

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & 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 Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

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 3770 Cities in 175 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.	MAHATMA GANDHI NREGS: TOWARDS EMBRACING FINANCIAL INCLUSION <i>V.AMBILIKUMAR, M.S.RAJU, MATHEW SEBASTIAN & ANUSREE H.</i>	1
2.	PROBLEMS AND PROSPECTS OF FRUIT PROCESSING INDUSTRY: A STUDY WITH REFERENCE TO CHITTOOR DISTRICT OF ANDHRA PRADESH <i>G. SURESH BABU & MAMILLA.RAJASEKHAR</i>	5
3.	ORGANIZATION JUSTICE TOWARDS COUNTERPRODUCTIVE WORK BEHAVIOR IN BANKING SECTOR <i>PIAR CHAND & PAWAN KUMAR CHAND</i>	10
4.	COLLEGE STUDENTS ATTITUDE TOWARDS GREEN PRODUCTS IN TIRUNELVELI CITY <i>DR. S. RAJAMOHAN & D. JOEL JEBADURAI</i>	19
5.	COMPARATIVE PERFORMANCE EVALUATION OF SELECTED AUTOMOBILE COMPANIES IN INDIA USING EVA AND MVA MEASURES <i>DR. KULDEEP KUMAR</i>	25
6.	MUTUAL FUND PERFORMANCE: AN EMPIRICAL INVESTIGATION OF SELECTED EQUITY DIVERSIFIED SCHEMES IN INDIA <i>AKSHATHA SUVARNA & DR. ISHWARA P.</i>	30
7.	COMPOSITIONAL CHANGES IN IRANIAN TRADE BASKET OF LIVESTOCK SECTOR <i>MASSOUMEH N. ZADEH, BITAN MONDAL, RAKA SAXENA & SMITA SIROHI</i>	37
8.	CUSTOMERS' SATISFACTION REGARDING LIQUIDITY IN MUTUAL FUND: A STUDY <i>DR. SANJEET KUMAR & VIVEK JANGID</i>	43
9.	LIFE OF AND CHALLENGES FACED BY AFRICAN STUDENTS IN TAMIL NADU, INDIA: A QUALITATIVE STUDY <i>DR. G. YOGANANDAN</i>	47
10.	UNORGANIZED INFORMAL SECTOR AND FEMALE LABOUR IN REFERENCE TO CITIES OF UTTAR PRADESH <i>DR. VANDANA MITTAL</i>	50
11.	WAGNER'S LAW IN INDIA: AN EMPIRICAL ANALYSIS <i>AMITA</i>	54
12.	A STUDY ON MONOPOLY PROCUREMENT SYSTEM OF PADDY IN TIRUVARUR DISTRICT, TAMIL NADU <i>DR. C. PRAKASH</i>	60
13.	A STUDY OF CSR IN INDIA <i>KOMAL CHAUDHARY</i>	63
14.	ASSESSMENT OF SMALL SCALE FISHERS' LIVELIHOOD STATUS IN THE BATTICALOA DISTRICT OF SRI LANKA <i>SARAVANAMUTTHU JEYARAJAH & SELVARATHNAM SANTHIRASEGARAM</i>	66
15.	CRITICAL SUCCESS FACTORS FOR INNOVATION: AN EMPIRICAL ANALYSIS ON TEA INDUSTRY IN SRI LANKA <i>K.M.V. SACHITRA & DR. P.J. KUMARASINGHE</i>	69
16.	FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN DEVELOPING COUNTRY <i>MACAULAY ONOVUGHAKPO AUGUSTINE & KASIMU ABUDU</i>	75
17.	PROSPECTS OF ECOTOURISM IN BIHAR <i>VAIBHAV KUMAR CHAUHAN</i>	82
18.	PROMOTING FINANCIAL INCLUSION IN RURAL AREAS THROUGH CO-OPERATIVE BANKS: WITH SPECIAL REFERENCE TO DCCB, PADERU AGENCY <i>S. KANAKA DURGA DEVI</i>	85
19.	ECONOMIC IMPACT OF TOURISM ON RESIDENTS OF JAMMU AND KASHMIR STATE <i>SUTINDER SINGH</i>	89
20.	A CONCEPTUAL PAPER ON CROWDFUNDING WITH REFERENCE TO ENTREPRENEURS AND INVESTORS IN INDIA <i>DARSHANA THAKER</i>	91
	REQUEST FOR FEEDBACK & DISCLAIMER	94

CHIEF PATRON

PROF. K. K. AGGARWAL

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVET

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. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

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

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

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

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

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

DEAR SIR/MADAM

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

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

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

NAME OF CORRESPONDING AUTHOR:

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

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

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

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

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

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

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

ONLINE RESOURCES

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

WEBSITES

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

CRITICAL SUCCESS FACTORS FOR INNOVATION: AN EMPIRICAL ANALYSIS ON TEA INDUSTRY IN SRI LANKA

K.M.V. SACHITRA

LECTURER

DEPARTMENT OF COMMERCE

FACULTY OF MANAGEMENT STUDIES & COMMERCE

UNIVERSITY OF SRI JAYEWARDENEPURA

NUGEGODA

DR. P.J. KUMARASINGHE

SR. LECTURER

DEPARTMENT OF BUSINESS ECONOMIC

FACULTY OF MANAGEMENT STUDIES & COMMERCE

UNIVERSITY OF SRI JAYEWARDENEPURA

NUGEGODA

ABSTRACT

The main purpose of this study is to determine the factors which significantly influence innovativeness of tea manufacturing and exporting firms in Sri Lanka. The research model is totally based on the knowledge obtained from literature and it consists with main three factors, corporate culture, working environment and networking. In order to test the model, primary data were collected through e-mail from the CEO/Owner of tea manufacturing and tea exporting firm using a structured questionnaire. Discriminant analysis and cross-tabulation analysis were performed to determine the significant difference between means of responses from more or less innovative companies. Findings of the study revealed that the drivers of innovation in tea manufacturing and exporting firms are corporate culture, working environment and networking. The main barriers for innovation of both more and less innovative companies are financial constraint and qualified human resources.

KEYWORDS

Innovation, Tea Industry, Discriminant Analysis.

1. INTRODUCTION

1.1 TEA INDUSTRY

Among the export composition, tea, as the highest net foreign earning sector, provides significant contribution to the country's economy. It is the third largest agricultural industry and second largest exporter in Sri Lanka. Sri Lanka tea industry celebrates 146 years of commercial history in 2013. As the highest net foreign exchange generator, tea is considered to be the most important agri-business in the country. It also accounts nearly 10 percent contribution to national output, nearly 15 percent contribution on export earnings and generates more than 10 percent employment opportunities directly and indirectly (nearly 2 million employed) (SL Tea Board, 2014). Sri Lanka is one of the leading tea exporting country in the world. Since the global tea market is very competitive, the tea industry in Sri Lanka has not performed well in the global market, especially concerning about the global market share, compared to other tea exporting countries like; Kenya, China and India. During the last decade, the country's relative position in terms of export market share shows a considerable decline (Table: 1.1).

TABLE 1.1: MARKET SHARE OF THE MAJOR TEA EXPORTING COUNTRIES

Country	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sri Lanka	25.7	22.5	21.6	22.1	20.9	22.6	22.9	21.6	20.4	20.3	20.0	19.1
Kenya	5.6	16.1	13.7	15.6	15.8	15.5	16.9	16.4	18.2	18.5	18.9	19.7
China	13.1	12.3	12.9	13.3	13.1	13.4	12.4	12.9	12.3	14.4	16.5	17.2
India	12.8	10.5	11.3	10.6	9.9	9.6	10.2	10.2	10.9	12.9	12.9	12.8

Source: International Trade Centre (2014)

A major issue for tea industry in this position and particularly for those in existence for some years is how to survive by maintaining or increasing market share. Since 2002, the tea industry was reported to have experienced a slow space of market share, thus in order to survive and maintain its competitiveness, innovation is fundamental. Innovation is considered as a fundamental component of business success. According to several specialists, innovation is now unavoidable for companies which want to develop and maintain a competitive advantage and sustain it (Bigliardi and Dormio, 2009).

Schumpeter (1947) stated that the differences and connections among invention, innovation and competition. Innovation strengthens competitiveness of companies and competition derives companies to be more innovative. As we know, tea is the most competitive product in the beverage industry. Sri Lanka tea faces enormous competition from countries like; Kenya, India, Vietnam and China. When competition is high, companies need to more concern on innovative strategy for their product, process and market. Tea industry is generally viewed as a mature, slow-changing and relatively low technology industry. However, it is clear that tea industry regards innovation as essential.

1.2 OBJECTIVE OF THE STUDY

It is clear from trade statistics that Sri Lankan tea industry is struggling with competitive position in tea export market. More competition derives companies to be more innovative. So, this reality derives to study how far companies, which engage in tea industry, are innovated in terms of product, process and market. In addition to that, it needs to identify the determinants of innovativeness in tea industry of Sri Lanka. Then, the main objective of this study is to identify the drivers of innovation of tea industry in Sri Lanka.

The paper outlines literature review on innovation and factors contributing to successful innovation, discussion of methodology and presentation of findings. Conclusion and discussion are drawn based on the analyses of results.

2. LITERATURE REVIEW

2.1 INNOVATION

A critical issue facing companies today is how to create and maintain a sustainable competitive advantage within a turbulent and complex business environment. Innovation is unavoidable for companies which want to develop and maintain a competitive advantage (Stock *et al.*, 2002). The term 'innovation' was used for

the first time by Schumpeter at the beginning of the 20th century (Hana, 2013, p.83). Schumpeter defined innovation as product, process and organizational changes that do not necessarily originate from new scientific discoveries. In other words, it is the creation of new combination.

As Kuczarski (1996, p.7) stated, "Innovation cannot touch, smell, hear, see or taste, but [we] can sense, think and feel innovation. Innovation is best described as a pervasive attitude that allows business to see beyond the present and create a future vision". According to that definition innovation is the single best way to leapfrog competition, move ahead of the industry peak and most important, create new ways to bolster profit margins and fuel future earning streams. According to Bigliardi and Dormio (2009), innovation is defined as the successful introduction of something new and useful.

Innovation has experienced a remarkable change in recent years (Ongonga and Ochieng, 2013). There are five dimensions of innovation namely; producing new products, introducing new production methods and new process, exploiting new market, developing new raw materials and introducing/redesigning new organization. On the other hand, the significance of the spillovers of knowledge from external sources has been increasingly recognized in the process of innovation

As Bigliardi and Dormio (2009) mentioned, innovation has been studied in a variety of context, including in relation to technology, commerce, social system and economic development. Innovation may arise from a combination of already existing technology and its application in a new existing technology and its application in a new context (Hana, 2013). Based on this definition, innovation is not a pure application of new technology. Any slight improvement in product, process, and organizational changes may be considered as innovation. Johannessen *et al* (2001) also divided innovation into six categories such as; new product, new service, new production method, new market, new source of supply and new ways of organizing.

Based on the above definitions, innovation can be defined as an ongoing process of developing, improving, and exploring new product, process and market. Operation definition of innovation is developing new product or process or improving existing product or process.

2.2 DETERMINANTS OF INNOVATION

It literature, various classifications of innovation have been developed. As Bigliardi and Dormio (2009) mentioned, there are four domains of innovation namely; product innovation, process innovation, organizational innovation, and market innovation. Product innovation is any good, service or idea that is perceived by someone as new. Shepherd and Ahmed (2000) defined product innovation as the art of designing something that a customer desires which can be produced to a standard and price acceptable to both customer and supplier alike in as short a period of time as possible. Process innovation is the adaptation of existing product line as well as the installation of an entirely new infrastructure and the implementation of new technologies. Organizational innovation is changing marketing, purchase, sales, administration, management and staff policy. The exploitation of new territorial markets and the penetration of new market segments within existing markets are known as market innovation.

There are several factors affecting to innovative strategy in the firms. As Dodgson and Rothwell (1991) identified, promoting a corporate culture, creating structure reflecting in the effective use of systems, analyzing competitors, and developing cooperation and partnership were success factors for innovative strategy. Birchall *et al.*, (1996) emphasized that lack of bureaucracy, efficiency, informal communication, flexibility, close working relationships with customers, analysis of competitors, and supervisory and reward system support to be most relevant to innovation.

According to Romijin and Albaladejo (2002) educational background and work experience of management, qualification of workforce, research and development and training were internal factors affecting innovativeness of companies.

Avermaete *et al.*, (2003) carried out a study to identify the patterns of innovative activities and determinants of innovation in food firms in Belgian. The study included five indicators of innovation; product innovation, process innovation, certification of Hazard Analysis and Critical Control Point (HACCP), ISO 9000 certificates and participated in the organic food chain. Findings of the study revealed that innovation depended on the age of the company, company size and regional economic performance. In addition to that, the analyses show that product innovation typically accounted for a significant percentage of the firm's turnover. In other words, innovations are profitable.

Blumentritt (2004) mentioned that, fostering a creative environment, the right leadership, listen to new ideas, top management play multiple roles, and the right organizational system were also important to have successful innovation. Koellinger (2008) revealed that the education background of the business owners is an important factor explaining innovation in organization. Laforet and Tann (2006) suggested that, culture, process, leadership (CEOs'/owners' commitment to innovation) and company strategic orientation were the factors contribute to innovative management in small manufacturing firms. They indicated that there was a correlation between corporate culture and process innovation. In addition to culture, process and commitment, firm's size, age and flatter hierarchies were found to have effects on company innovativeness. In this study, customer dependency, lack knowledge and skills, training, networking and lack of financial resources were identified as main barriers for innovation.

Bigliardi and Dormio (2009) carried out an investigation to identify technological innovation determinants in food machinery industry in Italy. Results of the study revealed that collaboration with universities and research centres are important factors for innovation.

Hana (2013) also highlighted that people generate ideas that might help an organization gain a competitive advantage at least for a certain period of time. Therefore, innovation capability of an organization depends on its intellectual/knowledge assets and its ability to employ these assets. Outcomes of the study indicated that successful innovations are never a one-off event, but a result of a long-term process in which the human factor plays an important role. Innovation can only turn out to be successful if they are supported by top management and if an innovative creative team is composed of knowledge employees. The study finally concluded the without the right people with knowledge and experience, it is impossible to achieve the required level of innovations. Employee development through inside and outside training also play important role on innovation.

To determine which factors significantly influence innovativeness of companies Gungor and Gozlu (2012) examined internal and external determinants of innovation for Turkish companies. The results indicated that research and development activities, licensed technology usage, formal training programmes and experience of managers were significant internal determinants of innovation, international relation is a external factor for company's innovative strategy.

Negassi and Hung (2014) examined the determinants of innovation output in manufacturing industries in public and civil sector. In this study, researchers used mid/long-term models of competition, which are based on the production capabilities, choice of product line, research and development and the innovation of the firms. Several variables were used such as; market share, profits, capacity to self-finance, advertising expenditure, and number of granted patents. Based on the results of the study indicated that public sector competition index is not correlated with innovation. The main objectives of innovation of public sector firms are to improve product quality and extend product line. In contrast, civil sector's competition index is positively and strongly correlated with innovation. In addition to that, large firms in civil sector are more likely to introduce an innovation, mainly product and process innovation. In fact, civil sector seeks to explore new market and market drives innovation output.

There are many factors identified in previous which influence innovativeness of companies (Gungor and Gozlu, 2012). However, the results of these studies are still contradiction and drive opportunities for researchers to examine more in this area. The determinants of innovation can be differed with respect to the nation and industry. All the factors identified by the previous studies are included into promoting an innovative culture. The present study concerned product, process and market as a combination to identify the company's innovation.

2.3 INNOVATION AND TEA INDUSTRY

Literature also identified that innovation is vital factor for tea industry. The main objectives of Ongonga and Ochieng (2013) were to identify innovative strategies adopted and determine the effect of innovation on performance of tea firms in Kenya. The study sought to establish the relationship between innovation and organizational performance in tea industry. The study revealed that outputs of innovation are increased revenue and minimized labour cost. In the tea industry, these outputs can be achieved through application of innovations into various inputs in the companies. The innovative inputs in the tea companies include new technology of harvesting tea, highly skilled manpower, and new production techniques. During the last two years, the applications of harvesting machines and farming system have been outstanding developments in tea sector in Kenya. These strategies adopted resulted into increased revenue, high productivity levels and reduced costs.

Ethugala (2011) studied the determinants of business excellence of tea industry on Sri Lanka. The study concluded that relationships within the governance of the tea sector have had a significant impact on industry's income due to lack of coordination and cooperation in team efforts. Poor management relationships

led to resulting poor productivity. Tea sector operates as a combination of several partners; public, private and civil sector. Interrelations among these sectors ultimately affect the response on public and the team effort to change of workforce composition.

Herath and De Silva (2011) studied the most prominent strategies adopted by the firms to gain competitive advantage in value added tea industry. The study conducted was based on case studies of nine tea companies. Data was gathered through interviews conducted with the CEOs of the companies. Respondents discussed different strategies adopted by their firms to win the competitive advantage. The study revealed a variety of marketing and innovation strategies adopted by the firms. The results of the study indicated that brand building, niche marketing, product differentiation, cost leadership and customer focus were the most important strategies to gain competitive advantage in tea industry. Researchers also highlighted that firm's capabilities and innovations found vital for the value added tea export firms to achieve business success as well as to make substantial contribution to the Sri Lankan economy.

According to Herath and De Silva (2011), innovation is fundamental in gaining competitive advantage, combining the innovative efforts with appropriate strategy is found as vital for winning the competitive markets. Then it is more vital to identify how far tea companies are innovated and what factors influencing firms to being more innovated.

3. METHODOLOGY

3.1 CONCEPTUAL MODEL

The conceptual model in this study is build upon knowledge adopted from literature. The proposed model consisted with three factors as possible determinants of innovation; corporate culture, working environment and network. Each factor included more than four variables. All factors investigated in this study are listed in table 3.1 and it includes the factors, related variables and scales.

TABLE 3.1: FACTORS AND RELATED VARIABLE

Factor	Related Variable	Scale
Corporate culture	CEO/Owner involves in new product development CEO/Owner involves in developing new process CEO/Owner involves in exploring new market	1- Yes 2- No
Working environment	New product development team Regular discussion Market study In-house training provide to employees Outside training provide to employees	1- Yes 2- No
Networking	Information sources Membership Collaborative training programmes Associate with research institutes	1- Yes 2- No
Innovation	Number of new product ideas generated Number of new product(s) launched Number of product improvements discussed Number of product improvement completed Number of innovation prizes won Investment in new machine equipments Upgrade production system Investment in R & D Exploring new markets (local and Foreign)	Number Number Number Number Number 1- Yes 2- No

Source: Laforet and Tann (2006), Bigliardi and Dormio (2009), and Gungor and Gozlu (2012)

Twelve indicators derived from the literature were used as measurement techniques of company's innovativeness. Each indicator allocated a specific score. As Laforet and Tann (2006) undertook, top 20 percent companies which scored high on the 12 criteria, were compared with the bottom 80 percent companies which scored low on the same criteria. Top 20 percent companies were referred as 'most innovative companies' and bottom 80 percent referred as 'less innovative companies'. However, in this study, the companies which scored high on the innovation measurement criteria were categorized as 'more innovative' companies, the latter as 'less innovative' companies.

3.2 DATA COLLECTION AND ANALYSIS

Quantitative research approach was employed to conduct this study. Population of the study consisted with individual companies operating in tea industry in Sri Lanka. In here, companies were mainly concerned on tea manufacturing and tea exporting. An overall population of 392 companies was obtained from Export Development Board of Sri Lanka and Sri Lanka Tea Board. There are 156 companies who are exporting tea and 236 companies engage with tea manufacturing. Sample of the study consisted with 150 companies, 50 companies from tea exporting firms and 100 from tea manufacturing firms. Simple random sample technique was employed to select sample from the target population. CEO/Owner who is identified as being responsible of innovation was taken as sample unit of the study.

Primary data was collected using structured questionnaire through e-mail survey. The questionnaire consisted of three parts. The first part referred to collect demographic factors of the company. The second aimed at investigating the characteristics of the innovative activity carried out by the company. CEOs/owners were asked questions on company's new product development, process innovation, culture as well as networking. Finally, part three concerned the factors affecting innovation of the company.

Quantitative data analysis was aided by statistical package for social science (SPSS version 17). T-test was executed to determine whether any significant differences exist between more or less innovative companies' responses on independent variables. Discriminant analysis is used primarily to identify which factors differentiated the more or less innovative firms. In order to describe the data in terms of frequencies, cross-tabulation analysis was utilized.

4. FINDINGS

4.1 SAMPLE CHARACTERISTICS

Of the 150 questionnaires e-mailed, a total of 48 were responded giving a response rate of 32 percent. Nineteen responses derived from tea manufacturers. Thirteen and sixteen replies received from tea exporters and tea manufacture and exporter respectively. Based on innovation measurement criteria scores, there are twenty two companies categorized as less innovative companies and twenty six are categorized as more innovative companies. It is vital to identify which category is more innovative than others. Cross-tabulation analysis (Table 4.1) revealed that companies which engaging both tea manufacturing and exporting are more innovative than other two categories. Tea manufacturing companies recorded less innovativeness among the given categories.

TABLE 4.1: COMPANY* LESS OR MORE INNOVATIVE CROSS-TABULATION

		Less or More Innovative		Total
		Less Innovative	More Innovative	
Company	Tea Manufacturer	13	6	19
	Tea Exporter	6	7	13
	Tea manufacturer and exporter	3	13	16
Total		22	26	48

It is also noted that innovation in tea manufacturers was based more around upgrading the production system where as tea exporters concerned on developing new product innovation.

There are fifty two percent of companies which have less than 25 years of experience and remain have more than twenty five years of experience. Considering the number of executive employees, sixty six percent of companies record less than thirty executive employees and thirty four percent of responded companies have more than 30 executive employees. On the other hand, forty four percent of companies employed less than fifty non-executive employees and remains have more than fifty non-executive employees.

E-mail survey was conducted among chief executives (CEOs)/owners of the randomly selected companies. Most of the responses education background is in sales/marketing background (forty five percent) and second level goes to engineering background (thirty two percent).

4.2 CROSS-TABULATION ANALYSIS

Cross-tabulation analysis was used to describe the data in terms of frequencies and it helps to identify the significant difference exist between more or less innovative companies' responses. Table 4.2 illustrates the results of cross-tabulation analysis.

TABLE 4.2: CROSS-TABULATION ANALYSIS

Criterion	Percentage of Company		Sig.
	Less Innovative	More Innovative	
Corporate Culture			
CEO/Owner has a dream to introduce new product	34	66	0.010
CEO/Owner has a dream to improve production process	44	56	0.410
CEO/Owner has a dream to identify new market	44	56	0.523
CEO/Owner involves in new product development	24	76	0.008
CEO/Owner involves in developing production process	36	54	0.032
CEO/Owner explores a new market	32	68	0.028
CEO/Owner shows a strong commitment to innovation	31	69	0.027
Working Environment			
Company has regular discussion with non-executive employees	27	73	0.001
Company has a suggestion box	31	69	0.006
Company's employees feel free to disagree with management decision	42	58	0.256
Company has new product development team	28	72	0.001
Company uses CAM system	21	79	0.005
Company regularly studies local competitions	49	51	0.058
Company regularly studies foreign competitions	19	81	0.001
Company provides in-house training for employees	48	52	0.452
Company provides outside training for employees	31	69	0.026
Networking			
Refer professional magazines for information	16	84	0.004
Refer internet/social media networks for information	42	58	0.256
Associate with Tea Research Institute	44	56	0.477
Participate tea related conferences	18	82	0.012
Member of any local social club	44	56	0.560
Member of any international association	18	82	0.000
Have collaborative training programmes	37	63	0.014
Refer Tea Market Update	50	50	0.218
Identify that state universities are important information sources for innovation	50	50	0.328
Identify Tea Research Institute as important information source for innovation	35	65	0.031

According to the table 4.2, there are few factors which not satisfied with the required standards (Sig.>0.05). Therefore, those factors dropped from the further analysis.

4.3 DISCRIMINANT ANALYSIS

The study performed a discriminant analysis selecting 'enter independent together'. The descriptive univariate Anova's box M and unstandardized function coefficients are requested.

TABLE 4.3: TESTS OF EQUALITY OF GROUP MEANS

	Wilks' Lambda	F	df1	df2	Sig.
Corporate Culture	.528	13.582	1	46	.005
Working Environment	.648	16.070	1	46	.002
Networking	.593	19.339	1	46	.003

In the table 4.3, the results of univariate Anova's are presented. Here, corporate culture, working environment and networking differ for the two groups (less innovative and more innovative companies).

The following table 4.4 indicates the significance of multivariate normal.

TABLE 4.4: BOX'S TEST OF EQUALITY OF COVARIANCE MATRICES LOG DETERMINANTS

Less or More Innovative	Rank	Log Determinant
Less Innovative	3	-0.831
More Innovative	3	-1.156
Pooled within-groups	3	-0.855

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

The significance value of 0.648 indicates that the data do not differ significantly from multivariate normal. This means the study can proceed with the analysis. The proportion of variance explained summary of canonical discriminant functions (table 4.5).

Test Results

Box's M		5.613
F	Approx.	.753
	df1	6
	df2	16678.124
	Sig.	.648

Tests null hypothesis of equal population covariance matrices.

TABLE 4.5: SUMMARY OF CANONICAL DISCRIMINANT FUNCTIONS EIGENVALUES

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.731 ^a	100.0	100.0	.829

a. First 1 canonical discriminant functions were used in the analysis.

An eigenvalue (0.731) indicates the proportion of variance explained. A large eigenvalue is associated with a strong function. The canonical relation (0.829) is a correlation between the discriminant scores and the levels of the dependent variable. A high correlation indicates a function that discriminates well. The present correlation is near 1.00 and it is significantly high.

TABLE 4.6: WILKS' LAMBDA

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.601	23.860	3	.000

Wilks' lambda (table 4.6) is the proportion of the total variance in the discriminant scores not explained by differences among groups. A lambda of 1.00 occurs when observed group means are equal (all the variance is explained by factors other than differences between those means), while a small lambda occurs when within-group variability is small compared to the total variability. A small lambda indicates that group means appear to differ. The associated significance value shows whether the difference is significant. Hence, the lambda of 0.601 has a significant value, the group means appear to differ.

The canonical discriminant function coefficients (table 4.7) indicate the standardized scores concerning the independent variables.

TABLE 4.7: CANONICAL DISCRIMINANT FUNCTION COEFFICIENTS

	Function
	1
Corporate Culture	1.089
Working Environment	1.072
Networking	1.027

Functions at group centroids (table 4.8) show the average discriminant score for subjects in the two groups. The two scores are equal in absolute value however have opposite sign.

TABLE 4.8: FUNCTIONS AT GROUP CENTROIDS

Less or More Innovative	Function
	1
Less Innovative	.720
More Innovative	-.720

Unstandardized canonical discriminant functions evaluated at group means

The results obtained from the discriminant analysis highlighted that determining factors of more innovative companies are corporate culture, working environment and networking. It should be noted that demographic factors such as; experience, number of employees (executive and non-executive) and education background of CEO/Owner did not show any relationship with company innovativeness.

5. DISCUSSION AND CONCLUSION

The findings of the study identified three factors; corporate culture, working environment and networking, that contribute to innovative management in Tea firms in Sri Lanka. With regard to the corporate culture, innovation behaviour and commitment of CEO/Owner are high in more innovative companies than less innovative companies. In more innovative companies, CEO/Owner was more involved in developing new product, product process and exploring new markets than less innovative companies. In working environment factor, more innovative companies have product development team than less innovative. Further, more innovative companies provide more opportunities for their employees to reveal their ideas in free compartment. And also, more innovative companies have a better systems and technology in place than less innovative companies. For example, more innovative companies used Computer Aided Manufacture (CAM) system almost three times more than less innovative companies. Results also highlighted that employee's training was more limited in less innovative companies.

With regard to networking, more innovative companies expand their relationship with market entities through research conferences, international organizations and collaborative training programmes than less innovative companies.

The main constraints for innovation of more innovative companies are financial constraint, qualified persons and market accessibility. Whereas for less innovative companies, financial constraint, qualified persons and infrastructure are identified as the main barriers for innovation.

6. LIMITATION OF THE STUDY

The conceptual model of this study is totally based on three factors and there can be some other factors which play significant role on innovative activities. Yet, the study performed a discriminant analysis selecting enter independent together, therefore it is incapable to differentiate the factors influencing on innovation in terms of tea manufacturing companies and tea exporting companies.

REFERENCES

1. Avermaete, T., Viaene, F., Morgan E.F. and Crawford, N. 2003. "Determinants of innovation in small food firms", *European Journal of Innovation Management*, Vol. 6(1), pp.8-17
2. Bigliardi, B. and Dormio, A. 2009. "An empirical investigation of innovation determinants in food machinery enterprises", *European Journal of Innovation Management*, Vol. 12(2), pp.223-242
3. Birchall, D.W., Chanaron, J.J and Soderquist, K. 1996. "Managing innovation in SMEs: a comparison of companies in the UK, France and Portugal", *International Journal of Technology Management*, Vol. 12(3), pp. 291-305
4. Blumentritt, T. 2004. "Does small and mature have to mean dull? Defying the ho-hum at SMEs", *Journal of Business Strategy*, Vol. 25 No. 1, pp. 27-33.
5. Dodgson, M. and Rothwell, R. 1991. "Technology strategies in small firms", *Journal of General Management*, Vol. 17(1), pp. 45-55
6. Ethugala, C.V. 2011. "Expectation of the private and civil stakeholders responsiveness of the state sector: Tea industry of Sri Lanka", *Journal of Asia Pacific Business Innovation and Technology Management*, Vol. 1, pp.13-19
7. Gungor, D.O and Gozlu, S. 2012. "Influencing factors of innovation for Turkish companies", *International Journal of Quality and Service Science*, Vo. 4(4), pp.374-386
8. Hana, U. 2013. "Competitive advantage achievement through innovation and knowledge", *Journal of Competitiveness*, Vol. 5 (1), pp.82-96
9. Herath, H.M.U.N. and De Silva, S. 2011. "Strategies for competitive advantage in value added tea marketing", *Tropical Agricultural Research*, Vol. 22 (3), pp. 251-262
10. Johannessen, J.-A., Olsen, B. and Lumpkin, G.T. (2001), "Innovation as newness: what is new, how new, and new to whom?", *European Journal of Innovation Management*, Vol. 4(1), p. 20.
11. Koellinger, P. 2008. "Why are some entrepreneurs more innovative than others?", *Small Business Economics*, Vol. 31 (1), pp.21-37
12. Kuczumarski, T.D. 1996. "What is innovation? The art of welcoming risk", *Journal of Consumer Marketing*, Vo. 13(5), pp.7-11
13. Laforet, S and Tann, J. 2006. "Innovative characteristics of small manufacturing firms", *Journal of Small Business and Enterprises Development*, Vol.13 (3), pp.363-380
14. Negassi, S. and Hung, T.Y. 2014. "The nature of market competition and innovation: does competition improve innovation output?", *Economics of Innovation and New Technology* [online], Vol. 23(1), pp.63-91. Available from <http://dx.doi.org/10.1080/10438599.2013.811936> (Accessed on 23/03/2014)
15. Ongonga, J. and Ochieng, A. 2013. "Innovation in the tea industry: the case of Kericho tea, Kenya", *Global Journal of Management and Business Research*, Vol. 13(1), pp.52-67
16. Romijn, H. and Albaladejo, M. 2002. "Determinants of innovation capability in small electronics and software firms in southeast England", *Research Policy*, Vol. 31, pp. 1053-1067
17. Schumpeter, J.A. 1947. "Creativity response in economic history", *The Journal of Economic History* [online], Vol. 7(2), pp. 149-159. Available from: <http://www.jstor.org/stable/2113338> (Accessed on 18/03/2014)
18. Shepherd, C. and Ahmed, P.K. 2000. "From product innovation to solution innovation: a new paradigm for competitive advantage", *European Journal of Innovation Management*, Vol. 3(2), pp. 100-106
19. Sri Lanka Tea Board. 2014. Sri Lanka Tea Board information for business, Tea Directory, Available from: http://www.pureceylontea.com/index.php?option=com_tdirectory&view=hello&layout=front&Itemid=193&lang=en (Accessed 13/05/2014)
20. Stock, G.N., Greis, N.P. and Fisher, W.A. 2002. "Firm size and dynamic technological innovation", *Technovation*, Vol. 22, pp. 537-549

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

