

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., Google Scholar,

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

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

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 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.	THE ROLE OF SCHOOL SUPERVISION IN INSTRUCTIONAL IMPROVEMENT <i>ATO. ADEBA HUNDERA</i>	1
2.	LAISSEZ-FAIRE LEADERSHIP STYLE AND ORGANIZATIONAL COMMITMENT: THE MODERATING EFFECT OF EMPLOYEE PARTICIPATION <i>DR. DAVID IRUNGU NJOROGE, DR. JOHN WEKESA WANJALA & DR. BULITIA GODRICK MATHEWS</i>	6
3.	CHALLENGES AND OPPORTUNITIES OF TEACHING BUSINESS ETHICS: AN ACTION RESEARCH <i>DR. ASHA NAGENDRA & SHAJI JOSEPH</i>	11
4.	INFORMATION TECHNOLOGY ENABLED PROVIDER BASED DIAGNOSTIC AND THERAPEUTIC INNOVATIONS IN HEALTHCARE: A PROFILING STUDY <i>MURALIDHAR L B & DR. M K SRIDHAR</i>	20
5.	A STUDY OF IHRM PRACTICES AFFECTING INDIAN ORIGIN EXPATRIATE OVERALL SATISFACTION IN ASIA AND OUTSIDE ASIA IN IT SECTOR <i>VIBHA SHARMA & DR. MITU G. MATTA</i>	24
6.	CHALLENGES AND STRATEGIES OF TEACHING LARGE CLASSES: STUDENTS AND TEACHERS PERSPECTIVE <i>DR. SURUCHI PANDEY, DR. VINITA SINHA & AVINASH KUMAR SINGH</i>	40
7.	ONLINE SHOPPING IMPACT ON BUYING BEHAVIOR OF CONSUMERS <i>MELBHA.D</i>	47
8.	A STUDY ON THE GROWTH PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA <i>DR. N. DEEPA & S.SUJITHA</i>	53
9.	GREEN MARKETING IN INDIA <i>BASAVARAJ NAGESH KADAMUDIMATHA & PURUSHOTTAM N VAIDYA</i>	58
10.	EVALUATION OF SELECTED ONLINE SHOPPING WEBSITES: A CONSUMER PERSPECTIVE <i>DHIRENDRA KUMAR GUPTA</i>	62
	REQUEST FOR FEEDBACK & DISCLAIMER	65

CHIEF PATRON**PROF. K. K. AGGARWAL**

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

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

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

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

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

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**PROF. S. P. TIWARI**

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

DR. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

PROF. SIKANDER KUMAR

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

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. M. N. SHARMA

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

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. M. S. SENAM RAJU

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

DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

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

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

PROF. SANJIV MITTAL

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

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

PROF. RAJENDER GUPTA

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

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. ANIL K. SAINI

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

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. NAWAB ALI KHAN

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

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

DR. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

SHASHI KHURANA

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

DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. PARDEEP AHLAWAT

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

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

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

DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

DR. SAMBHAVNA

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

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

DR. SHIVAKUMAR DEENE

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

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

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

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

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

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

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

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

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

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

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

CHALLENGES AND STRATEGIES OF TEACHING LARGE CLASSES: STUDENTS AND TEACHERS PERSPECTIVE

DR. SURUCHI PANDEY
ASSOCIATE PROFESSOR

SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES
KHADKI

DR. VINITA SINHA
ASSOCIATE PROFESSOR

SYMBIOSIS CENTRE FOR MANAGEMENT AND HRD
HINJEWADI

AVINASH KUMAR SINGH
STUDENT MANAGER

SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES
KHADKI

ABSTRACT

Make in India initiative has provided Indian production facilities a limelight in world map. The initiative also triggers issues associated with the skills enhancement and role of higher education. Large class room is a need a higher education in country like India where literacy rate is still close to 75 %. Large class rooms have several great benefits for teachers and students. The present study is attempt to explore challenges and strategies of teaching large classes from the perspective of students and teacher. The study is limited to b school students and teachers. The study is based on primary survey and secondary data. It will benefit academicians and administrators to be better prepared for challenges.

KEYWORDS

large class, higher education, pedagogy.

INTRODUCTION

Large class is not a very new phenomenon in today's higher education system. This issue has its global presence. Then why do we study the Large Class Problems? Does the size affect quality of education? Today we all agree that the large classes in higher education generally result in low levels of student motivation, attention and engagement. Before we discuss the challenges associated with the large classes primarily we need to focus on what do we signify to the large classes. How do we define 'large class'? There is no established definition of a large class. A large class may have 80- 100 students or more. In some cases, large may imply a class of 50-70 students, in others, it may be meant even for less or more students in a single group depending upon the learning goals. Large classes are most seen in the first year of the higher education system. Though teaching large classes require a variety of skills and strategies. There are many challenges in dealing with large class and fulfilling learning goals.

The large classes offer higher group dynamics and provides exposure as many people are involved in the teaching learning process. Having said that the growing pervasiveness of large class teaching and learning environment in higher education is adversely affecting the quality of the learning experience along with the student performance, motivation and engagement.

The present study is an attempt to review the available knowledge in this area so as to suggest a framework to manage large class problems in higher education. This piece of work also highlights the challenges faced by the teacher, students as well administrator to deal with the issues arising due to large class problem.

LITERATURE REVIEW

While there has been substantial research regarding the significance of class size in relation to effective teaching in primary and secondary schooling (Benbow, Mizrachi, Oliver & Said-Moshiro 2007), very few studies have been conducted in higher education (Toth & Montagna 2002). However, there is no definite substantiation from research to indicate clearly that large classrooms always negatively affect a student's learning. Some empirical findings have been presented here that investigated the relationship between large class and its effect on the learning effectiveness.

McKeachie (1986) summarized that small classes offer more cognitive and problem solving skills development. Feldman (1984) conducted a comprehensive study on the impact of large classes and he concluded that large classes decline the relationship between students and teacher which is big hindrance of the learning process.

One more study conducted by Lindsay & Saltzberg (1987) in this area. They scientifically tested several hypotheses and it was found that there is a negative relationship between increasing size of the class and quality of education. Jungic, Kent and Menz, (2006) in their paper stated that Teaching a large group of students can be intimidating for both students and lecturers. At the same time authors pointed out towards the excitement level of the students of the diverse groups

Papo (1999) found the reverse result as there is not negative relationship between classes size and teaching effectiveness. He conducted the study on large class teaching at one of the South African universities and he found strong evidence that revealed that the size of the class did not have an impact on teaching effectiveness and choice of teaching strategies used by instructors. According to him, facilitators can be effective in their teaching approaches regardless of the class size because large class teaching does not negatively affect students' learning.

Some researchers also argued that large classes are perceived by the instructors as troublesome, difficult and problematic as compared to smaller classes (see, e.g., Coleman, 1989). Research further indicated that the majority of universities in South Africa shared the most stereotyped view that class size plays a decisive part in teaching and learning success among students and lecturers (Papo, 1999).

The findings of the available literature have been presented as follows in three segments.

CHALLENGES OF TEACHING IN THE LARGE CLASS IN HIGHER EDUCATION

1. Large classes do not allow the visible level of diversity among students in terms of gender, race and class than often occurs in small classes.
2. Selecting the appropriate pedagogical approach in accordance with learning goals, ensuring that students achieve a minimal level of competency is difficult with the large classes.
3. Students struggle in the large to remain engaged, to perform well and to develop important skills like critical thinking.

4. In the large classes teachers face constraints in terms of conducting group activities, one to one discussion and furthermore ascertaining that all the students are on the same wave length of the learning process.
5. Teacher confronts issues in maintaining desired motivational level, engagement, attention amongst large number of students in the class.
6. In the large classes teachers find themselves to be driven back to the traditional methods of teaching and assessment which is not effective for adult learners
7. Teachers feel tremendous stress due to lack of flexibility in teaching the larger group hence the quality of teaching goes down.
8. Large classes obstruct the flow of effective communication and time management in the class room.

PROBLEMS IN ASSESSMENT OF STUDENTS IN THE LARGE CLASS

1. As class size goes up, and the staffing remains the same and the same assessment methods continue to be used, the effect is likely to be detrimental on students.
2. The communication of clear assessment criteria to students may get obstructed, hence resulting in a sub-par performance of students.
3. The continuous refinement and dissemination of assessment is challenging among the large student groups.
4. Large classes have limitation to provide high quality feedback to individual students.
5. Facilitators taking large class invariably undertake an informal, qualitative weighing-up of the efficiency of assessment tasks, due to the heavy workload of assessing large group.
6. Teachers find paper correction job very tedious if the class length is so high.
7. Ascertaining the fairness and checking plagiarism is very difficult in the assessment of the large group which in turn results in a shallow assessment.
8. Teaching Assistants may be required to manage the huge amount of grading in the large classes.

ADMINISTRATIVE PROBLEMS OF THE LARGE CLASS

1. If the class size is too large, sometime they are to be divided into 2-3 divisions. This can take the form of repeat lectures, where the same lecture is repeated several times for the different divisions, either by the same lecturer or by several different lecturers.
2. Literature suggests that it is difficult with the large classes to maintain discipline, keeping record including attendance and coordinating between students and facilitator.
3. Courses where Project Based Learning (PBL) approach is used, more support staff may be required to help students in conducting the projects alongside the logistic requirement to execute such project.
4. In higher education it's difficult to search and retain faculty with relevant experience and expertise to teach larger group while maintaining teaching effectiveness.
5. Management of large classes requires more preparation, more structure, more formalized procedures and more rules than small classes.
6. Maintaining discipline in the large classes is again a challenge because students have the tendency to lose interest after a while, when the group is more than 50 or so and they may start making noise, talking trickling in slowly, using mobile phones, disturbing others etc.
7. Taking attendance is time consuming in the large classes and may take away the limited time available for teaching. Also it increases the chances of proxy attendance which is difficult to monitor in the large class.

STRATEGIES TO EFFECTIVELY MANAGE THE LARGE CLASS

We have seen the challenges associated with large classes through the review of available knowledge in this area. However, available literature also suggests various strategies to overcome the problem induced by the large classes. After having understood the nature of large class problems here some strategies are suggested to manage or overcome the problems of the large classes.

1. Organizing and presenting effective lectures. Including more discussion and question in the lecture and motivate all students to take part. Encourage them to ask questions.
2. At the end randomly Ask students to summarize information or knowledge imparted in the class.
3. Practice collaborative approach of learning and foster group based learning.
4. Assign weightage to class participation in grading. The participation can be in form of asking or answering questions, taking part in relevant discussions, giving demonstrations on board etc.
5. Faculty can move around the class during teaching, discussing rather than standing at front all the time. This increases the approachability of the faculty.
6. Adopt case based teaching to enhance problem solving skills of students in the large class, which may generate multiple views and thoughts to the problem. It also increases attentiveness of all the students and they engage themselves in meaningful thought process.
7. Plan in class assessment and application oriented exercises and provide prompt feedback to engage students.
8. Establish ground rules for communication, dealing with plagiarism, assessment policies etc. Communicate these details along with details of course learning objectives, assessment plans, study material, resources, etc.
9. Make students aware about the vices and consequences of cheating and plagiarism. Emphasize on consequences.
10. Fixed seating arrangement can be made for the students. Arrangement may be alphabetical or by roll numbers. Students sit on the designated seats. Attendance taking may be reduced to marking of empty seats.
11. Learning Management systems, online course portals can be used to facilitate the large class. Extensive use of the course website e.g. availability of the entire course material, broadcasts related to the program, online assignment submissions and student discussion forums can be helpful

NOTE ON METHODOLOGY USED FOR PRESENT STUDY

Present study has been taken by the teaching professionals in higher education with the aim of improving teaching and learning process.

RESEARCH STATEMENT

"To Study the challenges and strategies in dealing with Large Class in Higher Education from student and faculty perspective."

OBJECTIVES

1. To highlight the challenges or difficulties associated with the large class in higher education.
2. To identify the perspective of students on the large class in higher education
3. To understand the perspective of faculty in teaching large class in higher education
4. Highlight the gaps in students and faculty opinion in large class

METHOD OF DATA COLLECTION

The present study used primary and secondary data to fulfil the objectives.

Secondary data was used to review the available literature, knowledge, content on the large class problems in higher education was done. It was used to construct questionnaire to elicit information on large classes.

The questionnaire was framed to understand the perspective of students and faculty about challenges and strategies of large classes. The questions asked were based on the pedagogy, engagement and evaluation. Questionnaire was prepared using likert scale from strongly agree to Strong disagree.

Questionnaire was floated to 300 students and 50 teachers using Google document online. The same questions were asked to both teachers and respondents. Number for responses included 90 students and 25 teachers of MBA institute. The analysis of these questions were done using excel and graphs.

LIMITATIONS

Present study has following limitations:

1. Not enough respondents from faculty side.
2. Analysis could have used better tools.

FINDINGS AND INTERPRETATION

Graphs are used to present the responses and views of teachers and students about each question. Questions were asked to seek the opinion and perspective of faculty and students on 1. Learning and Teaching methods

2. Evaluation Techniques

3. Teaching Skills

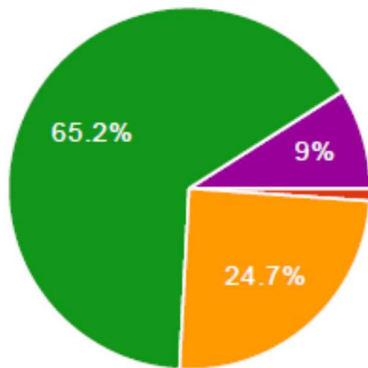
4. Challenges of large classroom teaching and learning

Large Class Room Issues

1. What number according to you make a large class:

STUDENT RESPONSE

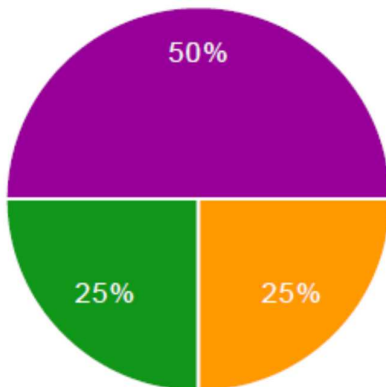
FIG. 1



300 and more	0	0%
150 and more	1	1.1%
100 and more	22	24.7%
50 and more	58	65.2%
30 and more	8	9%

FACULTY RESPONSES

FIG. 2



300 and more	0	0%
150 and more	0	0%
100 and more	1	25%
50 and more	1	25%
30 and more	2	50%

Interpretation:

More than 65 % of students think 50 and more make large classes.

Whereas Majority of the faculty think 25 and above make large classes.

2. Which method you consider effective for learning / Teaching during large class (please rate)

A) [Lecture / Presentation]

Both students and teachers agree that lecture / presentation method is effective to teach in large classes.

TABLE 1

Sr. No	Questions	Agree	Neither Agree nor disagree	Disagree
1	Does the faculty gain attention before the start of the class by wishing, showing video etc	69	23	0
2	Faculty informs about the objectives of the session etc.	70	22	0
3	Faculty helps you connect session with prior learning (revision of prior class)	63	27	2
4	Faculty provides study material for reading	68	21	3
5	Faculty provides information about the topic during session / Makes presentation to explain theory	77	13	2
6	Faculty uses following pedagogy on a topic role plays/ case study/ activities/ discussion/ videos for a topic	10	19	2
7	Faculty provides feedback on activity/ role play/ case solution in class	64	27	1
8	Faculty provides feedback on activity/ role play/ case solution in class / provides conclusion to discussion	66	25	1
9	Faculty provided marks for one of the evaluation conducted	68	22	2
10	My knowledge about subject HRM has improved	62	30	0

B. [Video]

Majority students appear in favour of the video method. Though majority faculty also agree this as appropriate method for teaching but a good number is neither agreeing nor disagreeing to it.

C. [Group Activity]

Group Activity are based on the principles of cooperative learning. Student and faculty both in majority agree the method is effective for large classes

D. [Tutorials]

Tutorials are more of student centric learning strategy. Though majority students find it effective way of learning but a good number disagrees and is not in position to agree or disagree. However majority faculty agree it is effective way of teaching but few of them disagree. This is the only method of teaching and learning where faculty and student both unanimously don't agree in large percentage.

E. [Case Study]

Case study method is popular for b school teaching and learning. Students have majority in strongly agree and agree category. A small proportion disagree and strongly disagree to this method of learning. Faculty opinion is not clear for this aspect as majority faculty are not able to agree to disagree to case study as effective way of teaching.

This question was asked to know the effective method of teaching and learning from the view of teachers and students. The options provided were popular method used in MBA classroom. The lecture and presentation along with group activity are preferred by faculty and student both. Other methods are also agreed in majority number.

TABLE 2

Sr. No	Questions	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
1	Which method you consider effective for learning during large class (please rate) [Lecture / Presentation]	19	45	16	8	2
2	The most suitable way of evaluation in large class (please rate) [Student Presentation]	18	44	14	9	5
3	The most suitable way of evaluation in large class (please rate) [Viva]	11	35	22	14	8
4	The most suitable way of evaluation in large class (please rate) [Tutorials / Assignments]	16	37	21	14	2
5	Which method you consider effective for learning during large class (please rate) [Video]	39	34	9	7	1
6	Which method you consider effective for learning during large class (please rate) [Group Activity]	38	32	13	7	0
7	Which method you consider effective for learning during large class (please rate) [Tutorials]	13	34	30	13	0
8	The most suitable way of evaluation in large class (please rate) [MCQ / Online]	24	43	14	5	4
9	The most suitable way of evaluation in large class (please rate) [Peer Evaluation]	14	30	28	13	5
10	The most suitable way of evaluation in large class (please rate) [Projects]	28	50	10	2	0
11	The most suitable way of evaluation in large class (please rate) [Problem Solving Questions]	19	54	13	4	0
12	The most suitable way of evaluation in large class (please rate) [Open Book Test]	27	26	18	12	7
13	The most suitable way of evaluation in large class (please rate) [Viva]	15	36	21	10	8
14	What are major challenges in large class (please rate as per below scale) [Objectives of the session are not made clear]	12	34	25	17	2
15	What are major challenges in large class (please rate as per below scale) [Less Interaction with the faculty]	36	45	4	5	0
16	What are major challenges in large class (please rate as per below scale) [Less participants Interaction]	27	38	11	12	2
17	What are major challenges in large class (please rate as per below scale) [Evaluation is not done properly]	27	39	18	4	2
18	What are major challenges in large class (please rate as per below scale) [Doubts are not solved in the class]	23	39	13	14	1
19	What are major challenges in large class (please rate as per below scale) [Don't get to learn much]	12	23	30	21	4
20	What are major challenges in large class (please rate as per below scale) [Technical clichés create problem in conduct (audio, visual, mike etc)]	18	38	14	16	4
21	What are major challenges in large class (please rate as per below scale) [Lack of administrative support (attendance/ allocation of venue etc)]	19	30	29	9	3
22	Faculty needs following skills to be effective in large class (please rate) [Presentation]	50	38	1	1	0
23	Faculty needs following skills to be effective in large class (please rate) [Technical (audio/visual / LCD/ Mike etc)]	43	31	11	3	2
24	Faculty needs following skills to be effective in large class (please rate) [Social Media]	26	25	22	15	2
25	Faculty needs following skills to be effective in large class (please rate) [Student control]	38	38	8	5	1
26	Faculty needs following skills to be effective in large class (please rate) [Evaluation Techniques]	40	37	10	2	1
27	27. Faculty needs following skills to be effective in large class (please rate) [Mix of Teaching methods]	52	34	3	1	0
28	28. Faculty needs following skills to be effective in large class (please rate) [Time Management]	44	40	5	0	1
29	29. Faculty needs following skills to be effective in large class (please rate) [Ability to Handle Questions]	54	30	4	1	1
30	30. Faculty needs following skills to be effective in large class (please rate) [Understanding audience/ Students]	50	34	4	2	0

3. The most suitable way of evaluation in large class (please rate).

Questions were asked to students and faculty on appropriateness of evaluation techniques. Evaluation always remains a challenge for large class for faculty and student a piece of discontentment on how they are being ranked.

A. [Student Presentation]

All faculties rated students presentation as appropriate method for evaluation and students in majority agree to this method of evaluation.

B. [Viva]

Students in majority agree to the viva as method of evaluations however there is spread of opinion with good number not been able to agree or disagree and disagree. Faculty agree in majority but small proportion also disagrees to viva as appropriate method of evaluation.

C. [Tutorials / Assignments]

Tutorials and assignments are considered appropriate by almost all faculty however students have majority agreeing and still big proportion not been able to agree / disagree or disagrees to this method of evaluation.

D. [MCQ / Online]

MCQ and online test are considered to be appropriate method of evaluation by faculty and students.

E. [Peer Evaluation]

Almost equal number for students agree and neither agree/ disagree for peer evaluation. Interestingly faculty share the similar opinion.

F. [Projects]

Students project are considered good way of evaluation by both faculty and student with minority not in agreement to the same.

G. [Problem Solving Questions]

It is interesting to know 100 percent faculty agree that problem solving is appropriate way to evaluate students. Same is agreed by students in majority with minor disagreement and not been able to agree or disagree.

H. [Open Book Test]

Open book test are supposed to be the popular among students but in this survey students had diversified opinion. Students have agreed to open book test in majority though, Faculty have close to equal divide about the same.

4. What are major challenges in large class (please rate as per below scale)

This question was asked to know the faculty and students opinion about the challenges of large classes.

A. [Objectives of the session are not made clear]

It is agreed in majority that objectives of the lecture or lesson is not clarified in the large class.

B. [Less Interaction with the faculty]

The challenge is often discussed in the literature about the less interaction of students and faculty is agreed by student and faculty in majority. Negligible number from students disagree with this fact.

C. [Less participants Interaction]

Students and faculty both have opinion in large majority that interaction among student is also a challenge for the large class.

D. [Evaluation is not done properly]

Student and faculty both agree that evaluation is constrain for the large class. It is also substantiated in the literature that lack of individual attention leads to difficulty.

E. [Doubts are not solved in the class]

Both faculty and student are of the opinion that doubts are not cleared in the large class. However, a minority students disagree to the statement. Whereas few faculties are not able to agree or disagree.

F. [Don't get to learn much]

Few students agree that they don't get to learn much in large class but a big number disagrees to the statement and bigger proportion is not able to disagree or agree. Faculty opinion is not clearly indicating on the learnability of the student in the large class.

G. [Technical clichés create problem in conduct (audio, visual, mike etc)]

Technology is boom where student to faculty ratio is huge. Majority of the student and faculty are of the opinion that technical clichés like audio visual aid are a challenge for the large classes.

H. [Lack of administrative support (attendance/ allocation of venue etc)]

Academic institute require a lot of administrative support that includes scheduling of the classes, allocation of classroom, attendance etc. All faculty agree to the statement. Students agree to administrative challenges but a good number is in neither agree or disagree category.

5. Faculty needs following skills to be effective in large class

The question was asked to know the skills required by the faculty in the opinion of students and faculty.

A. [Presentation]

Both student and faculty agree in majority that presentation skills is important for the success of the large class.

B. [Technical (audio/visual / LCD/ Mike etc)]

Technical skills and understanding of audio visual is important skill as indicated by both faculty and students.

C. [Social Media]

Social media is impacting almost all areas of functioning even learning and teaching. The teacher under the survey feel that social media is not so important for teaching as they opted neither agree nor disagree.

D. [Student control]

Handling of the large class requires command over handling different types of students. Both students and faculty agree to the skill of students control on large class.

E. [Evaluation Techniques]

Evaluation of students is important aspect of learning and teaching. Both student and faculty agree that knowledge of evaluation technique is required to manage large class.

F. [Mix of Teaching methods]

Knowledge and mixing of teaching methods is required by the faculty. The same is agreed by students and faculty in this study.

G. [Time Management]

Time management includes starting the lecture on time and ending it on time. Effectively cover the syllabus. Faculty and Student are of the same opinion.

H. [Ability to Handle Questions]

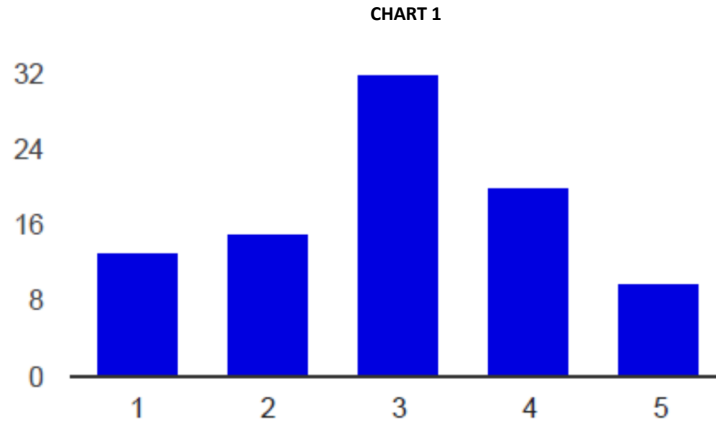
Faculty and student both are of the opinion that faculty should be able to handle questions and reply them to the students.

I. [Understanding audience/ Students]

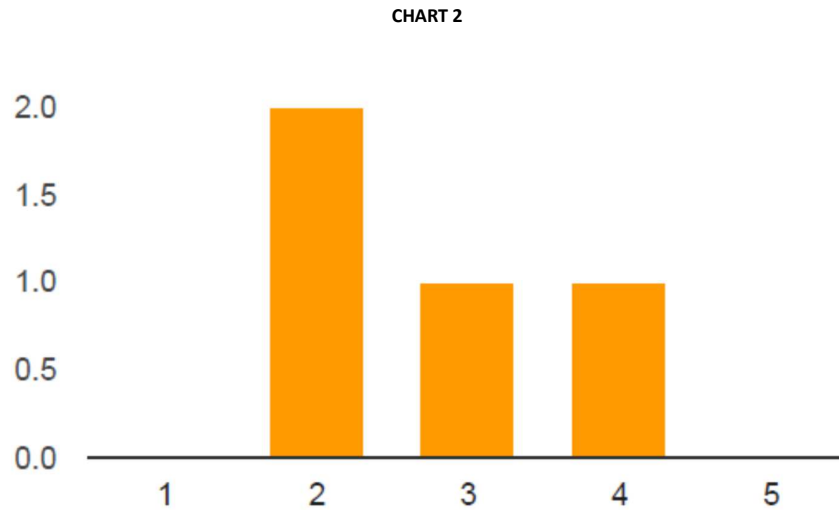
Faculty should understand the types of students and their learning styles for being effective in the large classroom. The student and faculty both are of the opinion of the statement.

6. Large class rooms are requirement for effective teaching and learning resource for any institute (please rate below points from 5 Strongly agree to 1 Strongly Disagree)

I. STUDENTS RESPONSES



II. TEACHERS RESPONSES



Interpretation: Both faculty and student have mixed view on the requirement of large class

SUGGESTIONS

Some suggestions which are based on the discussion with teachers and students are mentioned below:

1. Student Faculty Relationship: Interactive, knowing background, relate to students are some of the basics that can help faculty success in large class.
2. After class mentoring can bridge the gap of interaction with the students.
3. Use of Interactive Computer Technology in classroom can help faculty engage students in large classroom
4. Pedagogical and Team Activity, good mix of various teaching methodology can lead to effective learning. Team activity based discussion in class can provide student opportunity to interact with each other.
5. One-minute paper during/ at end of the session are good to summarise the session in large class. This also leads to reinforcement of learning.
6. Continuous Evaluation and Fair evaluation, evaluation is what students are sensitive about and its important aspect of learning and teaching process. Faculty must engage in continuous evaluation and that must be conduct in fair manner by providing each student equal opportunity to perform.
7. Inform about objective and interrelationship with other subjects, helps faculty integrate learning of students and better understanding of the subject. It's difficult to establish shared responsibility of faculty and student in large class but faculty must aim to have that done in the large class.

SIGNIFICANCE OF THE STUDY

Study presents interesting insights on the handling of the large classes. It can help faculty decide strategies to deal with large classes. It presents point of view of faculty and students and hence gaps in the opinion.

CONCLUSION

The study revealed faculty and students are almost at the same understanding of large class. Today's MBA students believe in shared responsibility with faculty in the entire learning process. The gaps are mainly in the area of use of pedagogy and evaluation techniques. Faculty having correct expectation setting will be able to overcome the challenge.

It has been seen that class size is a major concern to any higher education system. And the above report on the large class problems elicits that teaching a large class requires hard work, effective planning in terms of logistical arrangements and provision of learning activities, robust assessment plan instead of relying on straight lecturers, which according to empirical evidence are not highly effective. It is clear from the review of literature and feedback presented in the report that there are many significant issues have been noticed with large classes. The above report also emphasizes on the various strategies in dealing with the large class problems which can enhance the continuous professional development activities in order to deliver meaningful learning activities in such settings. Teachers in higher education must continuously be engaged in action research to bridge the gap in teaching and learning.

To quote Dr. Sallie M. Ives, Director, UNC Charlotte Faculty Center for Teaching from her handbook, "There is no one way to teach a large class. We have to take into account our teaching style, the characteristics of our students, and the goals and objectives of our course. Decide which one or ones are most likely to work for you, and try them"

REFERENCES

1. Benbow, Mizrahi, Oliver & Said-Moshiro (2007). Large class size in the developing world. What do we know and what can we do? American institute of research under the EQUIP1 LWA.
2. Bartlett M, Morrow K; Method for Assessing Course Knowledge in a Large Classroom Environment: An Improved Version of the Minute Paper; American Journal of Pharmaceutical Education Vol. 65, Fall 2001, 264-267
3. Caldwell J.E; Clickers in the Large Classroom: Current Research and Best-Practice Tips; *CBE Life SciEduc* ;vol. 6 no. 19-20 <http://www.lifescied.org/content/6/1/9>.fulldoi: 10.1187/cbe.06-12-0205
4. Coleman, Hywel.1989a. The study of large classes *Project Report No. 2*. Lancaster, Leeds: Lancaster-Leeds Language Learning in Large Classes Research Project.
5. Ives, S M, A Survival Handbook for Teaching Large Classes, Director, UNC Charlotte Faculty Center for Teaching, 3/22/00
6. Jungić, V., Kent, D., Menz, P., (2006) Teaching Large Math Classes: Three Instructors - One Experience, International Electronic Journal of Mathematics Education, 1(1), 1-15.
7. Kornfeld Michael, The effects of class size on Student academic achievement in a rural state a dissertation presented to the faculty of the graduate college of the University of Vermont, february, 2010
8. McKeachie, W.J. (1986). Teaching tips: A guidebook for the beginning college teacher. Lexington, MA: D.C. Heath and Company.
9. L. Toth, L. Montagna (2002) Class size and achievement in higher education: A summary of current research. *College Student Journal*, 36 (2),253–260.
10. Lindsay, R., Paton-Saltzberg, R. Resource changes and academic performance at an English Polytechnic. *Studies in Higher Education*. 1987; 12:213–227.
11. Papo, William Duncan (1999). Large class teaching: Is it a problem to students? *College Student Journal*; 33(3),354.
12. Pastirik P; Using problem-based learning in a large classroom Nurse Education in Practice; Volume 6, Issue 5, September 2006, 261–267, <http://www.sciencedirect.com/science/article/pii/S1471595306000254>
13. Rienties B,Héliot Y, Jindal D (2013); Understanding social learning relations of international students in a large classroom using social network analysis; *Journal Higher Education*, Volume 66, Issue 4, 489-504, DOI 10.1007/s10734-013-9617-9, Print ISSN 0018-1560

WEBSITES

14. www.africansunmedia.co.za
15. www.cshe.unimelb.edu.au/assessinglearning/03/large.html
16. www.griffith.edu.au/gihe

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 for further improvements in the interest of research.

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

