerton University's public image and therefore contributes positively to the knowledge relative to which activities are more effective. The findings of the study would be very useful to give a general picture of what the perception of the stakeholders would be when Egerton University undertakes CSR activities. The study would be a basis of reference and would activate more research in the study area by academicians and the business community in Kenya and the world.

STATEMENT OF THE PROBLEM

In the recent past, there has been an increasing importance in corporate social responsibility activities in private and public organizations (Utting, 2005). Little is known on how CSR activities affect the University's public image. Therefore, this study seeks to establish the role of CSR activities on Egerton University's public image.

STUDY OBJECTIVES

The broad objective of this study was to establish the role of CSR activities on Egerton University's public image.

1. To establish the community's level of awareness of the University's participation in CSR activities.
2. To establish the perception of different community stakeholders on Egerton University's CSR activities.
3. To determine if Egerton University's participation in CSR activities enhances its public image in the surrounding community.

RESEARCH QUESTIONS

1. What is the level of awareness of different stakeholders on the role of the University in CSR activities?
2. What is the perception of the different community stakeholders on Egerton University's participation in CSR activities?
3. Does Egerton University's participation in CSR activities enhance its public image in the surrounding community?

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopted a survey design. The design was chosen because it was an efficient method of collecting descriptive data regarding characteristic of a sample of a population, current practices, conditions or needs. The design was also used because it allowed the researcher to gather information regarding the respondents' opinions, perceptions and attitudes in a highly economical way.

Purposive sampling was used to select the study area. Multistage sampling technique was used to arrive at the desired sample size from the study area. Further, stratified sampling was used to arrive at the subgroups which were schools, medical units, local area administration, district environmental office and community based organization from the population since it ensured that the five sub-groups of community stakeholders are proportionally represented and that

the difference in the sub-group characteristics is accounted for. This technique was used to ensure that the target population is divided into different homogenous strata and each stratum is represented in the sample in a proportion equivalent to its size in the population.

There are 31 public schools in the Division, 3 public medical units (Njoro, Naisuit, and Kihingo), 12 Local Area administrators from (Njoro, Kihingo, Mukungugu and Piave), 3 leaders of the community based organizations who dealt directly with the University (MUNES, Eastern Mau and Njokerio youth group), the District environmental officer who works with NEMA and the University. The study targeted 62 representatives who were purposively chosen from the schools that is the head teachers and their deputies or senior teachers, 3 medical officers from the medical units, 8 administrators who included the chiefs and their assistants, the District Environmental Officer and 3 leaders from the Community Based Organizations directly sponsored by Egerton.

TABLE 1 :SAMPLE SIZE FOR LOCAL COMMUNITY

No. 1	Category/Stratum	Sample Size
1	Schools	62
2	Medical Units	3
3	District Environmental Office	1
4	Local Area Administration	8
5	Community Based Organizations	3
	Total	77

DATA COLLECTION

Questionnaires targeting the various categories of community members were used to collect primary data. Secondary data was obtained from records and documents (e.g., University reports on community development activities implemented, University budget reports, Egerton University strategic plan, Njoro municipality education and health ministry and Environmental Office). To ensure reliability cronbach alpha was used which gave a result of 0.67 hence ensuring that the methods used were reliable.

DATA PRESENTATION AND ANALYSIS

Descriptive statistics and Friedman rank test was used to find out the community's level of awareness of the University's participation in CSR activities. Data was analyzed using Chi-square to test the perception of different community stakeholders on Egerton University's CSR activities and to assess if Egerton University's participation in CSR activities enhances its public image in the surrounding community.

RESULTS AND DISCUSSIONS**GENERAL CHARACTERISTICS OF THE RESPONDENTS**

Table 2 below shows the respondents response rate on gender where 61.1% represented the male gender and 38.9% female gender.

TABLE 2: GENDER FOR THE RESPONDENTS

Gender	Frequency	Percentage
Male	44	61.1
Female	28	38.9
Total	72	100.0

Source: Field Data

Table 3 shows the mean average for the ages and education level of the respondents. The mean average was 42.47 for the ages while the mean for education level was 15.49. The results indicated that most of the respondents were considerably elderly and had college level of education. Auger *et al.*, (2003) suggests that higher levels of knowledge about social issues would lead to higher knowledge about CSR activities.

TABLE 3: RESULTS OF AGE AND EDUCATION LEVEL OF THE RESPONDENTS

	N	Minimum	Maximum	Mean	Std. Deviation
Age	72	25	55	42.47	9.399
Education	72	3	21	15.49	2.501

Source: Field Data

LEVEL OF AWARENESS ON CSR ACTIVITIES BY GENDER

Table 4 presents the respondents level of awareness on the different CSR activities undertaken by the University by gender. On the environmental activities, majority of the male who were highly aware were 65.2% while the female response rate was 34.8%, those who were largely aware were 50% for both genders. Health activity also registered a high level of awareness on the male gender with a response rate of 61.1% contrary to 38.9% ,64.7% of the respondents were largely aware contrary to the female who had a percentage of 35.3% and finally 56% and 44% respectively on both genders.

TABLE 4: LEVEL OF AWARENESS ON CSR ACTIVITIES BY GENDER

CSR activity	Environment		Health		Education		Total
	Male (%)	Female (%)	Males (%)	Female (%)	Male (%)	Female (%)	
not aware	100	0	100	0	71.4	28.6	100
low level of awareness	83.3	16.7	46.7	53.3	60	40	100
moderately aware	58.3	41.7	69.2	30.8	61.5	38.5	100
largely aware	50	50	47.1	52.9	56	44	100
high level of awareness	65.2	34.8	66.7	33.3	64.7	35.3	100
Total	61.1	38.9	61.1	38.9	61.1	38.9	100

Source: Field Data

LEVEL OF AWARENESS ON CSR ACTIVITIES BY EDUCATION

Table 5 shows the respondents' response rate on the level of awareness by education. On the environmental activity, 65% of the respondents had a high level of awareness. For the education activity, 70% had a high level of awareness. Finally, on health activities, 50% of the respondents had a high level of awareness.

TABLE 5: LEVEL OF AWARENESS ON CSR ACTIVITIES BY EDUCATION

CSR activity	Environmental (%)	Educational (%)	Health (%)
not aware	0	2	0
Low level of awareness	0	5	8
moderately aware	12	11	17
largely aware	23	12	25
high level of awareness	65	70	50

Source: Field Data

LEVEL OF AWARENESS ON CSR ACTIVITIES BY STAKEHOLDER CATEGORY

The results in Table 6 show the respondents level of awareness by stakeholder category. From the Table majority of the respondents from the public schools, (48%) said that they were largely aware that Egerton participated in environmental activities. From the District Environmental office 100% the respondents said that they were largely aware that Egerton had undertaken environmental activities claiming that its department had an input in the same. In the hospitals 27% of the respondents were aware that the participation was moderate. Table 6 further shows the responses on the level of awareness on health activities participated by Egerton University by category. The results show that, 48% of the stakeholders from the public schools were largely aware that Egerton University participated in health activities, 16% had a lower level of awareness and 19% were moderately aware. District Environmental officers were largely aware that Egerton University was involved in health activities. In the hospitals, 40% of the respondents said that their level of awareness on the health participation was low, 20% were moderately aware, and 27% were largely aware and 13% had a high level of awareness. From the administration category 41% of the respondents were moderately aware that Egerton University participated in health activities, 53% largely aware, and 6% had a high level of awareness. From the community based organizations, 25% of the respondents had a lower level of awareness; 50% were moderately aware and 13% were largely aware. Stakeholder category representing the schools benefited from services like vaccinations for children's, many respondents claimed that, the health services offered by Egerton University, University employees were given priority over the community. As a result, majority of the community members preferred to visit the Government hospitals located in the district. Very few went for the services at the University especially those who lived in the immediate environs. The results in Table 6 further show the responses on the level of awareness on education activities as participated by Egerton University in general. From the results, majority of the respondents in the public schools (58%), District environmental office (100%) and administration (53%) were largely aware that Egerton University have participated in educational activities. Contrary, majority of the respondents from the Hospital (40%) and Community Based Organization (38%) had a lower and moderate level of awareness on the University participation in the educational activities. The respondents believe it is mandatory for Universities to offer educational activities because it is one of its key function and also role model especially to public secondary schools in the division.

TABLE 6: DIFFERENT COMMUNITY STAKEHOLDERS LEVEL OF AWARENESS OF THE UNIVERSITY'S PARTICIPATION IN CSR ACTIVITIES

	Stakeholders	Not Aware(%)	Low level of awareness(%)	Moderately aware (%)	Largely aware(%)	High level of awareness (%)
Description on Environmental activities by Institution/Category	Public Schools	0	10	10	32	48
	DEO	0	0	0	100	0
	Hospital	0	0	27	33	40
	Local Area Administration	0	18	18	53	12
	CBO	0	25	25	0	50
Description on Education activities by Institution/Category	Public Schools	0	16	19	48	16
	DEO	0	0	0	100	0
	Hospital	0	40	20	27	13
	Local Area Administration	0	0	41	53	6
	CBO	0	25	50	13	13
Description on Health activities by Institution/Category	Public Schools	7	12	23	58	0
	DEO	0	0	0	100	0
	Hospital	7	40	20	33	0
	Local Area Administration	2	12	27	53	6
	CBO	25	25	38	12	0

AWARENESS OF CSR ACTIVITIES BY STAKEHOLDER CATEGORY

According to Table 7, on the category of public schools, Egerton university had put more effort in environmental conservation (mean rank 2.23) followed by education (mean rank 2.19) and lastly health (mean rank 1.58). The hospitals were of the same opinion that environment (mean rank 2.50) was more improved CSR activity undertaken by the University as compared with education (mean rank 1.82) and health (mean rank 1.68). On the other hand, CBOs, Local area administration and District Environmental office was of the same opinion that Egerton University impacted positively and equally on the environmental conservation, health and education CSR activities.

TABLE 7: MEAN RANKS ON THE LEVEL OF AWARENESS OF CSR ACTIVITIES BY STAKEHOLDER CATEGORY

Group	Environmental		Health		Education	
	Mean	Rank	Mean	Rank	Mean	Rank
Public schools	2.23	4	1.58	4	2.19	1
DEO	2.75	1	1.25	5	2.00	2
Hospitals	2.50	2	1.68	2	1.82	4
Local Area Administration	2.08	5	1.77	1	1.82	4
CBOs	2.43	3	1.64	3	1.93	5

Source: Field Data

The level of awareness on the CSR activities was further assessed among different categories/ groups representing the stakeholders as shown in Table 8. Respondents from the public schools and hospitals agree that, Egerton University impacted positively and differently on the environment, health and education activities (Table 8).

TABLE 8: FRIEDMAN TEST RESULTS ON THE STAKEHOLDERS' LEVEL OF AWARENESS ON CSR ACTIVITIES

	Public Schools	DEO	Hospital	Local Administration	CBO
N	39	2	11	13	7
χ^2	16.059	3.00	6.643	1.436	4.769
Df	2	2	2	2	2
Asymp. Sig	0.000	0.223	0.036	0.488	0.092

Source: Field Data

THE PERCEPTION OF DIFFERENT COMMUNITY STAKEHOLDERS ON EGERTON UNIVERSITY'S CSR ACTIVITIES

Table 9 shows the Chi-square test results on the perception of stakeholders on the different environmental activities as undertaken by the University. These environmental activities include protection of water catchment areas, environmental awareness campaign, tree planting, waste collection and disposal, efficient use of resources and recycling and re-use of resources. The results showed that the different environmental activities undertaken by Egerton University significantly and positively influenced the perception of different community stakeholders as indicated by the Chi square results $\chi^2 = 106.841$, $df = 5$, $p = 0.000$ respectively.

Furthermore, table 9 shows the Chi-square test results on the perception of different community stakeholders on education activities that contributed to the positive perception of the stakeholders on the University. These activities include building of schools (primary, secondary and expansion of the University), giving of bursary funds for needy learners, provision of library services, sponsoring of girl children to attend school and offering of educational opportunities for visiting learners.

Moreover, table 9 are the Chi-square test results on health activities which positively affected the perception of the stakeholders on the University. The university provides such health activities as access to its medical centre, HIV/AIDS awareness, family planning, community immunization, and response to emergencies prevention, subsequently, these were followed by community health and nutritional awareness campaigns and open and free medical clinics.

TABLE9: CHI-SQUARE TEST ON THE STAKEHOLDERS' PERCEPTION ON CSR ACTIVITIES UNDERTAKEN BY EGERTON UNIVERSITY

	N	Chi-Square	Df	Asymp.Sig.
Environment	72	106.841	5	0.000
Education	72	83.266	4	0.000
Health	72	62.186	6	0.000

Source: Field Data

THE EFFECT OF CSR ACTIVITIES ON THE UNIVERSITY'S PUBLIC IMAGE

Table 10 gives the results on the effect of CSR activities on the university's public image. 40.7% of the community stakeholders were aware of the existence of the University to a very large extent, 39% to a large extent, 12.7% to a moderate extent, 3.4% to a small extent while 4.2% of the community stakeholders were to no extent aware of the University. With regard to the preference of the University goods and services, 28.2% had a very large extent, 29.9% large extent, 14.5% moderate extent, 17.1% small extent while 10.3% of the community stakeholders gave no extent. Table 10, also shows that, 26.5% were to a very large extent, 36.8% large extent, 20.5% moderate extent, 8.5% small extent and 7.7% to no extent utilization of the university's goods and services.

With the results above, it is clear that the public image of the University is good. According to Elbeck and Buchanan, (1987) an image program stresses on public awareness, preference and utilization of the hospitals services. Further, Moore, (1981) says that image surveys are developed to measure the attitudes of people towards the organization, how well the stakeholders understand it, and what they like and dislike about it.

TABLE 10: DIFFERENT INDICATORS OF PUBLIC IMAGE

Activity	No Extent (%)	Small Extent (%)	Moderate Extent (%)	Large Extent (%)	Very Large Extent (%)	Total (Percentage) 100%
Existence of the University	4.2	3.4	12.7	39	40.7	100
Preference of the University goods and services	10.3	10.3	10.3	10.3	10.3	100
Utilization of the University' goods and services	7.7	7.7	7.7	7.7	7.7	100

Source: Field Data

Table 11 gives the degree of stakeholders satisfaction with the university other activities which reflect the public image University. On the University's teaching activities, 16.7% of the respondents were not satisfied at all with the teaching activities, 13.2% were somewhat satisfied, 18.2% were dissatisfied, 29.8% were quite satisfied and 21.9% were very satisfied. On the performance of the University, 11.7% were not satisfied at all with the same, 14.2% were somewhat satisfied, 24.2% were dissatisfied, 22.5% quite satisfied and 27.5% very satisfied. This is in line with a study conducted by Elbeck and Buchanan, (1987) who says that image is a perceptual measure of the public's satisfaction with the activities and performance of an organization.

TABLE 11: DEGREE OF STAKEHOLDRES SATISFACTION WITH OTHERUNIVERSITY CSR ACTIVITIES

Activity	Not at all satisfied (%)	Not at all satisfied (%)	Not at all satisfied (%)	Not at all satisfied (%)	Not at all satisfied (%)	Total (Percentage)
University Teaching activities	16.7	13.2	18.2	29.8	21.9	100
Perfomance of the University	11.7	14.2	24.2	22.5	27.5	100

Source: Field data

FINDINGS

The study revealed that Egerton's involvement in CSR activities has a positive effect on the institutions public image.

CONCLUSION

From the study the following conclusions were made:

- (i) Egerton University undertook CSR activities and it had a positive impact on its public image.
- (ii) The CSR activities were perceived positively by the stakeholders but they lacked information concerning these activities.

SCOPE FOR FURTHER RESEARCH

The researcher recommends further comprehensive research on CSR investment by firm both public and private sector in order to establish its importance in a firm's public image.

REFERENCES

1. Ali, M. A. A. (2003). Re-imagining Public Broadcasting through community. University of Califonia, Los Angeles, USA: Irvine.
2. Alshuwaikhat, H.M. and Abubakar, I. (2008). An integrated approach to achieving campus sustainability: Assessment of the current campus environmental management practices. *Journal on Cleaner Prod.*, 16: 1777-85.
3. Altman, M. (1999). The Methodology of Economics and the Survivor Principle Revisited and Revised: Some Welfare and Public Policy Implications of Modeling the Economic Agent. *Review of Social Economy* 57(4):427-449.
4. Baron, P. B. (2000). *Business and its Environment* (3rded.). Prentice Hall New Jersey, Upper saddle River.

5. Brady, M. (2005). Blogging Personal participation in public knowledge building. Newyork :Athoneum Books.
6. Burke, E. (1999). Enviromentalist and Corporate reputation management, Corporate Community Relations: Principal at Burke media group .Publisher Contract Magazine.
7. Carroll, A.B. (1999). Corporate Social Responsibility: *Evolution of a Definitional Constructin Business Society*, 38; 268, Sage Publications, pp. 268-295.
8. Chamberlain, N. (1973). *The Limits of Corporate Social Responsibility*. New York: Basic Books.
9. Cheit, E. F. (1964). Why Managers Cultivate Social Responsibility. *California Management Review*, 7: 3
10. Deegan, C. (2002). The legitimising effect of social and environmental disclosures-*A theoretical foundation*. *Account.Audit. Accountability J.*, 15(3): 282-311.
11. Dierkes, M. and Antal, A. B. (1986). Whither Corporate Social Reporting: *Is It Time to Legislate?* *California Management Review*, 28: 106-121.
12. Egerton University, (2004). *Strategic Plan, 2005 – 2015*: Egerton University Press
13. Elbeck, M. A and Buchanan, G.W (1987). Service quality sperceptions and patient satisfaction
14. Friedman, M. (1968). The Methodology of Positive Economics.*Reprinted Read. Philosophy Soc. Sci.*, New York: McMillan.
15. Friedman, M. (1970). Social Responsibility of Business is to Increase its Profits. *New York Times Mag.*. 13: 122-126.
16. Godfrey, P.(2005). The relationship between Corporate philanthropy and shareholders wealth:*A risk management review* 30(4), 777-798.
17. Haywood, J. (1994) Managing your reputation, London:McGraw Hill
18. Heald, M. (1970). The Social Responsibilities of Business: *Company and Community, 1900-1960*. Cleveland: Case Western Reserve University Press.Heinz Henry John. (2005) .Corporate Social Responsibility Report <http://www.heinz.com>
19. Jabbour, C., (2010). Greening of business schools: a systemic view.*International Journal Sustainability Higher Education.*, 11(1): 49-60.
20. Jones, Comfort and Hillier (2007). Relationship between Market orientation and Corporate Social Responsibility.United Nations. New York, N Y10017, USA.
21. Moore, B. (1981). The Influence of Perceived Service Qualityon Brand Image: Mental Health: Howard UniversitysCollege of Medicine
22. Myles, J .W and Schoening-Thiessen, M. L. (2003). The Drivers and performance of Corporate Environmental and Public Image: Macmillan Publishers: New York.
23. Ongkrutraksa (2007). The Drivers of Environmental Behaviour in Manufacturing SMEs. *The Implications for CSR. Journal of Business Ethics*.
24. Pollock, N., Horn, E., Costanza, R.,& Sayre, M., (2009). Envisioning helps promote sustainability in academia: *A case study at the University of Vermont. Int. J. Sustainability Higher Educ.*, 10(4): 343-353.
25. Porter, M. E. and Kramer, M. R., (2002). *The competitive advantage of corporate philanthropy*. Harvard Business Review, 80 (12), 56-68.
26. Steiner, G., Steiner,J., (1997). Business, Government and Society *A Managerial Perspective*. New York: McGraw-Hills.
27. Utting, P. (2005). Corporate responsibility and the movement of business. *Development in Practice*, 15, 3&4, 375-388.
28. Vogel, D. (1986). The Study of Social Issues in Management: A Critical Appraisal. *California Management Review*, 28: 142-151.
29. Williamson, D., Lynch-Wood, G., Ramsay, J., (2006). Drivers of Environmental Behaviour in Manufacturing SMEs. *The Implications for CSR Journal of Business Ethics*. 67(3): 317,330.
30. Wright, T., (2010).University presidents' conceptualizations of sustainability in higher education. *International Journal for Sustainability Higher Education*,11(1): 61-73.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce 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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

