


Appendices

Appendix 1: Questionnaire
Appendix 2: Research Publication
Dear Respondent,
I am a Research Scholar of Department of Business Administration AMU, Aligarh. My research topic is “Consumer Shopping Experience in Shopping Malls of Selected Indian Cities”. I request you to kindly fill up the enclosed questionnaire. Your cooperation and feedback of the same would be appreciated and highly valued.

Respondents Demographic Profile

<table>
<thead>
<tr>
<th>Gender:</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Age (Yrs.):</td>
<td>&lt;20</td>
<td>20-30</td>
</tr>
<tr>
<td>Marital status:</td>
<td>Married</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Qualification:</td>
<td>Undergraduate</td>
<td>Graduate</td>
</tr>
<tr>
<td>Occupation:</td>
<td>Home maker</td>
<td>Self employed</td>
</tr>
<tr>
<td>Approx. monthly family income in’000:</td>
<td>&gt; 25000</td>
<td>25000-50000</td>
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</table>

Shopping Behaviour

Visit shopping mall for shopping and
Visit shopping mall not for shopping but for
Shopping Companion:
(a) Entertainment   (b) Dining   (c) Window shopping   (d) Information seeking
(a) Entertainment   (b) Dining   (c) Window shopping   (d) Information seeking
(a) Family           (b) Friends  (c) Relatives           (d) Colleagues
(spouse, siblings’, children)
(a) <Rs.5000        (b) Rs.5000-10000  (c) Rs.10001-20000  (d) Rs.20001-40000
(e) Rs > 40000
(a) <1hr            (b) 1-3 hr      (c) 3-6 hr            (d) >6 hr
Frequency of shopping visit:
(a) Once a week     (b) Twice a week  (c) Thrice a week   (d) As per shopping needs
Day of visit:
(a) Saturday        (b) Sunday      (c) Weekly low price day (d) Any day
Time of visit:
(a) Morning         (b) Afternoon   (c) Evening
Transport:
(a) Two wheeler     (b) Four wheeler (c) Public transport
### Shopping Experience

#### Shopping Malls which I am visiting / visited

**SD:** Strongly Disagree  **D:** Disagree  **NAND:** Neither Agree Nor Disagree  **A:** Agree  **SA:** Strongly Agree

Please tick in the appropriate boxes

<table>
<thead>
<tr>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>NAND</th>
<th>A</th>
<th>SA</th>
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<tbody>
<tr>
<td>The lighting is appropriate.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>The smell and air quality is pleasant.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<tr>
<td>The music suits to my mood.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<td>SA</td>
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<tr>
<td>The space design and allocation is fine and spacious.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>The price displays are clear.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>The signs and art work is easy to read, informative and appealing.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Price with respect to competitors is low.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>It has reasonable price relative to product.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Quality of merchandise is good.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>There is a variety of merchandise.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Number of brands is available.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>There is availability of preferred brands.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
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<tr>
<td>Sales personnel are well trained with relevant knowledge and skills.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>The sales personnel are well dressed.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<td>SA</td>
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<tr>
<td>Sales personnel are customer concerned friendly, courteous and respectful.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<tr>
<td>It is close to my house.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<tr>
<td>It is close to my work place.</td>
<td>SD</td>
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<td>NAND</td>
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<tr>
<td>I feel safe and secure while shopping.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<tr>
<td>It has convenient opening hours.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>It is easy to find parking facility.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Statement</td>
<td>SD</td>
<td>D</td>
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<tr>
<td>Wheel chairs for the elderly and physically challenged persons are available.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Play and rest areas for kids and children are available.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Changing and fitting rooms are available.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Facility of payment through credit/ debit card is available.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>It provides exchange and return adjustments.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>It provides fast and efficient billing.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>It takes less time to check out.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>It provides after sale service.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Customer complaints are properly handled.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>Accurate and on time home delivery is provided.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>The payment mode is convenient.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>It has attractive product and promotional displays.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>The point of purchase is attractive.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>It provides special offer and timely announcement of sales.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Facility of payment through store card is available.</td>
<td>SD</td>
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<td>NAND</td>
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<td>SA</td>
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<tr>
<td>There is good use of celebrity endorsement in advertising.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Overall perception of my experience at shopping mall is positive.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>I feel shopping mall offers me more than just products and service, but also a memorable experience.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<td>SA</td>
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<tr>
<td>I am delighted about doing shopping in the shopping mall.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>Malls have good entertainment facilities.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<td>SA</td>
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<tr>
<td>Services provided are good.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
<td>A</td>
<td>SA</td>
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<tr>
<td>It gives me pleasure to visit malls.</td>
<td>SD</td>
<td>D</td>
<td>NAND</td>
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<tr>
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<td>IMPACT OF LIQUIDITY ON PROFITABILITY OF PUBLIC SECTOR BANKS IN INDIA: A STUDY OF SBI &amp; BOB</td>
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<td>QR WITH MOODLE FOR EFFECTIVE HIGHER EDUCATION</td>
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<td>INVESTIGATING THE HRD CLIMATE AND PERCEPTIONAL DIFFERENCE OF EMPLOYEES IN BANKING SECTOR</td>
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<td>13</td>
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<td>63</td>
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<td>IMPACT OF PARTICIPATIVE MANAGEMENT IN DISPUTE SETTLEMENT: A STUDY ON JUTE MILLS IN WEST BENGAL</td>
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<td>104</td>
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<td>LIVELIHOOD ACTIVITIES: THE DETERMINANTS AND IMPORTANCE OF OFF-FARM EMPLOYMENT INCOME AMONG RURAL HOUSEHOLDS IN TIGRAY REGION, NORTHERN ETHIOPIA</td>
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<td>25</td>
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<td>124</td>
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<td>INDICATION OF MOBILE TESTING ON CLOUD INTERPRETATIONS</td>
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REQUEST FOR FEEDBACK
CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Education, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

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) & AFFILIATION(S): 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 alphabetical 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:
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   - 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**
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     - Always indicate the date that the source was accessed, as online resources are frequently updated or removed.
   - **WEBSITES**
Large scale organized players are fast making inroads replacing traditional stores with modern stores. Retail formats which are adoptions of western formats may not necessarily be suitable for Indian retail environment. Consumer shopping behavior in shopping malls explores the experience of consumers during shopping in malls. Beyond explaining the shopping activities that interest the shoppers most, important attributes of shopping experience, the frequency and purpose to visit the mall are also detailed. The findings of the study indicate applications to the marketers and managers for an effective, efficient and productive mall performance. The findings also provide a direct evidence that malls are now a day’s treated as a one stop destination for various purposes like dining, entertainment, hanging out, information seeking and shopping, a phenomenon called as (shoppertainment) compelling mall managers to transform the malls that would offer stores with attractive product, merchandise, sophisticated atmospherics and facilities to lure the target customers.

KEYWORDS
Shopping Experience, Shopping Behavior, Shoppertainment Store Attribute.

INTRODUCTION
Retailing the biggest private sector in the world is of the prime movers of an economy. The real estate market in India continues to be on its buoyant growth trend. Specialized retailers, all over the world, are developing rapidly in segments such as consumer durables books, music, lifestyle goods household furnishings, healthcare and beauty. India is an emerging retail market and its retail sales are increasing by an average of 10percent a year. The globally respected consultancy firm A.T. Kearney (2004), has rated India as the most attractive retail market. Organized retailers from within and around the globe are on a spree to set up shop in the Indian market. This has intensified the level of competition amongst the players and the Indian consumers had the opportunity to experience the rapid exposure to brands. Retailers will have to be very much market oriented to meet up the customer expectation attitudes and behavioral variables. The shopping experiences of consumers are guided by their expectation. A shopping mall is a group of retail business planned, developed, owned and managed as a unit (Kotler, Armstrong, 2006. 407.) According to Mckeever et al. 1977, Prendergast et al. 1998) shopping mall as a part of urban panorama has been considered as consumers “nesting places” or habitant. (Swinyard, 1998) these places are important venues that enhance peoples experience. Experience is the consequence of acquiring and processing stimulation in the mall over repeated visits. Shopping, buying and utilizing are three activities which contribute the customer’s behavior in holistic manner Tauber (1972)

LITERATURE REVIEW
Reid & Brown (1996) proposed that the customer’s orientation towards shopping may shed light into the way he/she indulged in shopping and it also told the reason when he/she chooses a particular retail store including (shopping mall). Store atmosphere plays a vital role in consumer experience. Atmospheric involves a conscious designing of space to affect customer’s sensory experience. (Koo,2003) in his study said a positive store experience enhanced satisfaction and would lead to increased shopping frequency, and therefore lead to increased sales. Store atmospheric specifically in reference to design and ambient factors, was a significant variable as it influences consumer preference, interpersonal service quality, merchandise quality and monetary price perception as well as shopping experience cost (Baker et al 2002; Thang & Tan 2003), Newman and Patel (2004), reported that s ore atmosphere was one of the crucial factors and determinants of store choice. Walkefield and Baker found out that the architectural design of the mall was the dimension which contributed the most to mall excitement, while a mall’s interior design had strong influence on customer’s desire to stay longer in mall. Wakefield and Baker (1998), also found a positive and strong relationship between malls layout and desire to stay/ mall excitement. This tells us that the customer not only evaluates the product assortment inside the mall but they also do look for the intangible that the mall offers like colors, ambience, fragrance lighting and music Prior researches suggest that use of light colors exhibit a sense of spaciousness and impart a sense of excitement among the minds of the consumer more over even the use of serene music along with warm colors helped the mall by increasing the customer desire to stay (Solomon,1994 Peter Olson,1994) According to Sway (2007), scent marketing can make a consumer feel comfortable and put consumer in a good mood that could positively influence purchase decisions. A positive emotional experience engendered by store atmosphere will increase the estimated spending and time spend in the store. According to Donovan et.al (1994) this partly is due to emotional variable evaluated apart from cognitive variable e.g. quality and price perception. Lindquist (1974) included merchandise in his nine attributes list explaining that merchandise consisted of quality, assortment, service and price. Lindquist (1974), confined fact that merchandise was a key image factor. Zimmer and Golden (1998), Chowdhury Reader and Sirvastava (1998) are the authors who accepted product quality and range as being important components in the store image developments. The fact that when the consumer’s found products in the retail store attractive, they had positive perceptions thus the customers are satisfied towards the store. Tang and Tan (2003), as well Collins-Dodd and Lindey (2003), claimed that merchandise had an essential influence on the brand perception and store image as well. Sullivan et al. (2002), consumer tends to seek store with a greater assortment of merchandise to satisfy their needs. Lindquest (1974), Zimmer and Golden (1998), Chowdhury et al (1998) Mc Goldrick (2002) had studied price as one of the merchandise components. Thompson and Chen (1998) laid stress on the price/quality linkage where price means “not waste money and is linked to durability quality. Bhupta and Vaish (2010), in their study stated that the developers and retailers need to plan the merchandising by the consumer needs. Chebat, Sirgy and Grzeskowsiak (2010), opined that one way to generate more traffic is to build a strong mall image perceived by the shoppers delivering unique benefits. Previous research conclusion regarding convenience and location were somewhat contradictory as well as one hand, Burns and Warren (1995), found, that consumer’s travels beyond their local shopping area to other shopping centre in order to access a wider selection of products than that available locally, and this
satisfied the need of uniqueness. On this conclusion research based on consumer responses by SeVerin et al (2001) and Yilmaz (2004) showed that convenient location has the greatest impact on consumer’s choice of center. Opening hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). With retail location point of view, consumers give higher preference to shopping outlet which is nearby to their homes. Loudon and Bitta (1993), discovered that consumer’s seeked high convenience, they despided spending time and effort for a particular product. They also found that convenience is also an important criterion for customers who would either visit or made purchase in a mall very infrequently.

According to Kaufmann (1996), consumers are getting more and more inclined towards “one stop destination” for their complete shopping desire. Huff (1964 and 1966) concluded that the convenience of access were the primary characteristics that consumers sought, when choosing a shopping center to visit. The demand of one stop shopping had been a major drives of increasing scale of operations in retail (Messinges and Narasimhan 1997), multipurpose shopping can take many forms. Ghosh (1986) briefly commented to both the shopper and retailer. Malls would afford those pursuing a multi-purpose agenda the opportunity to do so more effectively and in a pleasant environment.

Shopping centre entertainment was a strategic marketing tool that could extend a shopping centre’s trading areas, lengthen shopper stays, and increased revenues for tenants (Shim & Eastlick 1998). That is, entertainment (such as movie theatres, food courts and fashions shows) could enhance the ambience of a shopping centre conducive to an exciting and pleasant experience for shoppers. Few studies have incorporated entertainment as an attribute of the shopping centre image. Beyond the pioneering shopping centre study that measured entertainment items including movie theatre and themed restaurants was conducted by Bellenger, Robertson and Greenberg (1977). The entertainment mix of a shopping centre could comprise specialty entertainment (such as movie theatres), special event entertainment (such as fashion shows) and food (such as food courts and cafes). Besides an entertaining and pleasant ambience, a safe shopping environment was also central to consumer patronage.

Convenience orientation was a key benefit that shoppers seeked in the modern environment. In this sense, consumer’s perceptions of convenience (e.g., opening hours, location, and parking) would have a positive influence on their satisfaction with the service (Berry et al. 2002). Consumers’ perceived expenditure of time and effort interacts to influence their perceptions of service convenience (Berry et al. 2002), and retail facilities can be designed to affect those time and effort perceptions. For example, a central location can reduce the transaction costs associated with shopping (e.g., transportation cost, time spent). In addition to a convenient location, other convenience incentives provided by retailers, such as longer operating hours or ample parking, can draw patrons to a store (Hansen and Deutscher 1977–1978)

RESEARCH GAP

The forgoing discussion brings the fact that the rate of growth in the retail sector in India creates a requirement for research from the consumer’s perspective. A very few detailed studies on consumers shopping experience related to malls had been done in an Indian context. Most of the studies are based on USA and European environment. The lack of studies in this domain has triggered the interest to bridge the gaps.

OBJECTIVES

From the above research gap the following objectives were derived to study about the shopping experience of the Indian consumers. The research was conducted keeping in view the following main objectives

a) To indentify various shopping activities of the customers.

b) To explore important attributes of shopping experience among Indian shopper

In order to understand the shopping experience dimension of consumer’s, related to mall attributes the given model has been developed.

FIG.1: MODEL OF CONSUMER SHOPPING EXPERIENCE

The Indian, consumer’s are gradually moving from local Kirana shopping to mall shopping with the number of domestic and international brands available in store. These modern retail formats provide a wide variety of products and services to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service all under a single roof. Indian consumers are fast embracing modern retail formats.

MODERN RETAIL FORMATS

1) Discount stores: Discount stores or factory outlets offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the seasons. The product category range includes variety of perishable and non perishable goods.

2) Supermarket: This is a large, low cost, low margin high volume self service operation designed to serve the customer’s need for food, luxury and household maintenance products. E.g. Food World, Subhiksha and Nilgiris

3) Hypermarket: Hypermarket in India deals with varied shops selling different types of essential commodities along with luxury items. The hyper market is mainly concentrated in urban areas only. It has a heterogeneous mixture of large and small individual retailers. Most of this hypermarket sells branded products of both domestic and international manufacturers. It offers product with different price brands for each and every section of the society. The operators of hypermarket are Reliance Retail, Bhatti Wilms. These are stores that focus on specific market segments, specializing on particular products, gift items and so on. These include chains such as the Bangalore based kids Kemp, the Mumbai book retailer Crossword, Times Groups music chain Planet M.

4) Specialty stores: These are stores that focus on specific market segments, specializing on particular products, gift items and so on. These include chains such as the Bangalore based kids Kemp, the Mumbai book retailer Crossword, Times Groups music chain Planet M.

5) Malls: It is the largest form of organized retailing. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. eg Shoppers stop.
The research methodology for the study involved a research design comprising the elements of shopping activities and various attributes of malls that influence customers shopping experience. Shopping activities further comprised of Entertainment, Dining, Information seeking, and Shopping activities comprising of Atmosphere, Merchandise and Convenience. A questionnaire in English was drafted. Each question was measured using five point Likert scale, which ranged 1 to 5, where 1 resembled the response as “strongly disagree” while 5 resembled “strongly agree” to measure 19 items. The questionnaire was divided into three parts. Part one employed questions to measure necessary and relevant demographic details of the respondents. Part two of the questionnaire used questions to capture the shopping behavior of the respondents (e.g. frequency of shopping, time taken while shopping in the mall, etc). Part three aimed at measuring the respondent’s reaction towards the various dimensions of shopping experience. The data obtained by a pilot study was subjected to reliability test and Cronbach alpha value .836 was obtained for the construct. Further it was scrutinized by industry expert and academicians for its validity. A few changes were incorporated on the suggestion of experts.

The questionnaire on the basis of sampling design was subjected to shoppers intercepted post shopping activity. The population of the study consisted of both male and female shoppers who come to shopping mall in Delhi. Sampling frame consisted of shopping mall in Delhi in order to have representative sample, a list of selected retail stores in Delhi was generated. The sample size consisted of 500 shoppers as used in previous studies.

From the total number of 550 questionnaires, 500 were found completely usable for the purpose of the study. The percentage of the respondents was constructed depicting the complete demographic of the sample. Table 1 indicates the demographic profile of the respondents. There were (39.2%) of male respondent and (60.8%) of female respondents in the sample. The largest set of respondents was found to be of the age group 20-30 years (46%), following were the respondents of age group 31-40 years (24%) and 41-50 years (16%) respectively. Unmarried respondents were found to be more as in the sample accounting for nearly (62.4%) and married respondents were about (37.6%) of the total sample. With respect to the educational level, graduates were the respondents of age group 25-30 years (24%) and postgraduates followed by undergraduate (29%). Percentage of postgraduates included in the sample was (23%). About the occupation of the respondent the statistics revealed that (34%) of the respondents were salaried professionals, (50%) were students, (8%) were self employed, (7%) of the respondents were homemaker and a considerably low percent of the respondent with (1%) fell in the category of retired. According to the statistics in terms of monthly income, illustrated the major portion of the respondents were earning a monthly income ranging from 25000-50000 INR (40%), followed by the respondents who specified that had a monthly income of below 25000 INR accounting for (30%) of the total sample. Others who followed had 50000-75000 INR (21%), 75000-100000 INR (8%) and above 100000 INR (1%).

Table 2 indicates the shopping behavior of the respondents included in the sample. The given table shows that the majority people i.e. (57%) visit malls for shopping and entertainment followed by dining (16%), window shopping (14%) and for information seeking (13%). The percentage of the respondents who visited malls not for shopping but for entertainment were (49%), for dining (21%) for information seeking (20%) and window shopping (10%). Majority of the respondents i.e. (50%) visited shopping malls with their friends, (30%) with their families, (15%) with their colleagues and the lowest number of respondents (5%) visited with their relatives. With regards to the percentage of average money spend while shopping in the malls, (72%) of the respondents spend <Rs 5000, while shopping in the malls, (72%) of the respondents spend <Rs 5000, between Rs 5000-10000, (25%), Rs10000-20000, (2%) and the Rs 20000-30000 (1%). The table indicates that (75%) of the respondents spend 1-3 hrs. in the mall, (11%) of the respondent spend 3-6 hrs, (10%) of the respondent spend <1 hr. and the lowest number of respondent i.e. (4%) >6 hrs. in the mall. In terms of frequency of visiting the shopping mall, results indicate that (61%) of the respondent visit the malls on the basis of their shopping needs where as about (23%) of the respondents visited once a week, (11%) of the respondents were found to be visiting the mall twice a week and a handful of the respondents were observed to visit the malls thrice a week.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>196</td>
<td>39.2</td>
</tr>
<tr>
<td>Female</td>
<td>304</td>
<td>60.8</td>
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<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>70</td>
<td>14</td>
</tr>
<tr>
<td>20-30</td>
<td>230</td>
<td>46</td>
</tr>
<tr>
<td>31-40</td>
<td>120</td>
<td>24</td>
</tr>
<tr>
<td>41-50</td>
<td>80</td>
<td>16</td>
</tr>
<tr>
<td>&gt;50</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>188</td>
<td>37.6</td>
</tr>
<tr>
<td>Unmarried</td>
<td>312</td>
<td>62.4</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>
SHOPPING BEHAVIOR OF THE RESPONDENTS

1) Visit shopping mall for shopping and

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>285</td>
<td>57%</td>
</tr>
<tr>
<td>Dining</td>
<td>80</td>
<td>16%</td>
</tr>
<tr>
<td>Window shopping</td>
<td>70</td>
<td>14%</td>
</tr>
<tr>
<td>Information seeking</td>
<td>65</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

2) Visit shopping mall not for shopping but for

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>245</td>
<td>49%</td>
</tr>
<tr>
<td>Dining</td>
<td>105</td>
<td>21%</td>
</tr>
<tr>
<td>Window shopping</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>Information seeking</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

3) Shopping companion

<table>
<thead>
<tr>
<th>Company</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>200</td>
<td>30%</td>
</tr>
<tr>
<td>Friends</td>
<td>325</td>
<td>49%</td>
</tr>
<tr>
<td>Relatives</td>
<td>15</td>
<td>9%</td>
</tr>
<tr>
<td>Colleagues</td>
<td>10</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

4) Average money spend

<table>
<thead>
<tr>
<th>Range</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5000</td>
<td>360</td>
<td>72%</td>
</tr>
<tr>
<td>5000-10000</td>
<td>125</td>
<td>25%</td>
</tr>
<tr>
<td>10000-20000</td>
<td>10</td>
<td>2%</td>
</tr>
<tr>
<td>20000-30000</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>&gt;40000</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

5) Average time spend

<table>
<thead>
<tr>
<th>Range</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 hr</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>1-3 hrs</td>
<td>375</td>
<td>75%</td>
</tr>
<tr>
<td>3-6 hrs</td>
<td>55</td>
<td>11%</td>
</tr>
<tr>
<td>&gt;6 hrs</td>
<td>20</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

6) Frequency of shopping visit

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week</td>
<td>115</td>
</tr>
<tr>
<td>Twice a week</td>
<td>55</td>
</tr>
<tr>
<td>Thrice a week</td>
<td>25</td>
</tr>
<tr>
<td>As per shopping needs</td>
<td>305</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

Source: Researcher
 findings of the study reveal that the entertainment emerges as the most significant activity at malls. Amongst the other important activities were dining and information seeking. The activity like window shopping is least important.

Interior design, décor and lighting of the malls were observed to have acceptance from the respondents. The respondents gave preference to the dimensions like merchandise and convenience. The respondents preferred one stop shopping, convenient opening hours, and parking facilities, wide product assortment and a place for recreation with friends and acquaintances. The study also reveals that the young customers of Delhi were favorably inclined towards the mall than their older counterparts. Atmospherics gave a positive store experience and enhanced the satisfaction which increased the shopping frequency. The design of the mall contributes to the mall excitement which influenced the customer’s desire to stay longer in malls. The product quality, range and a store with greater assortment of merchandise satisfied their needs. Customers were more inclined towards “one stop destination” for their complete shopping desire.

**LIMITATIONS**

Some of the limitations too were identified in the study. The response of the respondents ranged from non response to partial response as they had come for shopping and entertainment and did not want to be intercepted for filling a questionnaire. Many were not ready to discuss the details of their response as they felt it was bothering their shopping visit.

Also shopping mall managers did not appreciate their shoppers being disturbed hence an inside shop interception for collecting response was not possible and the response was generated only outside shops.

An inside shop response would have generated a more valid data giving further detailed insight to the study being conducted.

**CONCLUSION**

In India the consuming class is emerging owing to the increasing income levels and dual career families with high disposable incomes. With the retailers eyeing their presence in the market, it is pertinent for them to identify the target shoppers as well as to identify the prime activities while shopping in an organized retail outlet and understand their needs/ desires of the targeted customers and deliver their offerings accordingly. Hence they can get not only maximum wallet shares of the customers but also their mind shares. A mall is a place where customers can get everything, and also is a good place to hangout with friends as a means of socialization along with purchase products of their interest and relevance. The findings of the present paper were quite similar to the literature reviewed, in a way that the customers were influenced by the music, color and lights of the malls which increased their desire to stay longer in them. The design of the store contributed to the mall excitement. Customers were more inclined towards one stop destination for their complete shopping desire as well as entertainment.

**MANAGERIAL IMPLICATIONS**

The result of the current study might have implications to the managers and marketers for an efficient, effective and productive mall performance. Malls are fast becoming a place for socialization and recreation and customers have high expectation from the malls. Hence mall managers should understand that malls have something more than a place to buy products. They should transform the malls in such a way that would offer energetic and vibrant stores with attractive product merchandise, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities to enhance the shopping experience of the customers with the impact to lure the target customers.

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Thanking you profoundly

Academically yours

Sd/-

Co-ordinator
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