

IIMT

BUSINESS REVIEW

Vol. 01, No. 01, Jan-Jun, 2009

Biannual Journal of the IIMT College of Management, IIMT Group of Colleges

IIMT Business Review : A Research Journal of IIMT College of Management

Vol 01, No. 01, Jan-Jun, 2009

Biannual Journal of the IIMT College of Management, IIMT Group of Colleges

RNI No. A/F

Mode of Citation : (2009) Vol 01, No 01, IIMTBR

Copyright 2009, IIMT College of Management, IIMT Group of Colleges

All rights reserved.

The Editorial Board invites original, unpublished contributions in the form of research papers, articles, case studies, book review and bibliography.

The views expressed by the authors in this issue do not necessarily represent those of editorial board or publishers. Although every care has been taken to avoid errors or omissions, this piece of work is being published on the condition and understanding that all the views of the authors published and information given in this issue are merely for reference and must not be taken as having authority of or binding in anyway on the authors, editors and publishers. They do not own responsibility any damage or loss to a person or organization as a result of any action taken on the basis of this work. All disputes are subject to Meerut jurisdiction.

Call for Papers :

Prof (Dr) Puneet Kumar
IIMT College of Management
Plot No A-20, Knowledge Park III, Greater Noida
Gautam Budh Nagar (U.P.), INDIA
e-mail : pk2375@yahoo.co.in
Moblie No : 09891515879

Published By:

Mr Mayank Agarwal
IIMT College of Management
Plot No A-20, Knowledge Park III, Greater Noida
Gautam Budh Nagar (U.P.), INDIA
e-mail : iimtgnoida@iimtindia.net
Web site : <http://www.iimtindia.net>

Printed By:

Fortune India Printers
C-5, Sec-8, Noida
Gautam Budh Nagar (U.P.), INDIA

IIMT JOURNAL

Vol. 01, No. 01, Jan-Jun, 2009

Chief Patron

Rtn. Prof. Yogesh Mohanji Gupta

Patrons

Abhinav Agarwal

Mayank Agarwal

Editor-in-Chief

Dr Puneet Kumar

Managing Editors

Nirdesh Vashistha

R Gupta

International Editorial Advisory Board

Professor Satya Mishra

University of South Alabama, USA

Professor Rafiqul Zaman Khan

Ittihad University, UAE

Professor Alay Ahmad

*Preston University, Kohat-Peshawar,
Pakistan*

Professor Abdul Sattar A. Al-Alusi

Ittihad University, UAE

Professor Bob Melson

Macon, Georgia, USA

Professor Gagan Kukreja

Ahlia University, Kingdom of Bahrain

Professor Muhammad Sarfraz

Kuwait University, Kuwait

Professor Ali Sher

George Mason University, UAE

Professor Sayel Ramadhan

Ahlia University, Kingdom of Bahrain

National Editorial Advisory Board

Professor R S Yadav

University of Lucknow, Lucknow

Professor Chander Mohan

Dept of Science & Technology, Delhi

Professor P V Kapoor

IIMT, Greater Noida

Professor Y P Singh

Delhi University, Delhi

IIMT JOURNAL

A Research Journal of IIMT College of Management

Vol. 01, No. 01, Jan-Jun, 2009



EDITORIAL

“The powers of the mind are like the rays of light dissipated; when they are concentrated, they illumine”.

We earnestly believed in these scholarly words and they had ever since inspired us to go a step further to endeavor in enhancing the existing state of knowledge globally. “IIMT Business Review : A Research Publication of IIMT College of Management” is a humble beginning of our quest for these enlightening rays of knowledge. We are sure these rays should make everything, that they are focused upon, visible to the world. Knowledge is said to uncover the veil of ignorance and thus leads us towards the liberation of soul, called-self-realization, which is the ultimate aim of education. This knowledge originates and resides in a mind of the people. The young and educated manpower is the truest asset of nation in actual terms.

Over the years educators and researchers have aimed to use research to enhance individual learning as well as to achieve establish levels in management education. The research is expected to blend with their individual approach to instruction. However, quite a few are aware of the benefits that may be obtained by proactively harnessing the available resources to refine their teaching methods. IIMT Business Review is one such effort wherein we are intending to use all the available resources to develop an ability to restate words of wisdom.

In the inaugural issue of Journal and effort has been made to produce a collection of articles and research papers, which may stimulate ideas and reflections for a needed quality thrust in our nation- wide management education programme. It is hoped that educators will perceive through this issue tremendous scope for identifying gaps in ongoing programmes and policies and will come out with viable plans to remedial and corrective action at their each level.

I am thankful to the authors for showing tremendous faith in our first effort by contributing quality papers. We are grateful to the consulting editors and advisory board members for their continuous involvement in guiding the editorial team and in the reviewing process of these contributions so as to bring them out in best form. We will look forward to their lasting support and directions all the time.

We sincerely hope that our aim to become a leading international society for support and dissemination of research in all spheres of management education is not far from reaching.

Dr Puneet Kumar
Editor-in-Chief