

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., Google Scholar,

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 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

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

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	UNDERSTANDING SEASONALITY AND ITS IMPACT ON DEMAND FORECASTING: THE CASE OF INDIAN PAINT INDUSTRY <i>RAHUL GANDHI BURRA & DR. BHARAT MEGHE</i>	1
2.	AN EMPIRICAL INVESTIGATION IN THE ROLE OF MICRO-FINANCE INSTITUTIONS FOSTERING FINANCIAL INCLUSION FOR WOMEN IN HARYANA <i>RAVI DUTT & DR. R. K. SHARMA</i>	2
3.	DOMESTIC DEBT, EXTERNAL DEBT AND ECONOMIC GROWTH OF JORDAN <i>ALI MUSTAFA AL-QUDAH</i>	3
4.	EVIDENCE AGAINST EXISTENCE OF SIZE EFFECT IN THE INDIAN CONTEXT <i>DR. G. RAGHURAM</i>	4
5.	DETERMINANTS OF MOST INFLUENCING REFERENCE GROUP IN BUYING DECISION OF RURAL CONSUMER <i>SHWETA & DR. ATUL DHYANI</i>	5
6.	DECISION SUPPORT SYSTEM IN SUPPLY CHAIN NETWORKS: A CRITICAL REVIEW <i>ARTI KRISHNAWAT & DR. SHANKAR CHAUDHARY</i>	6
7.	CONSUMER AWARENESS AND FEEDBACK TOWARDS PURCHASE INTENTION OF CSR RELATED PRODUCTS USING SEM <i>R. MANIMALAR & DR. S. SUDHA</i>	7
8.	EFFECTS OF IRREGULAR SHIFT WORK ON THE MARITAL LIFE AND PARENTING DIFFICULTIES (A STRUCTURAL EQUATION MODELING) <i>FABIAN ANDREW JAMES & DR. S. SUDHA</i>	8
9.	MEASURING CORRELATION OF SELECTED DISTRICT CENTRAL CO-OPERATIVE BANK OF GUJARAT STATE <i>RAJESH R. DESAI & DR. CHETAN C. PATEL</i>	9
10.	INDIAN A STUDY ON ADVERTISING RECALLING ABILITY OF CHILDREN <i>D. RENUKA DEVI & DR. P. KANCHANA DEVI</i>	10
11.	RETAIL CUSTOMER EXPERIENCE: A RESEARCH AGENDA <i>DR. SHILPA BAGDARE</i>	11
12.	SUPPLY CHAIN MANAGEMENT IN THE GOVERNMENT SECTOR <i>DR. SOPNAMAYEE ACHARYA</i>	12
13.	ROLE OF LEADERSHIP STYLE ON ORGANIZATIONAL PERFORMANCE <i>DR. ASHA NAGENDRA & DR. SAFIA FAROOQUI</i>	13
14.	A STUDY ON EMPLOYEE RETENTION MEASURES AND ITS IMPACT ON EMPLOYEE MOTIVATION <i>DR. MAHESHA KEMPEGOWDA & PURUSHOTHAM.C.J</i>	14
15.	A STUDY ON JOB SATISFACTION AMONG UNDERGRADUATE FACULTIES WITH SPECIAL REFERENCE TO SELF FINANCED INSTITUTIONS, BANGALORE <i>USHA SHREE.V</i>	15
16.	AN EMPIRICAL ANALYSIS ON DEMOGRAPHIC TRANSITION AND SAVINGS IN INDONESIA <i>SARI LESTARI ZAINAL RIDHO, NURLINA TARMIZI, BAMBANG B. SOEBYAKTO & AZWARDI</i>	16
17.	METHODOLOGY OF AUDITING PROCESS: THE ALARM TO MALPRACTICES <i>KRISHNA A KAPADIA</i>	17
18.	GUEST SATISFACTION IN HOTELS OF KASHMIR: THE PERCEPTION OF FOREIGN TOURISTS <i>ANJUM ARA</i>	18
19.	ADVERTISING ETHICS AND SURROGATE ADVERTISING PRACTICES: AN EMPIRICAL STUDY <i>MONIKA BANGARI</i>	19
20.	IMPACT OF PROMOTIONAL MIX ELEMENTS ON TOURIST'S SATISFACTION: A CASE STUDY OF MUSSOORIE <i>MOHAMMAD SHOAIB KHAN</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

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 Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

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

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

Head, Department of I.T., 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

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

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

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

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

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

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

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered** and **fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self-explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

UNDERSTANDING SEASONALITY AND ITS IMPACT ON DEMAND FORECASTING: THE CASE OF INDIAN PAINT INDUSTRY

**RAHUL GANDHI BURRA
RESEARCH SCHOLAR
FACULTY OF COMMERCE
RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY
NAGPUR**

**DR. BHARAT MEGHE
DEAN
FACULTY OF COMMERCE
RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY
NAGPUR**

ABSTRACT

Demand forecasting is a preliminary and mandatory exercise for a company to strategically accomplish its planning and execution route map at all levels and business functions. Forecasting becomes easier if the industry and the organization are operational for a considerable amount of time as the historical data can be consumed to arrive at informed alternatives for decision making. One of these techniques that help us in making better forecast is time series with seasonality. Traditionally Indian paint industry has been driven by seasonality, which has been established by wide discussions and research. Off late, this trend is experiencing a paradigm shift which has been identified by industry bigwigs but the empirical evidence has not yet been established in the available literature both at industry and organizational level. So, the objective of this paper is to understand the seasonality pattern and latest demand trends in Indian paint industry, not only at industry level but also for each organized player in particular, thereby paving the way for data driven demand forecasting & management and aggregate planning. The time series with seasonality technique is being applied to understand the demand patterns in the Indian paint industry.

AN EMPIRICAL INVESTIGATION IN THE ROLE OF MICRO-FINANCE INSTITUTIONS FOSTERING FINANCIAL INCLUSION FOR WOMEN IN HARYANA

**RAVI DUTT
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT
BANASTHALI VIDYAPITH
BANASTHALI**

**DR. R. K. SHARMA
DEAN & PROFESSOR
BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH
NEW DELHI**

ABSTRACT

Microfinance started way back in the middle of 1800's when the theorist Lysander Spooner was writing over the benefits of small credits to entrepreneurs and farmers as a way of getting the people out of poverty. The paper attempts to analyse which factors strengthen women empowerment the most and which factors strengthen women empowerment the least. And to compare the effect of the various factors between women who have availed microfinance facility and women who are yet to avail microfinance facility. For the same 250 respondents at random 190 respondents have fully responded. The method of ordinary least squares (OLS) has been used to analyze the data. As mentioned earlier, the aim of this study is evaluate the impact of microcredit on women empowerment. The researcher has found that there is a positive effect on women empowerment with microfinance scheme.

DOMESTIC DEBT, EXTERNAL DEBT AND ECONOMIC GROWTH OF JORDAN

ALI MUSTAFA AL-QUDAH
ASSOCIATE PROFESSOR
DEPARTMENT OF FINANCE & BUSINESS ECONOMICS
FACULTY OF FINANCE & BUSINESS ADMINISTRATION
AL AL-BAYT UNIVERSITY
MAFRAQ-JORDAN

ABSTRACT

The present study explores the relationship between domestic debt, external debt and economic growth of Jordan measured by real gross domestic product by using quarterly time series data for the period (2004 Q₁ to 2014 Q₂). The study used unit root test, Cointegration test, causality test, VAR and VEC models, Impulse response function and variance decomposition function to examine the study hypotheses. The study found that external debt has a positive and significant impact on economic growth of Jordan, while domestic debt is mostly having a negative significant impact on economic growth. The Cointegration test shows that there is a long run relationship between economic growth and domestic and external debt. While the causality test shows that there is a unidirectional relationship running from external debt to economic growth, which means that external debt leads to economic growth.

EVIDENCE AGAINST EXISTENCE OF SIZE EFFECT IN THE INDIAN CONTEXT

DR. G. RAGHURAM
ASSOCIATE PROFESSOR
SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
SYMBIOSIS INTERNATIONAL UNIVERSITY
PUNE

ABSTRACT

This paper presents evidence against the size effect in the Indian context. The size effect is the phenomenon of small cap stocks generating higher returns than large cap stocks. The size effect can also be stated as the phenomenon of small cap stocks generating returns more than is predicted by their beta (beta of Capital Asset Pricing Model). The study considers the BSE SmallCap index to represent the small cap segment in India. The Jensen's alpha (Jensen, 1968) is found to be statistically insignificant for the BSE SmallCap index. This confirms that the BSE SmallCap index generates returns in conformity with that estimated by the CAPM and is an evidence against the size effect in the Indian context. The Jensen's alpha for the BSE MidCap index (a representative index of the midcap segment in India) is also computed to compare the results with that obtained for BSE SmallCap. The results are same as that for the BSE SmallCap, that is, the Jensen's alpha for the BSE MidCap index too is statistically insignificant. The betas of both these indices, that is, the BSE SmallCap and the BSE MidCap are statistically significant and greater than one implying that their systematic risk is greater than that of the market. And of the small cap and the midcap indices, the beta of the former is greater than that of the latter. The period of the study is April 2003 till March 2015.

DETERMINANTS OF MOST INFLUENCING REFERENCE GROUP IN BUYING DECISION OF RURAL CONSUMER

SHWETA
RESEARCH SCHOLAR
SCHOOL OF COMMERCE
HNB GARHWAL UNIVERSITY
SRINAGAR

DR. ATUL DHYANI
ASSOCIATE PROFESSOR
SCHOOL OF COMMERCE
HNB GARHWAL UNIVERSITY
SRINAGAR

ABSTRACT

The consumer purchase decision process refers to actions and mental conjecture done by consumers when empowered by the pre-requisite or aspiration of purchase. The consumer buying preferences are rapidly changing and moving towards high-end latest technology products with acculturation. Buying decision in general is a complex process and in case of rural consumers it becomes more complex hence, has to be treated distinctly. Since the reference group is the most important influencing factor in the buying decision of every individual, the present study is an attempt to determine the most influencing reference group in buying decision of rural consumer. The analysis of the study reveals that spouses is most influencing reference group with the highest mean value of 3.12 and have a significant relation with income, education and occupation.

DECISION SUPPORT SYSTEM IN SUPPLY CHAIN NETWORKS: A CRITICAL REVIEW

ARTI KRISHNAWAT
RESEARCH SCHOLAR
PACIFIC ACADEMY OF HIGHER EDUCATION & RESEARCH
UDAIPUR

DR. SHANKAR CHAUDHARY
ASSOCIATE PROFESSOR
PACIFIC INSTITUTE OF MANAGEMENT
PACIFIC ACADEMY OF HIGHER EDUCATION & RESEARCH
UDAIPUR

ABSTRACT

This article is a review of work published in various journals/books/conference proceedings/news on the topics of Decision Support System and Supply Chain Networks between June 2003 and March 2015. A total of 73 articles from 49 journals/books are reviewed. The article intends to serve three goals. First the article will help researchers in understanding various questions addressed, models proposed in the area of DSS and SCN with major emphasis on agriculture and food processing industry. Second, the article will be a useful resource for searching for research topics related to DSS in SCN of agriculture and food processing industry. Third, it will serve as a comprehensive bibliography of the articles published during the period. The literature is analyzed under 4 major themes and nine sub-themes.

CONSUMER AWARENESS AND FEEDBACK TOWARDS PURCHASE INTENTION OF CSR RELATED PRODUCTS USING SEM

R. MANIMALAR
RESEARCH SCHOLAR
VELS UNIVERSITY
CHENNAI

DR. S. SUDHA
ASSOCIATE PROFESSOR
VELS UNIVERSITY
CHENNAI

ABSTRACT

Purpose: Corporate Social Responsibility (CSR) has presumed a new meaning in today's competitive world. CSR has extended the boundaries of the firms into the society. This article investigates the consumer's awareness and feedback towards purchase intention of CSR related products using primary data. **Design:** This is done by testing the hypothesis using the Structured equation modeling (SEM). In this study CSR awareness, Consumer Feedback, Purchase intention, CSR benefit are the latent variables. In each latent variable there are three or four statements (observed variables) that measures the latent variable. In this study CSR awareness and Consumer feedbacks are the Exogenous latent variable. Purchase intention and CSR benefits are the Endogenous latent variables that are influenced by the model directly or indirectly. **Findings:** As a result of the research analysis, it has been observed that established model has acceptable fit indices. Positive consumer feedback, more awareness on CSR initiatives will lead to Ethical Purchase intention that would benefit the Society and the Organisation. There is a slight difference among male and female consumers with regard to CSR awareness. There is a huge difference among age groups with respect to CSR awareness. **Managerial Implications:** This research would be an insight for managers who facilitate and allocate resources as well as manpower for CSR initiatives. The general view is that the consumers are still not aware about the CSR initiatives taken by the organization. Managers need to identify different modes of communicating their CSR actions to the consumers and emphasis on the consequence that would occur if not done. **Original/value:** This paper examines the awareness and feedback of Consumers towards CSR initiatives that makes them purchase the products associated with CSR. This study also emphasis on the benefits of the CSR initiatives by the MNCs.

EFFECTS OF IRREGULAR SHIFT WORK ON THE MARITAL LIFE AND PARENTING DIFFICULTIES (A STRUCTURAL EQUATION MODELING)

FABIAN ANDREW JAMES
RESEARCH SCHOLAR
VELS UNIVERSITY
PALLAVARAM

DR. S. SUDHA
ASSOCIATE PROFESSOR
VELS UNIVERSITY
PALLAVARAM

ABSTRACT

Purpose: The researcher uses SEM modeling to find the relationship between Irregular shift work and the marital satisfaction as well as Parenting Difficulties. Simple Linear Regression and Pearson's correlation is used to justify that there is a significant relationship between Irregular shift work and the marital satisfaction as well as Parenting Difficulties. The workers from logistic Industry with children were the respondents. **Methodology:** Sample size of 297 was taken and the SEM modeling was run to find whether the model is fit. The model was found to be fit between the exogenous variable and the endogenous variable. Simple Linear Regression showcased that there is a strong relationship between Irregular shift work and the marital satisfaction as well as parenting difficulties. Pearson's correlation test was also done between the Irregular shift work and marital satisfaction as well as between Irregular shift work and Parenting Difficulties. **Findings:** The SEM was found to be fit. The simple linear regression and Pearson's correlation test found a strong relationship between Irregular shift work and marital satisfaction of the employees as well as the relationship between Irregular shift work and the Parenting Difficulties. These tests have also confirmed that the couples working in Irregular shift work suffer when it comes to fulfilling their marital obligations as well as the growth of their children. **Management Implications:** These days it is very important to understand the problems of employees working in Irregular shift work. Here the data was collected from logistics industry as it works round the clock. This paper would be an eye opener for the employers of logistics industry to know the problems of the employees who work in night or rotational shifts.

MEASURING CORRELATION OF SELECTED DISTRICT CENTRAL CO-OPERATIVE BANK OF GUJARAT STATE

RAJESH R. DESAI
ASST. PROFESSOR
AMBABA COMMERCE COLLEGE
SABARGAM

DR. CHETAN C. PATEL
ASST. PROFESSOR
AMBABA COMMERCE COLLEGE
SABARGAM

ABSTRACT

District Central Co-operative Banks have played vital role in making available short and long term financing in both rural and urban India, yet their performance in the last few decades has been questionable in terms of profitability and liquidity. Considering these facts, it becomes crucial to analyze the financial position of these banks as per current phenomenon. Out of total 372 District Central Co-operative Banks in India, 18 District Central Co-operative Banks have been operating under four divisions in Gujarat state. This paper tries to measure correlation between profitability and liquidity of the District Central Co-operative Banks of Gujarat state. Non-Parametric correlation model has been applied, based on Kendall's tau and Spearman's rho. Authors finally found that there is high degree of negative correlation between profitability and liquidity ratio of selected District Central Co-operative Banks. But, on the basis of Non parametric correlations Kendall's tau b found that there are high degrees of positive correlation between profitability and liquidity ratio of selected District Central Co-operative Banks, and Spearman's rho found that there is positive correlation between profitability and liquidity ratio of selected District Central Co-operative Banks.

INDIAN A STUDY ON ADVERTISING RECALLING ABILITY OF CHILDREN

D. RENUKA DEVI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
SANKARA COLLEGE OF SCIENCE & COMMERCE
COIMBATORE

DR. P. KANCHANA DEVI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
GOVERNMENT ARTS COLLEGE
COIMBATORE

ABSTRACT

This paper studies recalling ability of child that motivates children to recall advertisements. A quantitative approach was used to collect data from over 150 respondents. The respondents were selected on the basis of school students under the age of 3-10. The results reveals that advertisements are a very effective tool in motivating in recalling advertisements. This paper also examines slogan recall among elementary school children within the context of memory development. Results indicate that slogan recall is positively related to age and to media exposure. The study aims at focusing on the recall effectiveness of television advertisements of children in Coimbatore city. Over a decade, most of the advertisements are directed towards children and they directly/indirectly influence their buying behavior. Children usually do not make brand choices at the time of advertising exposure rather it is the Memory of the advertising messages that influence children. Recall importance stems from the fact that recall measures some aspect of this memory of the advertising. Advertisements provide more information about a product that can be set into memory if the child is familiar with the attention values used in the advertisement because this allows the child to generate any cue from memory to recall the advertisements. The results of this study reveal that TV advertisements attract the attention of the children and the recall effectiveness is significant.

RETAIL CUSTOMER EXPERIENCE: A RESEARCH AGENDA

DR. SHILPA BAGDARE
ASST. PROFESSOR
INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES
DEVI AHILYA UNIVERSITY
INDORE

ABSTRACT

New format retail stores are designing their retail spaces to provide a better experience to their customers. The purpose of this study is to understand retail customer experience and to propose issues for future research and practice. The paper reviews relevant studies, both empirical and conceptual, dealing with theories, processes, related variables and dimensions of customer experience and retail experience. The review clearly establishes the emergence and relevance of retail customer experience in an era of new age retailing to attract, delight and retain customers. It is primarily determined by the use of cognitive and emotional clues used in the retail environment, moderated by customer and contextual characteristics, resulting into a pleasurable experience leading to desirable retail performance. Review of literature suggests use of appropriate combination of cognitive and emotional clues in the retail for creating positive customer experience to improve retail performance. Based on a critical review of important studies, the present paper proposes important determinants and dimensions to understand and design retail experience. The study presents some relevant propositions, and research issues for retail customer experience.

SUPPLY CHAIN MANAGEMENT IN THE GOVERNMENT SECTOR

DR. SOPNAMAYEE ACHARYA
ASST. PROFESSOR
INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH
IPS ACADEMY
INDORE

ABSTRACT

The Supply Chain Management (SCM) is now not only a problem of integrated logistics (as a process) but also demands that the supply chain management (SCM) must look into the ramifications of these arrangements on the cost of transportation (including tariffs or duties) of products within a trade zone and outside it, besides, developing logistics strategies. The field has thus developed in the last few years for bridging the gap between demand and supply vis-à-vis efficiency and cost trade-offs. The SCM now not only involves the "management of logistic function", as was done in the past (to achieve internal efficiency of operations) but, includes the management and co-ordination of activities, upstream and downstream linkage(s) in the supply chain. The supply chain management, in particular include: Planning and Managing supply and demand; Warehouse Management; Optimal Inventory control; Transportation and Distribution, Delivery and customer's delight following the basic principles of supply chain management viz. working together; Enhancing revenue; Cost control; Assets utilization besides, customer's satisfaction. The last two decades has seen the rise of a few terms always used in conjunction with production, operational management and control. To name a few JIT (Just-In-Time); TQM (Total-Quality-Management); ZI (Zero-Inventory); ECR (Efficient Consumer Response); VMI (Vendor Managed Inventory). All these have now been integrated within the domain of Supply Chain Management Process. Though, the SCM have found the versatility of applications, more so in the private sector enterprises (business environment) for cost cutting and for having a competitive advantage. In the government set-up though the basic objective, is not maximization of profit, but the social-economic development of people. Even, if the objectives of these two mutually exclusive categories of enterprises are different, they share some features:

- Satisfying the end-consumer(s) by providing the right product, in right condition at the right time to fulfill the social obligation towards society.
- The optimum allocation of limited resources.

Thus, the SCM has many applications in the government environment too. The paper highlights some of the typical applications in the government sector of the SCM paradigm.

ROLE OF LEADERSHIP STYLE ON ORGANIZATIONAL PERFORMANCE

DR. ASHA NAGENDRA
PROFESSOR
SYMBIOSIS INTERNATIONAL UNIVERSITY
PUNE

DR. SAFIA FAROOQUI
ASST. PROFESSOR
SURYADATTA GROUP OF INSTITUTES
PUNE

ABSTRACT

Existence and survival of an organization and its progress requires a concept and measurement of performance as a measuring tool for the achievement of organizational performance. Organizational performance is a pointer of the level of accomplishment that can be achieved and emulate the success of the leadership, so that the performance of the organization reflects the dynamics of organizational life cycle. The study examines the role of leadership style on organizational performance in a selected Banks in Pune. Effective leadership behaviors can facilitate the improvement of performance when organizations face new challenges. Leadership refers to the behavior of a leader to collect and direct the individuals towards any objectives. Leadership is a communication process of leader and individuals. So the effectiveness of an organization depends upon the effective leader and effective leader is that person who has an effective leadership style. Leadership is a very important factor for any organization or group. The present study attempts to investigate the most preferred leadership behaviors among the transformational and democratic leadership styles and its impact on Employees' and organizational performance in bank of Pune. Findings show that there is a correlation between leadership style and organizational performance. The study concludes that transformational and democratic leadership style should be employed by the Banks' management in order to grow stronger in a global competitive environment.

A STUDY ON EMPLOYEE RETENTION MEASURES AND ITS IMPACT ON EMPLOYEE MOTIVATION

DR. MAHESHA KEMPEGOWDA
ASST. PROFESSOR
DEPARTMENT OF M.B.A.
BANGALORE INSTITUTE OF TECHNOLOGY
BANGALORE

PURUSHOTHAM.C.J
ASST. PROFESSOR & RESEARCH SCHOLAR
DEPARTMENT OF M.B.A.
VISVESVARAYA TECHNOLOGICAL UNIVERSITY
MUDDENAHALLI

ABSTRACT

Purpose- The purpose of this paper is to identify the factors that effects worker motivation and investigate the affiliation between organizational efficiency and employee drive. **Approach-** A model was designed based on the literature, linking factors of member motivation with employee motivation and organizational efficiency. **Findings-** The literature and various studies concluded that factors: enablement and acknowledgment have optimistic effect on employee motivation. More the enablement and recognition of employees in an organization is improved, more will their motivation to work will enhance. Also there exists a positive relationship between employee motivation and organizational effectiveness. The more the employees are motive to tasks achievement higher will the organizational performance and success. **Future Effects-** The work focuses on the repetition and compliance of the two central factors, Motivation and employee retention for improving employee inspiration which leads to organizational effectiveness. The organizations should design their rules, policies and organizational structures that give space to the employee to work well and gain them on their tasks self-actualization and achievements.

A STUDY ON JOB SATISFACTION AMONG UNDERGRADUATE FACULTIES WITH SPECIAL REFERENCE TO SELF FINANCED INSTITUTIONS, BANGALORE

USHA SHREE.V
JUNIOR ASSISTANT PROFESSOR
NEW HORIZON COLLEGE
KASTURINAGAR, BANGALORE

ABSTRACT

This research work has been done to measure the job satisfaction level of employees with special reference to Self-financed institutions, Bangalore. Today to sustain in such a competitive market it's very important to retain good employees, who contribute towards the attainment of Organizational goal and customer satisfaction as well. Job satisfaction implies doing a job one enjoys, doing it well and being rewarded for their efforts. Job satisfaction further implies enthusiasm and happiness with work. This study focused on three factors namely Behavioral, organizational and environmental factors. The report focused on all of these factors and attempted to find the relation between these factors and employee job satisfaction. It was found that all the three factors have a positive impact on job satisfaction. The study concluded that organizational factors are the most important aspect for job satisfaction of the employees in a company i.e. if the employees are treated equally, fairly and properly supervised, their level of satisfaction can be increased towards their job. It was also found that a few important factors such as welfare measures, role clarity, freedom of decision making and recognition at work that normally contributes to the job satisfaction, didn't have much influence. The innovativeness and creativeness of employees also took a back seat as far as satisfaction level was concerned.

AN EMPIRICAL ANALYSIS ON DEMOGRAPHIC TRANSITION AND SAVINGS IN INDONESIA

SARI LESTARI ZAINAL RIDHO

LECTURER

DEPARTMENT OF BUSINESS ADMINISTRATION

SRIWIJAYA STATE POLYTECHNIC

PALEMBANG

NURLINA TARMIZI

LECTURER

FACULTY OF ECONOMICS

SRIWIJAYA UNIVERSITY

PALEMBANG

BAMBANG B. SOEBYAKTO

LECTURER

FACULTY OF ECONOMICS

SRIWIJAYA UNIVERSITY

PALEMBANG

AZWARDI

LECTURER

FACULTY OF ECONOMICS

SRIWIJAYA UNIVERSITY

PALEMBANG

ABSTRACT

The influence of demographic variables to the economic variable shows positive, negative, or neutral results. This study aims to demonstrate empirically the influence of demographic variables which were measured by the demographic transition as measured by the crude birth rate and the ratio of productivity and life expectancy to the economic variables measured by savings. Using the data for the period 1985-2014 and the technique of ordinary least squares analysis, this study supports the theory that demographic variables do not affect either positively or negatively or neutral to the economic variables.

METHODOLOGY OF AUDITING PROCESS: THE ALARM TO MALPRACTICES

KRISHNA A KAPADIA
LECTURER
NARMADA COLLEGE OF MANAGEMENT
ZADESHWAR

ABSTRACT

The present study finds that the real process of audit is to warn, alarm the concerned sectors and further to strengthen financial morality, social accountability, honesty and legitimate profit making economic activity and relevant financial transactions and thereby to safeguard the interest of the owners as well as the customers. Now it is high time to have this sort of audit commission to run the academic and training institutes of national level in different parts of India to train up the talented and qualified youth to be the genuine auditor in the true sense of the term. This is what my humble suggestion to herald a financial revolution in this country which can make this country once again true cultured, true 'Aryavad' and true 'Jagat Guru' to lead the entire world and humanity. Only the institute of Chartered Accountants and its modus operandi with which it is working and provide so called Chartered Accountants is nothing but an impotent activity and academic hallucination. This is very urgently needed to be close down and replaced by the competent commission which can only vacant the entire systems of auditing process and the class of auditors. If multifaceted corruption from our country is to be rooted out merciless and major operation as such is to be constitutionally conducted, executed and effectively operated without wasting anytime in visionless indecisiveness.

GUEST SATISFACTION IN HOTELS OF KASHMIR: THE PERCEPTION OF FOREIGN TOURISTS

ANJUM ARA
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS & FINANCIAL STUDIES
UNIVERSITY OF KASHMIR
SRINAGAR

ABSTRACT

Customer satisfaction is an important measurement that has to be taken on a regularly basis in every tourism facility in the country. Customer satisfaction is exceedingly personal estimation that is deeply influenced by the customer expectations regarding the services. The most dynamic verb in the lexis of customer satisfaction is 'to improve'. Hence the hotel industry like other industries is realizing the significance of customer centered philosophies with the overall goal in terms of customer satisfaction is to stay as close to their customers as possible. 10 point likert scales was worn to gauge the responses. Based on data gathered, with the help of a self-developed and statistically-tested research instrument, from one hundred forty-eight (148) respondents representing seventy-six hotels (76) showed that an improvement in empathy and reliability dimension are needed to augment the over-all guest satisfaction in hotels.

ADVERTISING ETHICS AND SURROGATE ADVERTISING PRACTICES: AN EMPIRICAL STUDY

MONIKA BANGARI
RESEARCH SCHOLAR
UTTARANCHAL UNIVERSITY
ARCADIA GRANT

ABSTRACT

Advertising increases awareness about products as well as also enhances the choices for taking rational decisions for consumers. It leads to all sorts of healthy and unhealthy practices by distributors and marketers. Marketers use surrogate advertisements and brand extensions for propagating the banned products like alcohol and tobacco. Ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. The survey was conducted to gauge the extent of damage done through surrogate advertising. The study helps in exploring the minds of consumers, their attitudes about this kind of advertising and their response to it. Hence with this inspection the required data was collected from 82 respondents using a questionnaire method undergoing a judgmental sampling. To test the objectivity of the data collected Karl Pearson's Chi Squared test was used to arrive at possible suggestions required for the study. The collected data were analyzed using Statistical Package for Social Sciences Research (SPSS). It has been observed that the consumers those are highly educated are aware with the concept and pros and cons of surrogate advertisements. Hence there is a strong association between the education and awareness of the impact of surrogate ads. Almost the respondents think that the surrogate ads are unethical.

IMPACT OF PROMOTIONAL MIX ELEMENTS ON TOURIST'S SATISFACTION: A CASE STUDY OF MUSSOORIE

**MOHAMMAD SHOAIB KHAN
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
ALIGARH**

ABSTRACT

The main objective of the study is to investigate the impact of the different promotional mix elements on the satisfaction of the tourist visited the Mussoorie hill station of Dehradun district in Uttarakhand State. Mussoorie, queen of hills, is one of the major summer tourist's destination of India. The data was collected by using a survey questionnaire which was distributed among 200 respondents at the main exit points of the Mussoorie hill station. Data has been analyzed by using Statistical Package for Social Research-17 by using descriptive statistics and simple linear regression technique. The findings of the study reflected that apart from the direct marketing, the other elements of promotional mix, i.e. advertising, sales promotion and publicity were having significant impact on tourist's satisfaction and were responsible in creating awareness in the potential tourists. Also it was found that certain satisfaction attributes were not up to the mark so some recommendations have been given.

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

