

A PROFILE OF THE DEPARTMENT

The Jai Narian Vyas University was established on 2nd June 1962 as 'The University of Jodhpur'. Later on, it was renamed as 'Jai Narain Vyas University.' The University has a residential character. The erstwhile 'Faculty of Commerce' of the university was restructured into four separate teaching departments, viz The Department of Accounting, The Department of Business Finance and Economics, The Department of Business Administration, and the Department of Management Studies in the year 1990 with a new umbrella name of 'Faculty of Commerce and Management Studies.'

The Department of Business Administration came into existence on 3rd Feb.1990 and since then it has grown both academically and professionally, With Prof. P.N. Saxena as its first and founder Head of the Department, we have had a long journey of two decades. Prof. Saxena is both satisfied and happy to see the Department growing for his successors Dr. D.P.Ghiya, Mrs. Asha Malhotra, Dr. A. B. L. Mathur, Dr. R. R. Lodha, Dr. L. C. Bhandari, Dr. Rajan Handa, and Dr R.C.S. Rajpurohit, all have taken the department to greater heights over the years.

The Department offers M.Com., Ph.D, and D.Litt in Business Administration. At the undergraduate level, the Department offers B.Com (Hons.), B.Com and BBA Degree courses in combination with sister departments. Two separate Post Graduate Diploma courses, namely Post Graduate Diploma in Marketing and Sales Management and Post Graduate Diploma in Human Resource Management have been successfully running on self-financing basis. Both the diplomas have proved quite useful as professional job oriented courses for past many years.

The M.Com. Program offers specialization in four different areas: The Human area, The Marketing area, The Finance area, and The Institutional area. Currently, teaching is provided in Marketing and Human areas. The Department is staffed with and enriched by Seven Assistant Professors. Since the creation of the Department to till date, regular research as good number of PhD degrees have been awarded and numerous of PhD researches are in progress thereby usefully contributing to Research for advancement of knowledge in the domain of business administration. Several of our graduates have been very well placed in different organizations both in India and Abroad. The Department is also contributing by working on major and minor Research projects undertaken by its faculty members. The department successfully organized various UGC Refresher Course, Workshops, National Seminar and Conferences sponsored by UGC, New Delhi.

I must say that we in the department have always worked with a team-spirit and therefore whatever we have achieved so far, it is the gainful result of that. For all communications, following is the address of the Department:

Dr. Asha Rathi

Head of the Department & Chief Editor, IJBA

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Chief Editor

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MESSAGE

I feel a sense of satisfaction in bringing out this current volume of our Departmental Nation Peer Reviewed Refereed Journal in my ex-officio capacity as the Chief Editor, as **first of all I would say thanks to almighty God** then I share my feeling that we could not have reached this milestone without contributions and cooperation received at all levels of the editorial efforts and valuable authors who have contributed to our growing and continued success.

The Journal explores subjects of interest to academicians, practitioners and others involved in the field of business. Our goal is to promote awareness, provide a research outlet for the students and faculty, and increase educational exchange. Through earlier articles, and those in this issue, we have explored a broad range of topics including: instructional improvement, methods for delivery of course material, performance measures, learning approaches in new business environment. Our contributors have written their papers in the fields of Artificial Intelligence, Banking, Finance, Management, Marketing, Business Education, and many more.

I must express my sincere thanks to our Dean of faculty respected Prof. (Dr) Sunil Mehta and all my fellow Teachers, Scholars, Friends and Non-teaching / Ministerial staff members in the department as well as in the faculty of Commerce and Management studies for their affectionate and supportive behavior. We are still learning, still experimenting and still attempting to improve our process and product as per the current norms of University Grant Commission, New Delhi to render our best to the society. We would appreciate your feedback and suggestions because this will defiantly provides the additional and valuable assistance to the editorial board to improve the overall quality of our departmental journal.

[DR. ASHA RATHI]



Dr. Ashok Kumar

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EDITORIAL

The “Indian Journal of Business Administration” is a National peer reviewed referred journal of the Department of Business Administration. Although, it is only a small star in the galaxy of learners, it has been doing its humble bit in bringing to the surface, some of the relevant issues in the realm of Commerce and Management, along with necessary and even implicit non-business orientations towards a wide range of public and offering possible tips or clues to the academicians, readers and managers for multiplying managerial/organizational effectiveness in general towards enhancing their quality of business as well as a successful life.

The current edition of the journal encompasses and touches several research areas which includes Sustainable innovation, Microfinance in Indian Economy, Startup success, Competency based model to create a high performing organization, Analysis of stock market, Women in Rural Economy. The present volume is a modest and honest attempt to bring to light contemporary Researches to solve social and industrial problems, in the fervent hope that the exercise would help one have a better appreciation of the issues that matter. In the expectation that these expert studies, in their own right and limits, would help stimulate the thinking of the readers and generate responses, possibly helping in ways more than one.

This current issue would not have been possible had we not received encouragement and support from our academic leaders. We are thankful to our Hon’ble Vice Chancellor Professor (Dr.) Kanhaiya Lal Srivastava for all his inspiration and kind assistance that enabled the present volume to see the light of the day. We would also like to extend our sincere gratitude to Professor (Dr.) Sunil Mehta, Dean, Faculty of Commerce and Management Studies for his precious support and blessings.

The Department has potential drive and each of the members hold the key to open up the pathway to excellence. The members involved in this have done appreciable work and unless members participate wholeheartedly, improvements would remain elusive. The success of the journal will depend upon the deep involvement of the members of the department as a family and the kind support from the Faculty of Commerce and Management Studies as well as our University administration too.

Although a significant attempt has been made in the improvement, quality being elusive as to its boundary limits, the subsequent issues would be further developed for which an evaluated feedback from the readers would be of immense help. The Editorial Board will focus on professionalizing these management circles. It is believed that the patronage and co-operation extended by contributors and readers would enable the department to improve the quality of the journal as a continuous process in its value growth. We are looking forward to valuable comments from readers and contributors for the true improvement in the quality of our Departmental Journal.

Dr. Ashok Kumar