

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

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

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

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

Circulated all over the world & Google has verified that scholars of more than 5555 Cities in 190 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.	TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA <i>DR. N. PASUPATHI</i>	1
2.	A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS <i>P. SARVAHARANA, DR. P. THYAGARAJAN & DR. S. MANIKANDAN</i>	10
3.	ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR <i>DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE</i>	17
4.	EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT <i>KAMLESH P. THOTE & DR. RAVISH A. SARODE</i>	20
5.	CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS <i>NEHA VIJ & DR. JYOTI RANA</i>	23
6.	FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF TELANAGAN GRAMEENA BANK <i>DURDANA BEGUM & BADIUDDIN AHMED</i>	25
7.	UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY <i>PAVITHRA.S, DR. V. KRISHNAMOORTHY & DR. R.SOMASUNDHARAM</i>	28
8.	QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT <i>DR. V. ABIRAMI & R. SWARNALATHA</i>	34
9.	EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH <i>KULDEEP KUMAR & ASHWANI KUMAR</i>	37
10.	PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW <i>DR. A. PUNNAVANAM</i>	44
11.	AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT <i>SUNITHA.N.M & DR. B. P. VEERABHADRAPPA</i>	48
12.	A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES <i>YEH, YU-MEI, LI, FENG-CHIA & LIN, HUNG-YUAN</i>	54
13.	TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK <i>SURESH BABU K N & DR. SURESHRAMANA MAYYA</i>	61
14.	RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW <i>PRITI JHA & DR. JYOTI RANA</i>	66
15.	IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR <i>KATHIRAVAN & DR. R RAJENDRAN</i>	69
16.	THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS <i>DR. LALIT KUMAR & ROHIT KUMAR</i>	73
17.	FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA <i>NIDHI JHAWAR & BARKHA AGRAWAL</i>	79
18.	THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY <i>DR. SHEFALI PANWAR</i>	83
19.	IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMEs <i>D. MELBHA</i>	89
20.	THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION <i>KUSHAGRA GOEL</i>	94
21.	MASTERSTROKE: DEMONETISATION <i>VANASHREE H. TRIVEDI</i>	98
22.	ROLE OF HR IN THE MODERN CORPORATE WORLD <i>M. JEEVAN JYOTHI</i>	101
23.	AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET <i>ILAKKIA M M. & DR. KRISHNAMOORTHY V.</i>	104
24.	A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY <i>PR VENUGOPAL & PURNACHANDER KONDERI</i>	111
25.	AGRICULTURAL MARKETING - CHALLENGES & CHANCES <i>M. SELVAMUTHU, M. NAVEENKUMAR & B. KIRUTHIKA</i>	114
26.	DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA <i>TEKELAB CHERENT TOHBO</i>	117
27.	AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK <i>IRENE ELSA MANI</i>	124
28.	FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	130
29.	INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS <i>POOJA</i>	134
30.	SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY <i>ANN MARY ALEXANDER & FATHIMA SHEREEF</i>	136
	REQUEST FOR FEEDBACK & DISCLAIMER	141

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

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

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

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

CO-ORDINATOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

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

FORMER CO-EDITOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. M. N. SHARMA

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

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

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

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. NEPOMUCENO TIU

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

Dr. RAJENDER GUPTA

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

Dr. KAUP MOHAMED

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

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

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

SUNIL KUMAR KARWASRA

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

Dr. SHIB SHANKAR ROY

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

Dr. S. P. TIWARI

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

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

SHASHI KHURANA

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

Dr. IQBAL THONSE HAWALDAR

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

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

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

Dr. SAMBHAVNA

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

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHIORGIS

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

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

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

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN 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>

INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS

**POOJA
ALUMNA
MAHARSHI DAYANAND UNIVERSITY
ROHTAK**

ABSTRACT

India is shining with the remarkable stories of women. Women entrepreneurs of India stand straight from rest of the mob and are praised for their achievements in every field. These women entrepreneurs are decisive, hardworking, determining and willing to take risks. They governed to survive and conquered in tough competition with their effort, zeal and determination. Capability to learn quickly from her knowledge, skills, her decisiveness, ability to solve problem, capability to lead people, willingness to take risk, knowing how to conquer and lose delightfully are the features of the women entrepreneurs in India. In recent study it is found that the Indian women entrepreneurs are creating more wealth than women entrepreneurs' rest of the world. The fundamental features required for entrepreneurs and the fundamental demeanour of Indian women, disclose that, ample capabilities are exist among the Indian female on their enterprising ability. This capability is to be identified, brought out and opened for employment in service and production sectors for the growth of the country.

KEYWORDS

India, women, entrepreneur.

INTRODUCTION

Women entrepreneurs refer to the female or a group of female who commence and operate a business enterprise. Women entrepreneurs have indulged in all the functions in which a male indulged. They should search the potential of commencing new business; taking risks, inception of new innovations, leadership, administration and control of enterprise and providing sound coordination in business as a whole. Indian government has explained women entrepreneurs as a business/enterprise owned and control by women possessing at least 51% of the capital and providing at least 51% of employment, originated in the organization, to women.

There is increasing graph of women entrepreneurs in almost all the countries of the world. The concealed business capabilities of women have been rising with the increasing sensitivity to the position and importance in the society. The hard work, diligence and knowledge of business are the basic causes for women entrepreneurs to come ahead into business enterprises. Women entrepreneurs indulge in business as a result of push and pull factors which provide dependence to women to have an independent occupation and make her self-standing. Women entrepreneur is an individual who accepts risky role to fulfill her unique desires and turn out to be self-dependent. A prominent want to do positive is a significant feature of women entrepreneur who is capable of contributing norms in both family and societal life. Women are aware of their own abilities, rights and also responsibilities through media awareness. The shackles are shattered and female are found engaged in every aspect of business from papad to telecommunication.

Right efforts in right direction in all aspects are mandatory in the growth of women entrepreneurs and their active participation in the enterprising activities.

OBJECTIVES

The main object of the paper is to study the impact of female entrepreneurs in developing India as a successful economy. The study also deals with major hurdles faced by women entrepreneurs of India. After that we had discussed about a few successful Indian women entrepreneurs.

RESEARCH METHODOLOGY

The study is based on secondary data. Published and unpublished article, ongoing academic working paper and internet are used extensively as a source of information.

LITERATURE REVIEW

Das, 2000 made a study in context of two states i.e. Tamil Nadu and Kerala on women entrepreneurs of Small and Medium Enterprises. The challenges faced by female entrepreneurs are quite similar to those confronted by female in western nations. Although, women entrepreneurs of India confronted lower level of work-family challenged and are different from their duplicates in western nations based upon the operating and managing the business. The statistics depicted that the ration of business setup and managed by women entrepreneurs is lower than the data found in western nations.

Singh, 2008, recognizes the causes and affecting factors leading to entry of female in entrepreneurship. He stated the features of their business enterprises and also the hurdles. He described the problems in the development of women entrepreneurship are chiefly lack of communication with efficient entrepreneurs, social non-acceptance as women entrepreneurs, gender biasness, family problems, less preference given by banks to grant loan to female entrepreneurs. He emphasized on advocating small enterprises and releasing business framework etc.

Lall & Sahai, (2008), made a comparative analysis of multi-dimensional issues and problems relating to female entrepreneurship and family business. The study recognized psychographic factors like, degree of determination, business problems and plan for growth based upon demographic factors. The data have been obtained from female entrepreneurs working in Lucknow, city. The study recognized business entrepreneur's features as self confidence, self respect and Entrepreneurial potency for development. The study discussed that, there has been eminent growth in number of female working in family owned business after that they still have lower position and confront more difficulties in running business.

Greene et.al. (2003), examine the research in the field of women entrepreneurship. The study classified many journal and research based upon certain criterion related with female entrepreneurship like personal traits, gender biasness, financial problems etc.

WOMEN: AS ENTREPRENEUR

Women possessed business ventures are highly rising in almost all the countries of the world. The concealed business capabilities of women have been rising with the growing sensitivity to the position and importance in the society. Women entrepreneur is an individual who accepts risky role to fulfill her unique desires and turn out to be self-dependent. A prominent want to do positive is a significant feature of women entrepreneur who is capable of contributing norms in both family and societal life. Women are aware of their own abilities, rights and also responsibilities through media awareness. The shackles are shattered and female are found engaged in every aspect of every type of business from papad to telecommunication. The opportunities and problems provided to female entrepreneur of modern era are growing rapidly that job seekers are shifting into job maker. They are blooming as manufactures, exporters, designers, publishers, interior decorator, garment manufacturers searching new access of entrepreneurial participation. Even though female made huge part of total population, after that professional world is still a male dominated one. Women in leading countries are identified and are more eminent in the business world.

CHALLENGES FACED BY INDIAN WOMEN ENTREPRENEURS

Deficit of confidence – Generally, female lose confidence in their firmness and capability. The members of the family and the society are hesitating to stand behind their entrepreneurial development. Although, the position of female as women entrepreneurs is changing, leading to rising the rate of growth of women entrepreneurs.

Motivational factors – Self motivation can be getting through an attitude for a fruitful enterprise, perception to take up risk and responsibility towards the business society. Other variables are Government rules and regulations, financial help family assistance from public and private undertakings and also the atmosphere adequacy for female to establish business ventures.

Knowledge in Business Administration – Women must be literate and trained regularly to attain the ability and expertise in all the aspects of business management. This help female to proficient in decision making process and create a sound entrepreneurial network.

Socio-cultural barriers – Sometimes female personal and family responsibilities make a great hurdle for succeeding in professional career. A few female are able to manage both family and business efficiently, dedicating enough time to do all their responsibilities efficiently.

Awareness about the financial aspect – Many institutions in the financial area expand their full assistance in the form of subsidy, loans, plans etc. After that every female entrepreneur may not be familiar of all the help provided by these institutions. So the serious endeavor taken towards female entrepreneurs may not access the entrepreneurs in backward and rural areas.

Market-oriented risks – Cut throat competition in the market and lack of confidence of female make the reliance of women entrepreneurs on middleman necessary. Many women entrepreneurs find it challenging to acquire the market and make their products and services famous. They are lack of awareness regarding changing market conditions leading to difficulties in managing business enterprises.

Training programs - Training programs, conference, workshop and seminars for each and every type of entrepreneur is provided by the social and welfare institutions, based upon time period, skill and the object of the training program. Such training and workshops are really helpful to novice, rural and inexperienced entrepreneurs who intend to develop a business unit on their own.

Recognizing the feasible resources – Female are hesitant to search out the access to pamper their requirement in the areas of finance and marketing. Instead rapid development of institutions and the government schemes from the government side, female are not energetic and intense to optimize the resources in the mode of reserves for mankind, assets etc.

Highly qualified and professionally sound female should be inspired for operating their own business, instead dependent on wage deployment outlets. The hidden talents of young entrepreneurs can be recognized, trained and utilized for different types of enterprises to extend the productivity in the business sector. A suitable environment is required for every woman to infuse enterprising values and indulge greatly in business activities.

SUCCESSFUL WOMEN ENTREPRENEURS IN INDIA

Educated female do not bind to limit their life in four walls of the home. They want equal right and respect from their life partners. Therefore, Indian female have to cross difficult way to attain equal respect and right due to old ritual, norms and tradition in Indian society. Instead of all social and family hurdles, various women have become successful in various fields. These successful women have made name and fame for themselves with their determination, potential, will power and capability. Following is the list of few successful Indian women entrepreneurs in India:

CHANDA KOCHAR

With an acute acumen for accountancy, Chanda Kocher is the MD and CEO of ICICI Bank, largest private bank of India. She has born in Rajasthan. She completed her master degree from Jamnalal Bajaj Institute of Management Studies, Mumbai. In the year 2001, 2003, 2004 and 2005, ICICI won the 'Best Retail Bank in India' award for their contribution in banking sector. Kocher personality awarded 'Business Women of the year 2005' by the Economic Times and 'Rising Star Award' by Retail Banker International.

INDRA NOOYI

With strong-will power and strong financial knowledge, Indra Nooyi is the CFO and President of Pepsi- Co. Her strong knowledge about business has assisted the garner company as much as thirty billion dollars worth of significant deals in the last years. Indra Nooyi completed her master degree in public management from Yale University and also master degree in Marketing and Finance from IIM, Kolkata. Indra Nooyi presides over various senior positions at Motorola Company and Asea Brown Boveri before joining the position in PepsiCo.

VANDANA LUTHRA

Vandana Luthra, a housewife, commenced her professional journey in 1989 when her two kids are very small in age i.e. three years old. She has born in Kolkata, this beautician got dexterity in the field of beauty, skincare, fitness and food and nutrition during pursuing higher education in United Kingdom, Germany and France after completing a course from New Delhi, Polytechnic Institute for women. In 2015, Fortune India listed her as 33rd most powerful women entrepreneur in India. She also awarded 'Padma Shri' in 2013 for her significant contribution.

INDU JAIN

Indu Jain is multi talented women used to be the Chairman of The Times Group – the successful and the largest media house of India. She is known by different personalities such as entrepreneur, an educationalist, an art lover, humanist, spiritualist but her most significant role has been that of Chairman of the Times Group.

RASHMI SINHA

Rashmi Sinha has born in Lucknow and completed her bachelor and master degree from Allahabad University, India. She owns a Ph.D. in neuropsychology from the Brown University. She co-founded 'Slide Share' with her husband, a site to share online presentations. In 2012, this site was acquired by LinkedIn for a worth of \$100 million. She listed one of the world's top 10 women influencers by Fast Company. Fortune also listed her at 8th position in Most Powerful Women Entrepreneurs list.

CONCLUSION

For attaining the aim of sustainable development, full participation of women entrepreneurs is essential. Full participation is made possible through women empowerment by removing the hurdles coming in the way of development of women. In addition to training programs, conference, newsletters, seminar, trade fairs, exhibitions, workshop and mentoring also can be a source for entrepreneurial values. As a result, the required outcomes of the business enterprises are quickly attained and more of fruitful opportunities are found in the area of business. Here after, motivating entrepreneurship among female is definitely a short-cut way of quick economic development and growth. Let us try to remove gender biasness, family and social problems and thus 'women' to be an entrepreneur equal with men.

A nation economic and social development depends upon successfully using one's manpower, both male and female. In spite its recent economic growth and developments, India's gender equality for entrepreneurship remains the lowest in the globe. Improving the gender equality is a significant step for India's balanced growth and its achievement of huge economic development and gender balance. Unblocking women entrepreneurship will promote a vast dynamic nation with overall balanced economic growth. Indian people required to create a sound understanding of how this gender networks effect economy as a whole efficiently.

REFERENCES

1. Attar, R.H. and Jawale, S.R. (2012), Women Entrepreneurs in India- Present Scenario. Pp. 53-57.
2. Ghosh, Piyali, and Cheruvalath, R. (2007), Indian Female Entrepreneurs as Catalysts for Economic Growth and Development. The International Journal of Entrepreneurship and Innovation, 8(2), pp. 139-148.
3. Mammen, Kristin, and Paxson, C. (2000), Women's Work and Economic Development. Journal of Economic Perspectives, 14(4), pp. 145-149.
4. Minniti and Maria. (2010), Female Entrepreneurship and Economic Activity. European Journal of Development Research, pp. 294-312.
5. Sahay, A. and Chhikara, M.S. (2007), New Vistas of Entrepreneurship: Challenges & Opportunities. Pp. 17-19.

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward 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

