

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2980 Cities in 165 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.	ROLE OF IT IN COMMERCE EDUCATION IN INDIA: A KEY TO ACHIEVE INCLUSIVE GROWTH AND SUSTAINABILITY DR. SONAL SHARMA & DR. M. K. SINGH	1
2.	AGRIBUSINESS POTENTIAL IMPACT OF HORTICULTURE CROPS: AN AGRICULTURAL ECONOMIC ANALYSIS OF CASHEW NUT IN TAMIL NADU DR. R. LOGANATHAN & DR. M. CHANDRASEKARAN	8
3.	REAL IMPACT OF IMPACT FACTOR RESEARCH JOURNALS ON RESEARCH PAPERS SHUBHANGI JAIN & DR. PRATEEK SHARMA	13
4.	GREEN CONSUMERISM: AWARENESS OF ENVIRONMENTAL ISSUES AMONG CONSUMERS IN TAMILNADU DR. K. SALEEM KHAN, DR. A. MOHAMED SALI & K. SHARIFA NIZARA	21
5.	REFINED HR SCENARIO IN INDIAN IT INDUSTRY U. JEYASUTHARSAN & DR. N. RAJASEKAR	27
6.	AN ANALYSIS OF FACTORS AFFECTING POST-HARVESTING FOOD LOSS IN PERISHABLE CHAIN N. ARUNFRED & DR. D. KINSLIN	32
7.	ANALYSIS OF LIQUIDITY AND PROFITABILITY IN TEXTILE INDUSTRY IN INDIA DR. T. MADHU SUDANA & DR. B. PHANISWARA RAJU	35
8.	TECHNOLOGICAL DEVELOPMENTS IN INDIAN BANKING SECTOR N. SURESH BABU & DR. G.V. CHALAM	43
9.	FOREIGN DIRECT INVESTMENT IN MULTIBRAND RETAILING IN INDIA: FROM STAKEHOLDERS PERSPECTIVES DR. P. SANTHI	48
10.	COMPARATIVE STUDY OF IMAGE ENHANCEMENT TECHNIQUES SANJEEV KUMAR & NAVNEET GOLCHHA	53
11.	IMPLEMENTATION OF SHORTEST PATH ALGORITHM FOR RECTILINEAR STEINER TREE PROBLEM SAKSHI RAJPUT	57
12.	A STUDY ON FAST MOVING CONSUMER GOODS MARKETING WITH SPECIAL REFERENCE TO SAKTHI MASALA PRODUCTS R. BUVANESWARI, B. BHARATHI & MAHALAKSHMI VENKATESH	61
13.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS RETAIL STORES WITH REFERENCE TO BIG BAZAAR IN COIMBATORE CITY B. DEVIPRIYA & DR. M. NANDHINI	64
14.	ROLE OF MARKET ORIENTATION IN PERFORMANCE OF SMALL-SCALE INDUSTRIES: A STUDY OF UNISOPENT PVT. LTD. NISHU MARWAH	67
15.	STRATEGIC THINKING: A KEY FOR COMPETITIVENESS IN SMALL BUSINESS OPERATING IN NIGERIA ONYEAGHALA OBIOMA, H. & UKPATA, SUNDAY IJUO	70
16.	IS SMALL SCALE IRRIGATION A SOLUTION FOR ALLEVIATING RURAL POVERTY IN TIGRAY? (CASE STUDY IN HINTALLO WAJIRAT) TEFERA KEBEDE LEYU	77
17.	ENVIRONMENTAL CORRELATES OF SCIENCE, TECHNICAL, VOCATIONAL AND BUSINESS EDUCATION FOR ECONOMIC TRANSFORMATION IN NIGERIA UKPATA, SUNDAY IJUO & DR. ONYEUKWU, PAULINE EBERE	85
18.	EMPLOYEES PERCEPTION TOWARDS HRD CLIMATE IN THE BANKING SECTOR: A CASE STUDY OF JAMMU AND KASHMIR BANK RAFA GULZAR	90
19.	POVERTY REDUCTION: A PREDICATE OF HUMAN CAPACITY DEVELOPMENT IN NIGERIA ONYEAGHALA, OBIOMA, H., KAPPE, MAMMAN, P. & DIBAL, HYLADI STANLEY	95
20.	A STUDY ON LEADERSHIP STYLES OF SELECTED ENGINEERING UNITS LOCATED IN GIDC, VITTHAL UDYOGNAGAR, GUJARAT SAMIR P RATHOD & MEHUL J MISTRY	101
21.	ADOPTION OF THE TECHNOLOGY ACCEPTANCE MODEL TO DETERMINE THE FACTORS THAT DRIVE TO SHOP ONLINE ANKUR SANGWAN	107
22.	TO ASSESS THE EFFECT OF INTELLECTUAL CAPITAL ON ORGANIZATIONAL PERFORMANCE IN THE MANUFACTURING SECTOR JOHN WEKESA WANJALA	113
23.	THE ANALYSIS AND DERIVATION OF A NEW FRAMEWORK TO INVEST IN GOLD ANKUR SANGWAN	119
24.	THE FINANCIAL STATEMENT ANALYSIS OF TAMIL NADU NEWSPRINT AND PAPERS LIMITED, KARUR OMBEGA OGUTA KEPHAR	127
25.	NATURAL RESOURCE AND CIVIL WARS: A CRITICAL ANALYSIS SIDDHARTH RATHORE	136
26.	EMERGENCE OF HEDGE FUNDS: IMPLICATIONS ON THE INDIAN CAPITAL MARKET ANINDITA CHAKRAVORTY	140
27.	TRAINING AND DEVELOPMENT PROGRAMMES IN TAMILNADU STATE TRANSPORT CORPORATION LIMITED, KUMBAKONAM D. PAUL DHINAKARAN	146
28.	INDIGENIZATION OF MILITARY HARDWARE: A NECESSITY FOR INDIA? SIDDHARTH RATHORE	150
29.	A STUDY ON THE STATUS OF FACULTY DEVELOPMENT ACTIVITIES IN ENGINEERING INSTITUTIONS S. MURALI	153
30.	WIRELESS MONITORING AND RECORDING OF ENVIRONMENTAL PARAMETERS BASED ON XBEE AND PIC ARAVIND.S	158
	REQUEST FOR FEEDBACK & DISCLAIMER	163

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**AMITA**

Faculty, Government M. S., Mohali

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

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

**PROF. ANIL K. SAINI**

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

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

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

**DR. SHIVAKUMAR DEENE**

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

***ASSOCIATE EDITORS***

**PROF. NAWAB ALI KHAN**

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

**PROF. ABHAY BANSAL**

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

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

***TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

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

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto: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>

## REAL IMPACT OF IMPACT FACTOR RESEARCH JOURNALS ON RESEARCH PAPERS

SHUBHANGI JAIN

ASST. PROFESSOR

APEX INSTITUTE OF MANAGEMENT & RESEARCH  
INDORE

DR. PRATEEK SHARMA

DIRECTOR

APEX INSTITUTE OF MANAGEMENT & RESEARCH  
INDORE

## ABSTRACT

**Journal Impact Factor (JIF)** means average number of citations to articles published in journals, books, thesis, project reports, news papers, conference/ seminar proceedings, documents published in internet, notes and any other approved documents. It is calculated in yearly/half- yearly/ Quarterly/Monthly for the journals that are indexed in Journal Reference Reports (JRR). **Objective:** We analyzed to what extent impact factor affects the quality of journal & is that the only factor which affects the quality of journal. **Method:** Factors affecting quality of research papers considered, analyzed and correlation with journal impact factor will be established. **Conclusion:** Factors affecting quality of journals have no impact on Journal's Impact Factor. **Implications:** Analyzing journals through impact factor, does not ensure researcher to get quality data for references and hence dependency on journal impact factor is questionable.

## JEL CLASSIFICATION

I2 Education and Research Institutions  
I20 General

## KEYWORDS

Bibliometric Measures, Cited half-life, Immediacy Index, Impact Factor, Publications.

## INTRODUCTION

According to Somnath Saha, M.D., M.P.H., Assistant Professor,<sup>1</sup> Sanjay Saint, M.D., M.P.H., Associate Professor,<sup>2</sup> and Dimitri A. Christakis, M.D., M.P.H., Assistant Professor<sup>3</sup> *Journal List Med Libr Assoc v.91(1); Jan 2003 PMC141186*- Impact factor, an index based on the frequency with which a journal's articles are cited in scientific publications, is a putative marker of journal quality. By citing articles from a given journal in their own manuscripts, researchers are in essence casting votes for that journal. Impact factor serves as a tally of those votes.

**The impact factor was devised by Eugene Garfield**, the founder of the Institute for Scientific Information. Impact factors are calculated yearly starting from 1975 for those journals that are indexed in the Journal Citation Reports.

**According to University Library, University of Illinois at Urbana- Campaign-** Three years worth of data is required to calculate a Journal Impact Factor.

The formula to determine the 2008 impact factor for a journal would be calculated as follows:

**A = the number of times articles published in the journal during 2006-7 were cited by other journals during 2008**

**B = the number of articles or reviews that were published in the journal during 2006-7**

**2008 Impact factor for a journal = A/B**

("Citable items" are usually articles, reviews, proceedings, or notes; not editorials or letters to the editor.)

**According to Journal Citation Report-**

**Cited half-life:** the median age of the articles that were cited in *Journal Citation Reports* each year. For example, if a journal's half-life in 2005 is 5, that means the citations from 2001-2005 are half of all the citations from that journal in 2005, and the other half of the citations precede 2001.

**Immediacy index:** the number of citations the articles in a journal receive in a given year divided by the number of articles published

**Aggregate impact factor** for a subject category: it is calculated taking into account the number of citations to all journals in the subject category and the number of articles from all the journals in the subject category

## LITERATURE REVIEW

1) Tobias Ophthof- Professor, Department of Clinical and Experimental Cardiology, Academic Medical Center, University of Amsterdam, Meibergdreef 9, 1105 AZ Amsterdam, Netherlands, *Oxford Journals, Volume 33, Issue 1, Pp 1-7*

"Sense and nonsense about the impact factor"

1. The impact factor is a valid tool for the quality assessment of scientific journals.
2. The impact factor is not valid for the assessment of the quality of individual papers.
3. The impact factor is not valid for the assessment of the quality of individual scientists.
4. The impact factor is not valid for the assessment of the quality of groups of scientists if they produce fewer than 100 papers in 2 years.
5. For quality assessment of individual papers, individual scientists and groups of scientists, citation analysis should be preferred to *a priori* assumptions on the quality of papers.
6. Citation analysis does not necessarily agree with peer judgement.
- 2) **According to Nature Editorial in 2005 (Nature 435, 1003-1004) - High impact journals themselves do not support use of the IF in judging individuals.** This is not to argue that we should not encourage our grantees to publish in high impact journals. It's just that, for individual papers, high impact is not equivalent to the IF of the journal.
- 3) **According to Warwick Anderson, Professor & CEO- National Health & Medical Research Council Australia-The Conversation 21 September 2013 Issue No:288, Quality not quantity – Measuring the impact of research** - Even in the highest impact factor journals, some papers are never cited by other researchers. A single paper- may be of greater impact than a paper in a high-impact journal that very few people read.
- 4) **According to Brendan Crabb-President of the Association of Australian Medical Research Institutes and Director and CEO at Burnet Institute- "Do not resuscitate: the journal impact factor declared dead"**- The JIF can be greatly skewed by an extraordinarily highly cited individual paper. Journals may decide to publish on certain topics to maximize their JIF. One day, it even may prove to be significant to give "bonus marks" for individuals publishing highly cited papers in low impact journals.

- 5) According to American Society for Horticultural Science (ASHS) - "You Are Greater and Better than a Journal Impact Factor Number"- Analysis by Seglen (1992) showed that typically only 15% of the papers in a journal account for half the total citations. It can be noted that 90% of all citations to Nature are from only 25% of its published papers.

## OBJECTIVES OF THE STUDY

- To find the relation between Impact Factor of Journal and Quality of Research Paper
- To find the relation between Size of Journal and number of hits on individual papers
- To analyze the impact of Subject Area on hits upon individual papers

## HYPOTHESIS

- H1: There is significant relation between impact factor of Research Journal and quality of Research Paper
- H1: There is significant impact of size of journal on hits on individual papers
- H1: There is significant impact of subject area of journal on hits upon Research Papers

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

Research will be Exploratory and based on Primary Data

### DATA COLLECTION METHOD

Data will be collected through questionnaire which will be filled through Academicians of Management College from Indore, M.P. Region

A sample of 80 Academicians will be taken for the purpose of this study.

### DATA ANALYSIS METHOD

80 Academicians will be analyzed on interview basis by asking these three generalized questions and their responses will be rated on Ordinal Scale- Yes (1), No (2), No response (3)

- Are you aware about Research Paper?
- Are you aware about impact factor of Journal?
- Are you aware about Impact factor of Research Paper?

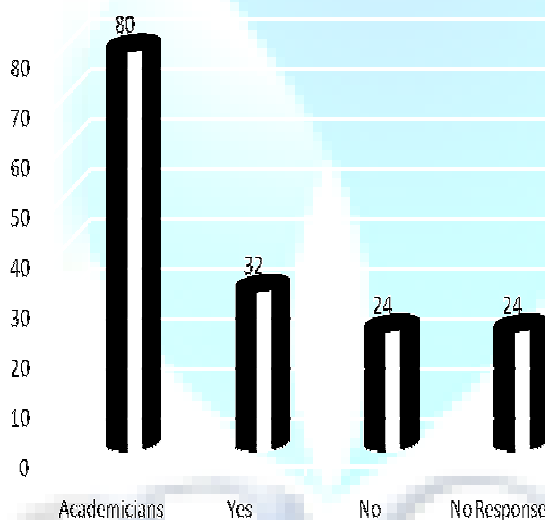
### OUTCOME OF GENERALIZED QUESTIONS

40% Academicians say YES- 32 People

30% Academicians say NO- 24 People

30% remaining given No Response- 24 People

### MAIN GRAPH



So out of 80 academicians, 48 Respondents who said No & given No Response will be out of this process and only 32 will be considered in filling the questionnaire

Responses of 32 respondents will be analyzed on the basis of 3- Point Likert Scale

3- YES, 2- NO, 1- CAN'T SAY

Academicians have to fill their opinion on the basis of these points and accordingly their response will be analyzed

Respondents Name, Affiliation and Designation is confidential and cannot be disclosed

## RESULTS AND DISCUSSION

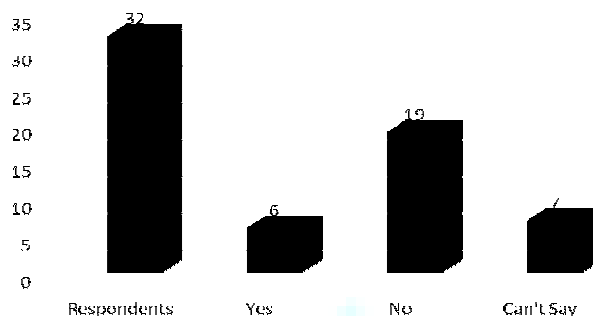
### 1. THERE IS NO UTILITY OF RESEARCH JOURNAL WITHOUT IMPACT FACTOR

TABLE 1

Parameters	Responses (out of 32 Respondents)
Yes	6
No	19
Can't Say	7



FIGURE 1



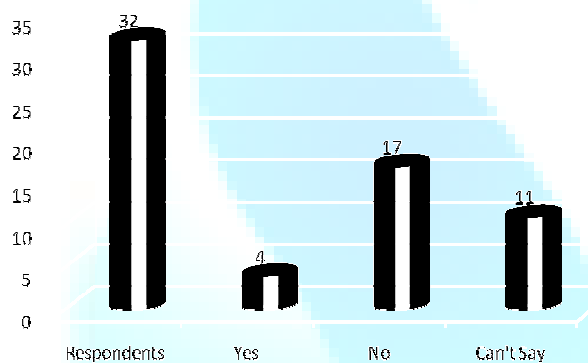
Outcome: Utility of Research Journal is not solely dependant on impact factor

## 2. ACADEMICIANS GIVE HIGH IMPORTANCE TO IMPACT FACTOR

TABLE 2

Parameters	Responses (out of 32 Respondents)
Yes	4
No	17
Can't Say	11

FIGURE 2



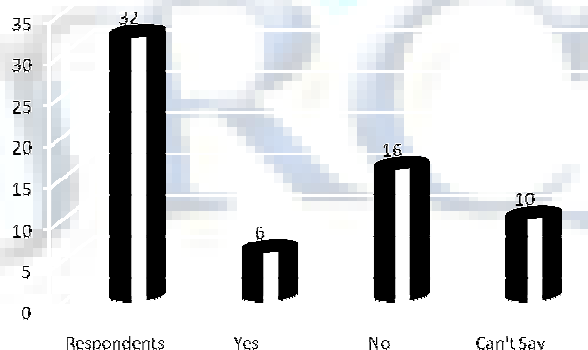
Outcome: Academicians do not give such high importance to impact factor

## 3. DO YOU THINK RENOWNED ACADEMICIANS PUBLISH THEIR PAPERS IN HIGH IMPACT FACTOR JOURNALS ONLY?

TABLE 3

Parameters	Responses (out of 32 Respondents)
Yes	6
No	16
Can't Say	10

FIGURE 3



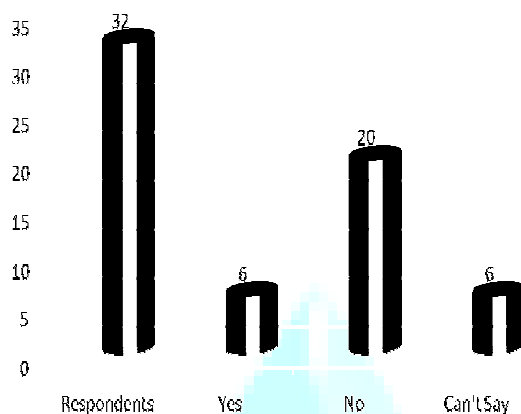
Outcome: Renowned academicians do not their papers in high impact factor journals only

## 4. DO YOU CONSIDER IMPACT FACTOR OF JOURNAL BEFORE PUBLISHING YOUR RESEARCH PAPER IN IT?

TABLE 4

Parameters	Responses (out of 32 Respondents)
Yes	6
No	20
Can't Say	6

FIGURE 4



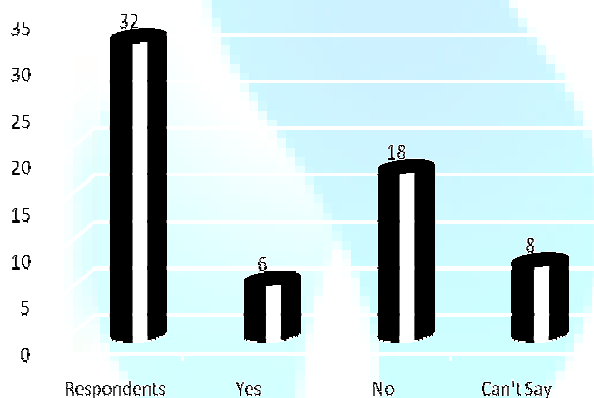
Outcome: Researchers do not consider impact factor of journals before publishing their papers

5. ARE HIGH IMPACT FACTOR JOURNALS POSSESS GOOD QUALITY?

TABLE 5

Parameters	Responses (out of 32 Respondents)
Yes	6
No	18
Can't Say	8

FIGURE 5



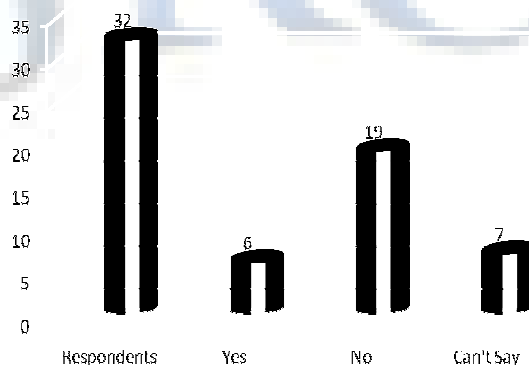
Outcome: high impact factor journals does not always possess good quality

6. HIGH IMPACT FACTOR MEANS ALL THE PAPERS IN A JOURNAL ARE BEING READ

TABLE 6

Parameters	Responses (out of 32 Respondents)
Yes	6
No	19
Can't Say	7

FIGURE 6



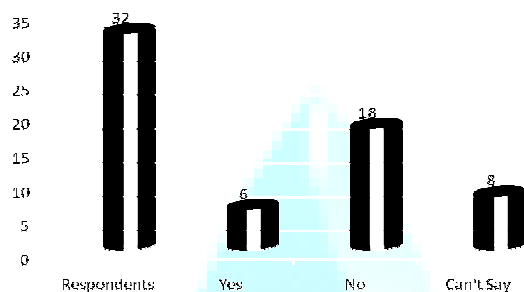
Outcome: High impact factor does not mean all the papers in a journal are being read

## 7. LOW IMPACT FACTOR MEANS POOR QUALITY OF RESEARCH PAPERS PUBLISHED IN IT

TABLE 7

Parameters	Responses (out of 32 Respondents)
Yes	6
No	18
Can't Say	8

FIGURE 7



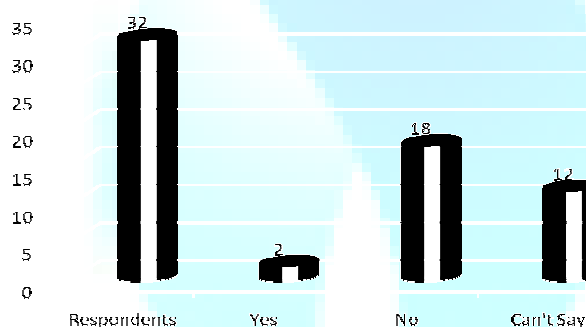
Outcome: Low impact factor does not mean poor quality of research papers published in it

## 8. SUBJECT AREA OF JOURNAL AFFECT IMPACT FACTOR OF RESEARCH PAPER PUBLISHED IN IT

TABLE 8

Parameters	Responses (out of 32 Respondents)
Yes	2
No	18
Can't Say	12

FIGURE 8



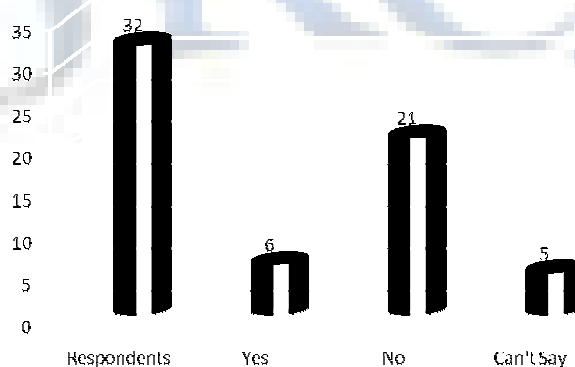
Outcome: Subject area of journal does not affect impact factor of research paper published in it

## 9. SIZE OF JOURNAL HAS DIRECT RELATIONSHIP WITH THE NUMBER OF HITS ON RESEARCH PAPER

TABLE 9

Parameters	Responses (out of 32 Respondents)
Yes	6
No	21
Can't Say	5

FIGURE 9



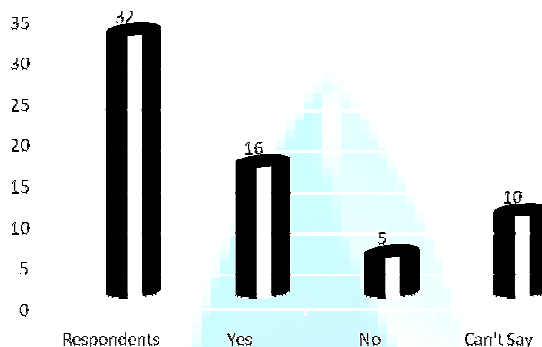
Outcome: Size of journal has no direct relationship with the number of hits on research paper

## 10. MORE HITS ON A SINGLE RESEARCH PAPER IN JOURNAL MAY INCREASE ITS IMPACT FACTOR OF WHOLE JOURNAL

TABLE 10

Parameters	Responses (out of 32 Respondents)
Yes	16
No	5
Can't Say	10

FIGURE 10



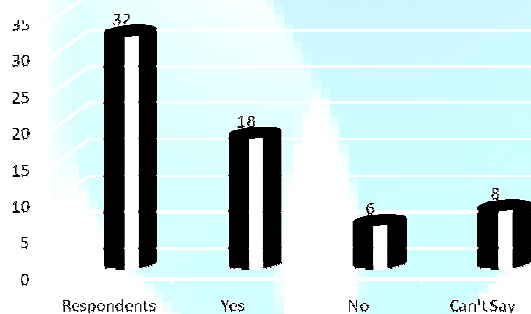
Outcome: More hits on a single research paper in journal may increase its impact factor of whole Journal

## 11. IMPACT FACTOR OF JOURNAL DEPENDS ONLY ON FEW PAPERS BUT NOT ALL

TABLE 11

Parameters	Responses (out of 32 Respondents)
Yes	18
No	6
Can't Say	8

FIGURE 11



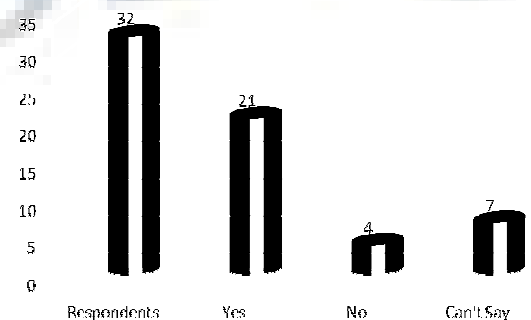
Outcome: Impact factor of Journal depends only on few papers but not all

## 12. IMPACT FACTOR SHOULD NOT BE CONSIDERED BEFORE PUBLISHING RESEARCH PAPER IN A JOURNAL

TABLE 12

Parameters	Responses (out of 32 Respondents)
Yes	21
No	4
Can't Say	7

FIGURE 12



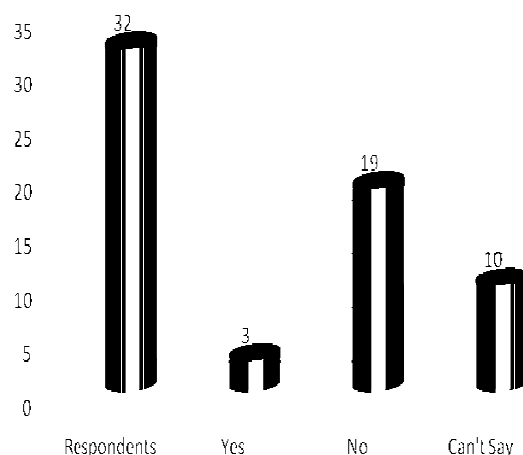
Outcome: Impact factor should not be considered before publishing research paper in a journal

## 13. HIGH IMPACT FACTOR MEANS BEST QUALITY OF RESEARCH PAPERS PUBLISHED IN IT

TABLE 13

Parameters	Responses (out of 32 Respondents)
Yes	3
No	19
Can't Say	10

FIGURE 13



**Outcome: High impact factor does not mean best quality of research papers are published in it**

#### INTERPRETATION

1) H1: There is significant relation between impact factor and quality of journal

**From the above information obtained, it can be interpreted that we fail to accept Alternate Hypothesis and Null Hypothesis is accepted**

2) H1: There is significant impact of size of journal on hits on individual papers

**From the above information obtained, it can be interpreted that we fail to accept Alternate Hypothesis and Null Hypothesis is accepted**

3) H1: There is no significant impact of subject area of journal on hits upon Research Paper

**From the above information obtained, it can be interpreted that we fail to accept Alternate Hypothesis and Null Hypothesis is accepted**

#### CONCLUSION

There is no point in assessing impact factor before publishing paper in any journal as it does not guarantee that all the papers in that journal are of good quality. Impact factor of Research Journal is not reliable in judging the quality of Research Paper.

Journal's impact factor is calculated only on the basis of few papers of well known/very good writer's and papers of unknown but good writers are never referred. Those few papers of known writers ultimately raise impact factor of journal as no. of citations over that paper is more, and we think that all the papers in it all good. But actually it's a big myth, majority of quality papers are neglected so ultimately hits on it will be less, and 2-3 papers will increase impact factor. Hence researchers/publishers cannot rely on the quality of all Research Paper on the basis of only few.

**Hence impact factor of Research Journal does not really affect Individual Papers and quality of Journal.**

#### LIMITATIONS

Although this paper clearly proves that there is no significant impact of Research Journal's impact factor, but still there are certain limitations in this study like improper answering by respondents which makes some points ambiguous. Feedback obtained by them is not proper. Most of the respondents had no idea about even Research Paper and its impact factor.

These limitations can be reduced by convincing academicians to give proper answer and making them aware about impact factor

#### REFERENCES

1. <http://academia.stackexchange.com/questions/2034/does-impact-factor-reflect-the-quality-of-a-journal>
2. [https://dspace.lib.cranfield.ac.uk/bitstream/1826/4351/1/Impact\\_factors-a\\_critique\\_2009.pdf](https://dspace.lib.cranfield.ac.uk/bitstream/1826/4351/1/Impact_factors-a_critique_2009.pdf)
3. [http://en.wikipedia.org/wiki/Impact\\_factor](http://en.wikipedia.org/wiki/Impact_factor)
4. <https://theconversation.com/quality-not-quantity-measuring-the-impact-of-published-research-18270>
5. <http://www.jifactor.com/>
6. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC141186/>
7. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC141186/>
8. <http://www.library.illinois.edu/learn/research/impactfactor.html>
9. <http://www.utoledo.edu/library/mulford/pdf/impactfactor.pdf>
10. <http://www.scrip.org/news/NewsContent.aspx?NewsID=1957>
11. <http://cardiovascres.oxfordjournals.org/content/33/1/1.long>
12. <http://scholarlykitchen.sspnet.org/2013/06/20/the-rise-and-fall-of-plos-ones-impact-factor-2012-3-730/>
13. <http://mamidala.wordpress.com/2011/07/10/25/>



## ANNEXURE

## QUESTIONNAIRE FORMAT

## Dear Respondent,

I, Shubhangi Jain Assistant Professor, Apex Inst. Of Mgmt. & Rech., Indore (M.P.) am conducting this survey on "Real Impact of Research Journal's Impact Factor on Individual Research Paper". So I would be grateful if you could spend some of your precious time in filling up this questionnaire.

Name..... Gender.....  
Age..... Mobile No.....

S.No	Parameters	YES	NO	CAN'T SAY
1.	There is no utility of Research Journal without Impact Factor			
2.	Academicians give high importance to impact factor			
3.	Do you think renowned academicians publish their papers in high impact factor journals only			
4.	Do you consider impact factor of journal before publishing your research paper in it?			
5.	Are high impact factor journals possess good quality			
6.	High impact factor means all the papers in a journal are being read			
7.	Low impact factor means poor quality of research papers published in it			
8.	Subject area of journal affect impact factor of research paper published in it			
9.	Size of journal has direct relationship with the number of hits on research paper			
10.	More hits on a single research paper in journal may increase its impact factor			
11.	Impact factor of Journal depends only on few papers but not all			
12.	Impact factor should not be considered before publishing research paper in a journal			
13.	High Impact factor means best quality of research paper in it			

## **REQUEST FOR FEEDBACK**

**Dear Readers**

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

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto: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](mailto: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*

