

NRJP Journals

NRJP Journals Launches
Platform for Publish
Your Books Thesis or Projects
with ISBN Number



Join
Us
NOW!

HAVE YOUR OWN BOOK PUBLISHED

NRJP Journals Now Launches a New Platform for Publishing
Your Books, Refresher Books, Course Books, Edited Books,
Proceedings, Thesis, Project, Dissertation with ISBN Number.

Contact Us:



National Research & Journal Publication
(A Unit of Swaranjali Publication)
FF1, Plot No1B, Sector10 B, Vasundhara, Ghaziabad UP.
Mobile: +91- 8700124880, 9810749840
E-mail: info@nrjp.co.in
info.nrjp@gmail.com,
www.nrjp.co.in
swaranjalipublication@gmail.com

M007

ISSN 2456-9305

Journal of Management Sciences, Operation & Strategies

(Peer Reviewed Referred Journals)

Volume 1 Issue 2
(2017)



National Research & Journal Publication
www.nrjp.co.in

Journal of Management Science, Operations & Strategies

Globalisation of market and operations places tremendous pressure on productive management of services and manufacturing enterprises. Services are increasingly important in today's developed economies. Nevertheless, manufacturing plays a major role in national economies and is essential for the survival of service organisations. Considering the globalisation of services and manufacturing, journal focusing on global perspective of operations management is of paramount importance. This journal focuses on new strategies, techniques and technologies for improving productivity and quality in both manufacturing and services.

Focus and scope Covers

- Operations Strategy in Services/Manufacturing, SMEs
- Designing Service/Manufacturing Enterprises, Virtual Enterprises
- Value Chain Perspectives
- Service Blue Printing
- Service Delivery process, Performance Measures/Metrics
- Managing Capacity
- Managing and Measuring Quality
- Information Technology, MRP, ERP
- Human Resources
- Production Planning and Control, Scheduling, JIT
- Lean/agile production
- Supply chain/Inventory management
- Product and Process design
- E-commerce and Operations
- Location and Facility Planning

About NRJP Journals

Your education is your base on which your success story has been built. WE believe that no one is born with writing skills thus we are vowed to provide you a platform to publish your article and ideas FREE OF COST, Rather than Rejection, we believe in Revision. Our first priority will be to covert ordinary content in to quality content by suggesting revisions. Thereby, providing opportunity to authors for improve their research work. We also *make academic publication simple and affordable while providing greater experience to authors.*

Our vision is YOUR SUCCESS IS OUR SATISFACTION.

Journals published under the aegis of *National Research & Journal Publication*, is following a common policy from editorial perspective, which states:

- To promote quality research, we will not charge authors for submission, processing or publication charge. Services for authors are free of charge.
- We will follow, fair policy of publication with no preference to any individual or society or institution, whatsoever.
- Articles will be reviewed on first come- first review basis.
- With our limited resources, we will try to check each and every article with the plagiarism check software before it is sent in to the review.
- As much as possible, we will follow double blind peer review process so as to ensure fair and quality review feedback.

Online NRJP journals platform

- NRJP Journal is meant to facilitate a cost effective access to the quality research findings in the domains of commerce through the publication of quality scholarly journals.
- Rapid online publication of papers, soon after their formal acceptance.
- Promotional support to papers of specific interest.
- Online Submission of Manuscripts.
- Provides an online peer review process, with a highly acclaimed editorial board.
- Free online open access to the abstracts of all articles.
- Worldwide circulation and visibility.
- Free access to authors to the journals in which papers are published by them.

Highlights of the forth coming Issue:

- Worldwide circulation of published work.
- Instant Indexing of published papers on various indexing websites and catalogues.
- No Registration, Submission and Publication Fees.

Pledge by Authors:

- No Plagiarism.
- Empowering knowledge through Research or Review work.
- Following Author Guidelines and Referencing pattern.
- Will help other researches to do relevant and focused research.

Resources for authors

- General advice on preparing a manuscript
- Tracking your article through production
- Language polishing service
- Promoting your article when published
- Tracking usage of your article when published

National Research & Journal Publication adopts a holistic approach to find ranking and relative importance of academic journals. The main objective is to help researcher's select appropriate journal while submitting research paper and publish in most reputed journal available with us. This is a complete automated process and there is less chance for any error or manipulation.

National Research & Journal Publication helps the researchers **FREE OF COST** by providing right direction in their research with the help of its worldwide research association members.

How Publishing with Us Credits You

Publish Open-Access: Articles published with us are fully accessible for readers with no fee restrictions. This enables wider readability of research material and thereby increased citation of the same.

Google Scholar Indexing: Every article is indexed at Google Scholar. Thus, your papers reach to masses, increase your readership, and appreciated in academia.

- NRJP is into publication of Journals, Books, Souvenirs, Special Issues and Proceedings
- Publication services can be availed by connecting through info@nrjp.co.in
- Our main agenda is to provide all sort of publication services to the scientific community
- NRJP Journals empowers and enriches knowledge through its quality published content
- Providing user friendly platform and services to Associations and Societies through official collaboration
- No charges from authors for publishing their work and editorial services
- Rapid publishing and ahead of print online issues
- Highly qualified and sound professional editorial board
- Professional editorial service
- Completely automated and without any charge author support and guidance
- Sound and ethical professional publishing practices
- High quality professional copy editing and proof reading services
- Publication free from Plagiarism
- Indexing in leading abstracting and indexing websites and databases
- High level of citation due to indexing
- Wide reach across the globe
- High quality reader base involving eminent scientist, industry professionals and academicians

- Journal archiving facility
- Highly suitable for new and seasoned authors
- Certification to Authors for publishing their work in NRJP Journals
- Eminent Editorial Board from all across the globe
- Professional Copyediting and Formatting services
- 100% assistance provided to new authors
- Global accessibility of the Journals

Authors are invited to submit their Research Articles, Review Papers, Case Studies, Empirical Analysis and Industry Reports.

Note: Print on-demand option can also be opted for a complete issue. All articles are published under the terms of Creative Commons Attribution 4.0 International (CC-BY 4.0) License. With this, the copyright remains with the author and shall not be transferred to the journal publishers.

INFORMATION FOR LIBRARIANS

We support research librarians to catalog NRJP journal in the midst of their library's electronic journal assets. As well, it may be noting that NRJP journal's open source publishing system is suitable for libraries to host for their faculty members to use with journals they are involved in editing.

Subscription Details:

Online Mode: Register with the NRJP journals as reader and pay using NEFT Transfer of Fund in NRJP account (Details provided in Subscription Form).

Offline mode: Subscribers may download, print, fill out, and attach cheque or demand draft and duly filled Subscription form stating the name of NRJP Journals and duration of subscription to the postal address given below by a secured post.

National Research & Journal Publication
 A Unit of Swaranjali Publication
 FF1, Plot No1-B, Sector 10 B, Vasundhara, Ghaziabad UP-201012.
 Mobile: +91- 8700124880, 9560298789

Subscription and Access Norms General

Journal strives to bring- out its issues regularly, but we cannot guarantee on its uninterrupted publication. Journal is not liable for any loss or consequences that might occur owing to the delay or non- publication of a manuscript in a scheduled issue of this journal. The Director, NRJP Journals, who is also a chairman of the Publication Management Team of the NRJP Journals, is empowered to change the subscription rates of the Journals for an ensuing subscription year with or without a notice to the subscribers. NRJP Journals, reserves all rights for any change in policy without prior notice.

Individuals

NRJP Journals online access has been provided solely on individual basis, hence a user is not supposed to share log-in id and password with anyone. A user needs to ensure that logs-out after completing work, else access will be denied in the next session. In case your log-in id and password are compromised, please intimate us at the earliest.

NATIONAL RESEARCH & JOURNAL PUBLICATION

Advisory Board Members

Prof. VK Gupta

Principal
Vidya Mandir Degree College
Kaimganj, Farrukhabad, Uttar Pradesh.

Prof. KS Jaiswal

Professor & Dean,
Faculty of Commerce & Management Studies;
Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh.

Prof. Gopi Nath

Professor, Department of Commerce,
Deen Dayal Upadhyay Gorakhpur University, Uttar Pradesh.

Prof. SB Singh

Head of Department, Commerce faculty,
Madan Mohan Malviya Post Graduate College, Pratapgarh, Allahabad,
Uttar Pradesh.

Prof. AK Tiwari

Head, Department of Commerce,
Deen Dayal Upadhyay Gorakhpur University, Gorakhpur, Uttar Pradesh.

Prof. SB Gupta

Director, Deen Dayal Research Center,
Chattrapati Sahu Ji Maharaj Kanpur University, Uttar Pradesh.

Prof. RK Gupta

Department of Commerce,
Christ Church College, Kanpur, Uttar Pradesh.

Prof. KN Mishra

Head & Professor,
Department of Commerce,
Armapur PG College, Kanpur, Uttar Pradesh.

Letter from Editor in Chief

I am very delighted and pompous to put pen to paper for a highly motivated and aimed team. I am not only hoping but strongly indomitable that National Research and Journal Publication have a bright future and prosperous journey ahead.

I also thankful to NRJP to chose me as editor in chief. I vowed to support them always and fulfil the adequacy of my position. I am not only the position holder but I also the witness of their hard work, team spirit and goal oriented job, I was there from the first bench to saw the building of the publication team, rising of a journal house and publishing of their first journal.

I also feel very proud that, the mission of the journal has a very downstream purpose "Do Revision not Rejection". They even work harder to teach a layman student, technical paper writing. Meanwhile, the team has to work rather harder to make a paper ready to publish.

In sum, then, language is an important accessory, but never the main thing.

Every success story was written on the very first step, so with your first step and all the next steps, I shall always bless you and promise you to guide on every steps you needed from my end.

With Blessings and Regards,



**Prof. Vinod Kumar Gupta
(Principal)
Vidya Mandir Degree College
Kaimganj, Farrukhabad (UP)**

From Director's Indite

It is my privilege to present the print version of our Journals of Commerce and Management Studies, 2017. The intension of these Journals is to create an atmosphere that stimulates vision, research and growth in the area of Management and Studies. Timely publication, honest communication, comprehensive editing and trust with authors and readers have been the hallmark of our journals. NRJP Journals provide a platform for scholarly research articles to be published in journals of international standards. NRJP journals strive to publish quality paper in record time, making it a leader in service and business offerings. The aim and scope of NRJP Journals is to provide an academic medium and an important reference for the advancement and dissemination of research results that support high level learning, teaching and research in all the Management and studies domains.

We not only restricted our journals to published papers but we also prone to career enhancing of a students for that we will propose a career section in our journal, in which the students can find the different path to enlighten his career. Beside this we also provide and industry or research insight for higher education students, in which we shortly elaborate any industry or the current research trends in the sector, for that we are highly appreciate our executive editors, who continuous support us to make the students career bright and brighter.

We also thankful to our Editor in Chief, and their vision of the advertisement of collages, across the city. His proposals for the advertisement of the collages, workshops and seminars through our journals are impactable, by which we are acting as a connection to integrate them and make them in light of current status and situations.

Finally, I express my sincere gratitude to our Editorial and Reviewer board, Authors and publication team for their continued support and invaluable contributions and suggestions in the form of authoring write ups, reviewing and providing constructive comments for the advancement of the journals. With regards to their due continuous support and co-operation, we have been able to publish quality Research and Reviews findings for our customers base. I hope you will enjoy reading this issue and we welcome your feedback on any aspect of the Journal.

Swaranjali Gupta

**Chairman, Swaranjali Publication
Director, NRJP Journals**

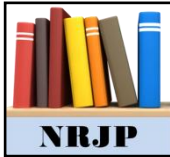
Journal of Management Science, Operations & Strategies

Volume 1 Issue 2

August, 2017

Content Page

- 1. Corporate Governance, Management Strategies and Social Responsiveness** Page No 1
Chandani Khan
- 2. Entrepreneurship and Technology Business Incubator Supporting Innovation-based Economy** Page No 7
Gurpreet Chadda
- 3. MBA Education and Entrepreneurship Development in India** Page No 18
Saiyad Nazia Fatima Rizvi
- 4. Organisational Structure and Management: In Reference of Banking Sector** Page No 29
Priyanka Gupta
- 5. The Succeeding of SME's in Tourism Industries** Page No 36
Anvita Shankar
- 6. Quantum Monte Carlo Simulations For Classical Spin** Page No 49
Dr. Surendra kumar



Review Article

Corporate Governance, Management Strategies and Social Responsiveness

*Chandani Khan**

Woman's Institute for Studies in Development Oriented Management,
Vanasthali Vidyapeeth, Rajasthan.

Abstract

The Indian industry has been growing strongly in recent years. Over the last five years, many changes have been observed in many industries in India. Indian companies have begun to compete globally, regardless of sector / sector. In this era of liberalization, there is no way to stop Indian companies in all sectors from ceasing to claim global markets. The strategy adopted by the company affects the future of the company. Strategic planning involves understanding current and future opponents, determining the direction in which the company is managed, and developing means to achieve organizational goals. Strategic planning is a very complex process. The impact of various external factors on the functioning of the company and the use of these elements to lose the company's superiority are part of the strategic planning process.

Keywords: *Corporate Governance, Management Strategies, Social Responsiveness, Strategic Planning.*

Copyright©2017, Chandani Khan. *This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.*

Introduction

The business environment changes at a rapid pace. As a result, your organization's top executives must respond accurately and efficiently to these changes and change the direction or action they take at the same time. To address these challenges today, business enterprises increasingly rely on the use of strategic planning(1).

Organizations vary in form, complexity, and sophistication. Therefore, the nature of the strategic plan that each company performs differs. Strategic planning is a formalized

long-term planning process that defines and achieves organizational goals. Strategic planning involves understanding current and future opponents, determining the direction in which the company is managed, and developing means to achieve organizational goals. Strategic planning is a very complex process. The impact of various external factors on the use of these factors in the company's capabilities and even part of the strategic plan to benefit the dying company(2).

The Indian industry has been growing strongly in recent years. Over the last five years, many changes have been observed in many industries in India. Indian companies have begun to compete globally, regardless of sector / sector. In this era of liberalization, there is no way to stop Indian companies in all sectors from ceasing to claim global markets. The strategy adopted by the company affects the future of the company. It is one of the factors that distinguishes a company from other companies. Infosys, L & T, Wipro, ICICI Bank, Tata Power, Dr. Reddy's is a well-managed company in India. Each industry has a unique strategy to achieve competitive advantage(3).

To change the strategy to apply dynamically in a changing business environment, the following strategies are connected with corporate governance, such as corporate mission, top management vision, competition, and transparency of top management corporate governance, an important aspect of accountability and independence are essential. In today's liberalized environment, businesses can not deny responsibility to their stakeholders(4).

Strategic Planning Process

Strategy is the determination of a company's long-term goals and the adoption of measures to achieve them. Policy is a concept that manages the processes and behaviors of managers when making decisions(5). There are three levels of strategy at the company level, the company level and the functional level. Strategic planning is a formal process that establishes long-term plans that help define and achieve

an organization's goals. Strategic planning makes consistent decisions and anticipates problems before they occur. The strategic planning process includes six steps(6). This includes:

- (i) The definition of an organization's mission,
- (ii) Determine the goals of the organization,
- iii) Assessing the organization's resources
- iv) Assessment of environmental risks and opportunities,
- (v) Strategic reform,
- vi) Implementation strategies through operational plans and
- (vii) Monitoring and adaptation of strategic plans.

Before establishing an effective strategy to secure a competitive advantage, managers must accurately analyze the organization's competitive landscape. To do this, you perform a SWOT analysis to analyze your organization's internal strengths and weaknesses. Different types of strategies and policies relate to areas of growth, finance, organization, and personnel Products or services and marketing(7).

Good corporate governance is a merger that adopts best practices, wealth creation and maximization, better accountability and investor protection.

Factors Affecting Corporate Governance

Corporate Governance largely depends on the following factors like

- The quality of the promoters,
- The intentions of the promoters,
- The systems

- Procedures adopted the transparency in the activities
- And the quality of the persons at the helm of day-to-day affairs.

Fundamental Issues of Corporate Governance(8)

Regarding the functioning of the committee, corporate governance is based on the following fundamental issues:

- (a) Transparency associated with the Company's business by fully and completely disclosing all factors that have a negative effect on the Company;
- (b) Liability of directors for any business or business performance issues, state law, or compliance with the services of shareholders or creditors.
- (c) Honesty, relationship with consumer or general investor regarding all matters of the Company, regardless of business clients.
- (d) Responsibility for some of the directors to be responsible for all business transactions of the company.

However, there are important questions about the quality and condition of internal and external current corporate governance practices(9).

- ◆ There are many cases where senior executives of prominent companies are identified and support rich salaries and bonuses.
- ◆ Many investors are wondering how a credit institution can provide an investment to a lender based on bad and suspicious financial information.

Enron, WorldCom, Sunbeam, and Tyco were inevitably followed by horrific

financial fraud and true fraud. There have been instances where the negligence or acquiescence of many well-known accounting firms, financial institutions, and investment banks has led to a crime of crime. Despite audit and accounting standards, fraudulent financial reporting has been made. In such cases, cheating has occurred, such as manipulation, counterfeiting, or accounting changes. This is in addition to false statements or deliberate omissions in the annual accounts for events and transactions. Such behavior is found in the bottom line of reality(10).

Role of SEBI

By April 2005, SEBI had delivered orders for 100 missing companies and prevented 378 drivers from accessing capital markets. It is treated as a penalty where the final use of the funds taken is fined elsewhere in this handbook. SEBI has mentioned a serious fraud investigator for the great value of the missing company, so investors can recover their money quickly. So you can choose all or one of the following four methods(11).

- Legislation,
- regulation,
- Self-training and
- Social pressure.

Therefore, the effectiveness of corporate governance depends heavily on the optimal mix of these methods. There are also two opinions that Indian companies should strive to meet global governance standards. New regulatory instruments and rules for better governance should also be in line with the realities of Indian land. Transplanting ideas and regulations in the West shows many

counterproductive and imitative characteristics(12).

Major Stakeholder Groups for Business Firms

To be truly effective, organizations should interact with their external environment. The external environment can be divided into the general or mega environment and the specific task environment. Social responsibility refers to the obligation of a business firm to enhance the condition of society along with its own interests.

Business firms are accountable to six major stakeholder groups:

- Shareholders,
- Employees,
- Customers,
- Creditors and
- Suppliers,
- Society and
- The government.

Social Responsiveness

Social responsiveness refers to the ability of a firm to implement policies and take part in activities that would benefit both society and the firm. The following categories are generally considered when measuring social responsiveness:

- Contributions,
- Fund-raising,
- Volunteerism for the social cause,
- Recycling,
- Diversity policies,
- Direct corporate investment,
- Quality of work life,
- Attention to consumers
- And pollution control.

The need to measure social responsiveness led to the development of social audits. Social audits are of two types –

- Audits required by the government and
- Voluntary audits.

Although social audits are not legally mandatory, many organizations make social involvement disclosures in their annual reports. This shows the growing concern among major firms about their social responsibility.

Strategic Management Theories

The fundamental nature of competition is changing in the global marketplace. The business environment is characterized by consumer demographics, preferences, changes in the nature of products and services, advances in distribution and logistics capabilities, various competitive strategies, and changes in technology. The rate of change is ruthless and steadily increases. In a rapidly changing market such as mobile phones, the product lifecycle is as short as a month or two(13).

Changes in the business environment have changed the company's philosophy from process management to strategic management, from inbound management to outbound management, from behavior management to cultural management, from product management to value management. The rapid rate of change is no longer considered odd. Understanding the impact is essential to the success of any company. This rapid change has caused many new trends. It is important for companies to

identify these trends and provide a location where they can earn revenue in a competitive environment with a corresponding vision(14).

Conclusion

It is necessary to first take a step back, review its development process, adopt a long-term perspective, observe its steps and rules and appreciate the changes in strategic management concepts.

Reference

1. Hadani M, Doh JP, Schneider MA. Corporate Political Activity and Regulatory Capture: How Some Companies Blunt the Knife of Socially Oriented Investor Activism. *Journal of Management*. 2016;0149206316638162.
2. Brammer SJ, Pavelin S. Corporate Reputation and Corporate Social Responsibility. *A Handbook of Corporate Governance and Social Responsibility*. 2016:437.
3. Suman S, Walter N, Hussin FA, Malik AS, Ho SH, Goh KL, et al., editors. Optimum Colour Space Selection for Ulcerated Regions Using Statistical Analysis and Classification of Ulcerated Frames from WCE Video Footage. *International Conference on Neural Information Processing*; 2015: Springer, Cham.
4. Suman S, Hussin FAB, Walter N, Malik AS, Ho SH, Goh KL, editors. Detection and classification of bleeding using statistical color features for wireless capsule endoscopy images. *Signal and Information Processing (IConSIP), International Conference on*; 2016: IEEE.
5. Galbreath J. When do board and management resources complement each other? A study of effects on corporate social responsibility. *Journal of Business Ethics*. 2016;136(2):281-92.
6. Luo XR, Zhang J, Marquis C. Accounting to the public: Internet activism and corporate social responsiveness in emerging markets. 2016.
7. Dineva DP, Breitsohl JC, Garrod B. Corporate conflict management on social media brand fan pages. *Journal of Marketing Management*. 2017:1-20.
8. Galbreath J. The impact of board structure on corporate social responsibility: a temporal view. *Business Strategy and the Environment*. 2017;26(3):358-70.
9. Rasche A, Morsing M, Moon J. *Corporate social responsibility: strategy, communication, governance*: Cambridge University Press; 2017.
10. Hubbard TD, Christensen DM, Graffin SD. Higher Highs and Lower Lows: The Role of Corporate Social Responsibility in CEO Dismissal. *Strategic Management Journal*. 2017.
11. Lim JS, Greenwood CA. Communicating corporate social responsibility (CSR): Stakeholder

- responsiveness and engagement strategy to achieve CSR goals. *Public Relations Review*. 2017;43(4):768-76.
12. Benton RA. The Decline of Social Entrenchment: Social Network Cohesion and Board Responsiveness to Shareholder Activism. *Organization Science*. 2017;28(2):262-82.
13. Esteban-Sanchez P, de la Cuesta-Gonzalez M, Paredes-Gazquez JD. Corporate Social Performance and its relation with Corporate Financial Performance: international evidence in the banking industry. *Journal of Cleaner Production*. 2017.
14. Wood G, Brewster C. Corporate governance and human resource management. *Annals of Corporate Governance*. 2016;1(4):249-319.

Call For Paper

**Dear Colleagues,
Greetings from NRJP Journals!!**

We are pleased to announce the launching of our management journals. We would like to invite you to submit manuscripts of your original papers, for possible publication in **NRJP Journals**, which covering all areas related of Commerce and Management Sciences and application in different fields. All submissions should be made electronically to the Editor-in-chief through E-mail. More information on the journal and the publishing process can be obtained at our website (www.nrjp.co.in)

NRJP Journals is an international reputed research journal, which publishes top-level original and review papers, short communications and proceedings on Interdisciplinary Integrative Forum various aspect of Commerce and Management like Retail Marketing, Business Management, Quality Assurance, Public Policy, Environmental Management, Accounting, Finance , Marketing Technology, Commerce, Economics, Management Science, Operations & Strategies, HR, Organizational Behaviour, Entrepreneurship Development Bank Management, Financial Strategies, Industrial Relationship, Corporate Governance, Social Sciences & Multi Disciplinary Management Studies. Areas of interest include but are not limited to only these, the focus and scope of each journal is vast and comparative.

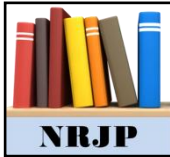
Author Benefit

The benefits of publishing in **NRJP Journals** include:

- **Fast publication times:** your paper will appear online as soon as it is ready, in advance of print version
- Excellent editorial standards
- Free color in electronic version
- **Access free on-line issue of journal for one year.**
- A rigorous, fast and constructive peer review process
- All abstracts and Meta data free on-line to all main institution worldwide to **ensure promotion to the widest possible audience.**

We shall be glad to receive your technical contributions at your earliest convenience. Please publicize this new journal amongst your colleagues for possible contribution and subscription.

With Kind Regards,
Editor-in-Chief (NRJP Journals)



Review Article

Entrepreneurship and Technology Business Incubator Supporting Innovation-based Economy

Gurpreet Chadda*

Department of Business Management, Punjabi University, Patiala, Punjab.

Abstract

Encourage synergies between technology (including modern vocational training / technology development), innovation (transformation of wealth and employment ideas) and entrepreneurship. Intellectual property rights for successful research results from colleges / research centers and adoption of uniform public funding research legislation that allows the inventor to receive part of the royalties from commercialization as a source of innovation and entrepreneurship. The strength of innovation in India can be greatly enhanced by encouraging more doctoral candidates and other researchers by providing an environment that supports entrepreneurship. There is also a need to significantly increase business incubation for Entrepreneurship (BIE) by thoroughly examining policy options to improve access to finance. There is much room for entrepreneurship by providing services such as market data, setting up business models, and hiring skilled people while doing valuable work in an Indian greenhouse gas organization.

Keywords: *Entrepreneurship, Innovation, Technology, Industry.*

Copyright©2017, Gurpreet Chadda. *This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.*

Introduction

Entrepreneurship, innovation and technology are crucial to creating wealth in every economy. They are important to the geographic political economy by facilitating the reduction of income inequality at the national and world level. Technology is often a major driver of entrepreneurship and innovation.

It is important to develop entrepreneurial talent to promote technological innovation if it is related to maintaining and maintaining a competitive advantage inherently in the

current global context(1). This document clearly depicts the current role of innovation, technology and entrepreneurship in the context of India. It also highlights how this innovation can lead to economic growth in our country.

Technology Innovation And Entrepreneurship Today

Entrepreneurship is taking risks from innovators called entrepreneurs in the economy. Entrepreneurship usually involves new product development, new product

manufacturing methods, or new business. "Those who lived in the early 20th century can not doubt the importance of innovation for prosperity without modern dental and medical equipment, penicillin, bypass surgery, safe birth, genetic disease control, PCs, medical institutions, etc(2). CD, Technological changes such as automobiles, fast and affordable travel around the world, affordable universities, central heating and air conditioning have changed the quality of our lives.

"Innovation is an essential characteristic of developed countries. Innovation drives the growth of the nation, and highly innovative countries have the opportunity to reach the top of prosperity. Entrepreneurial behaviors are valuable to the operation of a dynamic, changing economy, and some economists view entrepreneurship as the fourth product element that links natural, human, and capital resources. Nonetheless, most studies that understand the relationship between the process of innovation and entrepreneurship in the economy have led to the developmental stage. Although interest in the role of entrepreneurship revived in the areas of innovation and technology that create employment and economic growth, we focus on developed countries here(3).

Interlinking Technology, Innovation And Entrepreneurship

Creating an important group of entrepreneurs with a high level of growth depends on the quality of education and the presence of an environment that stimulates innovation. The three interconnected regions provide opportunities for synergies to create

mutually beneficial relationships through ideas and wealth flows that can deliver high levels of power.

This includes technology (especially qualitative vocational training and technology development), innovation (creating commercial value through new and improved ideas), and entrepreneurship(4). Together, these are the cornerstones of comprehensive and sustainable growth. Entrepreneurship and innovation are almost synonymous.

Entrepreneurs and small businesses responsible for innovation. Innovation takes place in technical R & D laboratories and corporate functions are reused in management bureaucrats. Innovation is separate from entrepreneurship. The disadvantage of entrepreneurship and innovation is that it does not differentiate between different types of entrepreneurship:

- Innovative entrepreneurship,
- Non-innovative entrepreneurship,
- Stagnant entrepreneurship,
- Destructive entrepreneurship,
- High-growth entrepreneurship,
- Survival entrepreneurship

Technology is indispensable for skill development and fundamental to Entrepreneurship and innovation. The ability to innovate and generate commercially valuable new products and processes can only take place in environments that encourage experimentation and value addition(5).

If we talking about the innovation and industry the most rising industry is bioengineering in recent days, most of the research based on this industry has been done by various researchers (6-10).

Innovation requires entrepreneurship by providing ideas that can be turned into goods (by product and service). Innovation helps to identify opportunities for entrepreneurship to develop and prosper. Innovation is not limited to high-end technology(11). The new idea of creating commercial value is the motivation for a new operator to plan a business. Innovation and entrepreneurship are two-way relationships. In a sense, someone in innovation finds something, but someone can not translate something into a commercial proposition. Entrepreneurship begins. Entrepreneurial culture stimulates momentum to create wealth awareness and promote innovation.

Entrepreneurship again helps create new jobs in the economy by creating independence, risk and trust in emerging technologies. The dynamic business environment is backed by an innovative, active academic culture that connects two ideas to the creation of new ideas and opportunities.

Entrepreneur is a dynamic hero of capitalism. Entrepreneurs typically create new combinations of new products, new markets, new materials and new forms of organization(1).

Role of Entrepreneurship in Development

Why entrepreneurship? As

entrepreneurship's importance and visible influence in wealth creation and employment grows, it plays a decisive role in India's growth and development. The study was conducted in India to investigate factors with advanced entrepreneurship and a number of factors that could stimulate and promote further growth.

'Entrepreneurship is the professional application of knowledge, skills and competencies and / or the creation of new ideas. Successful Entrepreneurship Ecosystems are influenced by a number of factors.

Key Entrepreneurial Triggers:

Individual Motivations,
Socio-cultural Factors,
Access to Early-Stage Finance Education
And Business Environment.

Prominent Motivation Triggers:

Independence
Market Opportunity
Family Background
New Idea
Challenge
And Dream Desire.

Motivation Triggers:

Region,
Gender,
Age,
Family background,
And work experience.

'Challenge 'is the most important' motivating driver '. Of the interviewed entrepreneurs, 99.4% did not want routine

work. 74% of interviewed entrepreneurs received family support and emphasized their importance. 63% of the interviewed entrepreneurs received their own funding, but other sources included banks, venture capital (VC), angel investors and state finance companies. Many of the banks financed by the bank have access to bank financing (61%). 95% of entrepreneurs think education is an important success factor(11).

Education is an important trigger to stimulate enterprising tendencies. 98% of entrepreneurs are graduates. However, only 16% chose a specific category as an educational background. Almost one in two entrepreneurs considered lack of skills in recruitment an important issue, but nearly a third thought it was difficult or difficult to find a candidate with the right skills. More than a third of entrepreneurs have typically had problems accessing and maintaining employees. 50% of companies have problems when seeking legal exemptions and permits.

Two-thirds had a complicated tax filing process, and there were 6005 charges. Another hurdle was to get reliable information about the registration process(5). Finance and other contracts 56% claimed that the rest of the quality infrastructure, especially transportation, energy and telecommunications, is a critical barrier.

Dominating An Influential Forces To Nurture Techno-Entrepreneurial Innovation

In India, the Government has identified the

need to support and nurture entrepreneurship through successful methodologies used world over but adapted those which suit local environment and conditions(2). Among them some of them are discussed below

National Science and Technology Entrepreneurship Development Board (NSTEDB):

NSTEDB, established by the Government of India in 1982, is the nodal government agency promoting various mechanisms to promote gainful self—employment in the country. The Board is being serviced by a government organization named Department of Science and technology (DST) with major objectives is,

1. Promoting and developing entrepreneurship through the use of S&T.
2. Networking central, state government agencies and NGO's in entrepreneurship and self- employment development. As an advisory body to the Government agencies in regarding entrepreneurship.

These programs have created awareness among Science and technology persons to take to entrepreneurship as a career. The academicians and researchers have started taking keen interest in such socially relevant roles(2). There are around more than 100 organizations. More programs are being evolved to suit the Changing economic scenario and the available scope for entrepreneurship development.

Science and Technology Entrepreneurs Park (STEP):

The Science Park and similar initiatives in the developed countries are the latest in the

evolutionary line to create an atmosphere for innovation and entrepreneurship; for active interaction between academics and industries; for sharing ideas, knowledge, experience and facilities for the development of new technologies and their rapid transfer to the end user. STEP provides a reorientation in approach to innovation and entrepreneurship involving education, training, research, finance, management and government(1). The prime objectives of STEP's are to:

- Link between universities, academic and R&D institutions.
- Promote entrepreneurship among science and technology persons.
- Provide R&D support to the small-scale industry.
- Promote innovation based enterprises

The NSTEDB, jointly with all India financial institutions, has so far catalyzed 15 STEP's in different parts India which have promoted nearly 1000 units generating annual turnover of about more than Rs 150 crore and employment nearly 7,000 persons. More than 100 new products and technologies have been developed by the STEP's. The following aspects are concentrated by STEP to accomplish the proceedings of TBI(2). There are few more technologies like:

- EDC: Entrepreneurship Development Cell.
- EDP: Entrepreneurship Development Program.
- OLPE: Open Learning Program in Entrepreneurship.

- EAC: Entrepreneurship Awareness Camp.
- STEDS: Science and Technology Entrepreneurship Development Scheme.
- FDP: Faculty Development Program.
- TEDP: Technology-based Entrepreneurship Development Program.

The changing face of India through technological innovative entrepreneurship

Entrepreneurship Technology and innovation are built into Indian geniuses and are part of the tradition. "India is an innovative business company ... We have corporate skills but have been constrained for so long ... Now it is a thriving business sense is a continuing feature of Indian history, especially in the many trading communities(11). Entrepreneurship can be much more complicated because "more comprehensive and broader than in developed countries" and therefore more work is done.

"Today's commentary is based on the ubiquitous nature of 'Jugaad' (aka 'creative improvisation' in Hindi) Commemorating Indian attitude. Unilaterally or otherwise, the tool seeks solutions based on rejection and rapid thinking, swallowing and resolution to accept defeat ... Quickly meet market demand with lowest price as a corporate property. Technological innovation in India The attractiveness of entrepreneurship has increased in recent years, especially due to the increase in knowledge-intensive services. New entrepreneurs who are not part of the traditional business community have started to grow in large numbers.

Entrepreneurship has been growing rapidly, especially over the past 20 years, and has been visible, creating wealth and creating employment. Improve the critical efforts that economic liberalization, including systematic attempts to reduce licensing, greater efforts to facilitate entrepreneurial access, and other institutional support for technophiles(2), help improve the entrepreneurial environment. The development of each technology involves participants' diversity efforts. Technological change is a synthesis of opinions from many entrepreneurs. Technology Entrepreneurship is involved in creating new opportunities through collaboration.

The technical process is automatically generated from generating new and creative ideas and implementing the ideas while others follow suit at home and abroad. New ideas include both products and processes that can be created through basic research and development, Small technology-based enterprises(5). The enterprise is still challenging big companies in large-scale technology production areas.

The contributions of technological innovation to national economic growth are all recognized as economic and experience journalism. Recent researchers have tested growth through technological changes in profit maximization. In the 1980s and early '90s, some researchers started out as a history employee in a corporate network. They played a unique role in the personal and professional set of new companies and technology-based enterprise venture

companies connected to the initial growth. In addition, some researchers are increasingly interested in providing a new company for the careful backup network, future access to funds and related technologies, distribution channels, etc., facilitating the exploration of investment and technology partners and key customers. We are experiencing technological change. According to an entrepreneur's perspective, innovation means creativity(12).

Deloitte Group India's latest survey is the fastest growing technology company in the world home worldwide. Nearly 82 Indian companies made position in the Asia Pacific 2007 fast-growing companies and companies in the Deloitte Technology Fast 500 list, or India in particular, have a 3-year average annual sales growth rate of 489%. And the opportunities provided by complex, interconnected global networks. The ability to adapt to changing market conditions and anticipate future technologies and economies of scale will take advantage of economic trends'20 and utilization of many market forces(13). Thus, comparative knowledge collection cost reductions can be used to achieve economic competitiveness, Recent research suggests that India has the opportunity to do in the world's best economy in 2050.

The Entrepreneurship 'Pyramid' in India

In terms of sectors and numbers of people engaged is made up of the following:

Level 1: Agriculture and other activities: Crop production, Plantation, Forestry, Livestock, Fishing, Mining and Quarrying.

Level 2: Trading services: Wholesale and

retail trade; Hotels and restaurants

Level 3: Old economy or traditional sectors: Manufacturing, Electricity, Gas and Water supply

Level 4: Emerging sectors (including knowledge intensive sectors): IT, Finance, Insurance and Business services, Construction, Community, Social & Personal Services, Supply Chain, and Transport- Storage-Communications etc.(14)

Examples of Technological Innovative Entrepreneurship Ideas

A critical eye on the power of ideas that is, innovation and bringing ideas into life which is done through entrepreneurship together can be considered as innovative entrepreneurship. Here an analysis of some of such innovative ideas and their success in the business field is thus explained further.

Ranbaxy Laboratories

In countries where most companies meet the needs of the vast domestic market, Ranbaxy has admired foolish thoughts. Ranbaxy is one of the most global companies in India. Ranbaxy is still a small company in the world pharmaceutical industry. His vision, bold thinking and global reach, however, make his business model the most innovative model in the country. Starting with Calmpose, a renowned sleeping account, Ranbaxy was impressed with global companies like Eli Lilly, with a strong potential in reverse engineering(15). Paravinder Singh began to dream of a global presence. In 1998, Ranbaxy became the first pharmaceutical company in India to become an important

milestone in the United States to launch its own brand of cefaclor. Recently, Ranbaxy actively submitted the abbreviation for New Drug Applications ANDAQ.

Titan

Titan, the undisputed leader of the Indian watch company, has transformed the watch market with an emphasis on style and quality through innovative distribution and brand management. Titan has successfully developed a strong brand identity not only in India but also in various overseas markets(16). Indeed, Titan is widely regarded as one of the best-managed consumer marketing companies in India. In fact, sales are about Rs. 800 crore, Titan is still a small company. In addition, Titan's global expansion has been successful so far. But the fact that Titan was able to avoid a well-established player like HMT shows the power of his business model.

The success of the Titan is largely the result of a sustained effort to change the rules of the game. Until the arrival of the Titan, for example, India's watch was traditionally a small, fun city-wide market area. Many consumers hesitate to walk in such a store. Titan presented an elegant showroom. Thanks to the success of the watch, Titan moved to the jewelry market, which is a bigger market. Titan is still an enthusiast when compared to global players like Swatch, Timex and Citizen. But if his performance so far, under the leadership of Bhaskar Bhatt, young executives are expecting to lead the company even bigger. Because there are so many articles about Infosys Infosys, we should not waste our

time and introduce N R Narayana Murthy, the president of the company or its company.

The best way to list the Infosys business model is Chidanand Rajghatta, one of our leading journalists. Infosys' biggest contribution was to inspire a sense of courtesy, transparency and public commitment to Indian business practices. It burned India's corporate image in an unsophisticated and unselfish way, while at the same time showing good growth after the quarter due to ethical and legal resources. (17)'

Suvarna urja wind power Pvt. Ltd., Pune

The wind power of Suvarna Urja designs and produces wind turbines and power systems especially for the Indian rural energy market. Since 2009, this small company has already been ordered to produce wind turbines and power generation systems in four Indian countries.

Sustainable Technologies and Environmental Projects Ltd. Mumbai

STEPS has been developed in the petroleum industry, such as "Poly Crack" technology, which focuses on recycling technology and transforms plastic waste into diesel. This process is more efficient than competing technologies and does not leave heavy metal residues (contaminants). Since 2007, STEPS's efforts have received worldwide media coverage. The company sold the Poly Crack conversion system to several companies in India and Europe. Promising new opportunities in the US and Southeast Asia have arrived, and the North

American subsidiary STEPS, N.A. has already been established.

Bharatmatrimony.com(18)

Later, the idea of launching a new portal was later turned into a global company with an emphasis on marriage. Bharatmatrimony.com's innovative ideas include:

1. Protecting your photos: They have seen your personal information.
2. Constellation Matching and Creation.
3. Profile verification: Surprisingly, people chose third-party verification while looking for business partners on the Internet.
4. Marriage reference: The customer was introduced to the marketer as a reference system.
5. Payment Options - Sifyi Way binds banks and creates local employees (recipients of commissions) in other cities.
6. Going mobile: Another trend to meet customer needs
7. Partnership like Tata Sky All these innovative ideas lead to Bharatmatrimony.com's success.

How India unleash its innovation and entrepreneurship potential?

The world has begun to take India as an important player in the world economy. Analysts and industry veterans predict India as an important force in the future. This is still a distant dream because India has only 300 million capable young people and 100 million jobs in its pocket. The \$ 1 million issue is whether the industry has the nerve to contain this scale of workforce. The only reasonable answer to this question is

entrepreneurship, which in itself presents new challenges.

India has the real potential to become a leader in enterprising activities, which can provide economic benefits. Innovations where Indian entrepreneurs can prove their leaders are biotechnology and information technology. The impact of innovation, entrepreneurship and technology lies in India. It can play an important role in the overtaking and growth of the global economy(13).

Conclusion

Entrepreneurship is an important aspect of the knowledge economy, and India has many entrepreneurs with the ability to drive change, achieve their potential and further strengthen the Indian economy. India needs two entrepreneurs for two reasons. The first is to create employment and wealth, and second, to make the most of existing opportunities.

A practical knowledge-based education system should be launched that will attract more attention to students. The training organization should also act as a local information center by updating the database of the research work performed. Governments must take initiatives by providing appropriate support by providing educational facilities to entrepreneurs whenever and wherever necessary, as well as financial aspects.

In some countries around the world, the role of an entrepreneur may be unclear and negative. In some countries entrepreneurship

is not rewarded but rather punishable. The multidimensional advantage of entrepreneurship makes society more enlightening. It also requires clarity on the definition of entrepreneurship. For the purpose of the report, entrepreneurship is defined as:

"Seeking opportunities beyond the resources we currently manage." Entrepreneurship is the process of bringing creativity, innovation and growth. Innovative entrepreneurs come in all shapes and forms. Benefits are not limited to start-ups, innovative companies or new jobs. Entrepreneurship refers to the ability of an individual to move ideas into action, thus providing a core competency for everyone so that young people are more creative and confident about what they are doing.

Reference

1. Williams D, Tsiteladze D. Assessing the Value Added by Incubators for Innovative Small and Medium Enterprises in Russia. *Technology Entrepreneurship and Business Incubation: Theory Practice Lessons Learned*. 2016:151-78.
2. Jamil F, Ismail K, Siddique M, Khan MM, Kazi AG, Qureshi MI. Business incubators in asian developing countries. *International Review of Management and Marketing*. 2016;6(4S).
3. Löfsten H, Löfsten H. Organisational capabilities and the long-term survival of new technology-based firms.

- European Business Review. 2016;28(3):312-32.
4. Raible SE. Entrepreneurship Ecosystems: A Comparison of the United States and Germany. 2016.
 5. Spigel B. The relational organization of entrepreneurial ecosystems. Entrepreneurship Theory and Practice. 2017;41(1):49-72.
 6. Suman S, Malik AS, Riegler M, Ho SH, Hilmi I, Goh KL, editors. Detection and Classification of Bleeding Region in WCE Images using Color Feature. Proceedings of the 15th International Workshop on Content-Based Multimedia Indexing; 2017: ACM.
 7. Suman S, Hussin FAB, Walter N, Malik AS, Ho SH, Goh KL, editors. Detection and classification of bleeding using statistical color features for wireless capsule endoscopy images. Signal and Information Processing (IConSIP), International Conference on; 2016: IEEE.
 8. Shipra suman FAH, Nicolas Walter, Aamir Saeed Malik, Ida Hilmi, editor Automatic Detection and Removal of Bubble Frames from Wireless Capsule Endoscopy Video Sequences. International Conference on Intelligent and Automation Systems(ICIAS 2016); 2016.
 9. shipra suman FAH, Nicolas Walter, Aamir Saeed Malik. Ulcer Detection and Classification of Wireless Capsule Endoscopy Images using RGB Masking. Advanced Science Letters. 2016;22(10):pp. 2764-8(5).
 10. Suman S, Walter N, Hussin FA, Malik AS, Ho SH, Goh KL, et al., editors. Optimum Colour Space Selection for Ulcerated Regions Using Statistical Analysis and Classification of Ulcerated Frames from WCE Video Footage. International Conference on Neural Information Processing; 2015: Springer, Cham.
 11. Al-Mubarak HM, Busler M. Challenges and opportunities of innovation and incubators as a tool for knowledge-based economy. Journal of Innovation and Entrepreneurship. 2017;6(1):15.
 12. Wadee AA, Padayachee A. Higher Education: Catalysts for the Development of an Entrepreneurial Ecosystem, or... Are We the Weakest Link? Science, Technology and Society. 2017:0971721817702290.
 13. Antikainen M, Valkokari K. A framework for sustainable circular business model innovation. Technology Innovation Management Review. 2016;6(7).
 14. Ajagbe AM, Olujobi JO, Uduimoh AA, Okoye LU, Oke AO. Technology Based Entrepreneurship Financing. Lessons for Nigeria. International Journal of Academic Research in Accounting, Finance and Management Sciences. 2016;6(1):150-63.

15. Yu Y, Yu J, Pan X, Stough R. Governance and the China innovation economy. *Asia-Pacific Journal of Regional Science*. 2017;1-22.
16. Miranda FJ, Miranda FJ, Chamorro-Mera A, Chamorro-Mera A, Rubio S, Rubio S, et al. Academic entrepreneurial intention: the role of gender. *International Journal of Gender and Entrepreneurship*. 2017;9(1):66-86.
17. Chattopadhyay U, Bhawsar P. Effects of Changing Business Environment on Organization Performance: The Case of HMT Watches Ltd. *South Asian Journal of Business and Management Cases*. 2017;6(1):36-46.
18. Srivastava S, Bajpai S, editors. Indian online matrimony market: changing roles, shifting behaviors. 4 th International Conference on Contemporary Marketing Issues ICCMI June 22-24, Heraklion, Greece; 2016.

Call For Paper

**Dear Colleagues,
Greetings from NRJP Journals!!**

We are pleased to announce the launching of our management journals. We would like to invite you to submit manuscripts of your original papers, for possible publication in **NRJP Journals**, which covering all areas related of Commerce and Management Sciences and application in different fields. All submissions should be made electronically to the Editor-in-chief through E-mail. More information on the journal and the publishing process can be obtained at our website (www.nrjp.co.in)

NRJP Journals is an international reputed research journal, which publishes top-level original and review papers, short communications and proceedings on Interdisciplinary Integrative Forum various aspect of Commerce and Management like Retail Marketing, Business Management, Quality Assurance, Public Policy, Environmental Management, Accounting, Finance , Marketing Technology, Commerce, Economics, Management Science, Operations & Strategies, HR, Organizational Behaviour, Entrepreneurship Development Bank Management, Financial Strategies, Industrial Relationship, Corporate Governance, Social Sciences & Multi Disciplinary Management Studies. Areas of interest include but are not limited to only these, the focus and scope of each journal is vast and comparative.

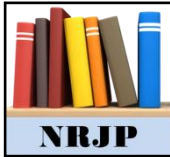
Author Benefit

The benefits of publishing in **NRJP Journals** include:

- **Fast publication times:** your paper will appear online as soon as it is ready, in advance of print version
- Excellent editorial standards
- Free color in electronic version
- **Access free on-line issue of journal for one year.**
- A rigorous, fast and constructive peer review process
- All abstracts and Meta data free on-line to all main institution worldwide to **ensure promotion to the widest possible audience.**

We shall be glad to receive your technical contributions at your earliest convenience. Please publicize this new journal amongst your colleagues for possible contribution and subscription.

With Kind Regards,
Editor-in-Chief (NRJP Journals)



Research Article

MBA Education and Entrepreneurship Development in India

*Saiyad Nazia Fatima Rizvi**

Department of Agri-Business Management, Lovely Professional University,
Jalandhar, Punjab.

Abstract

Young generation viewers about entrepreneurship are seriously concerned. Because most students are not interested in their own business and have an ambition to get a job. In our society, many people consider the business as the last option and the first preference is paid to a paid job. This could be the result of our UK education system to create public officials. The same trend as managing students is that they look for high paying jobs while they are in management training. This is not expected for business students because their educational situation supports them as entrepreneurs. A country's economic development means stable growth in income levels. This growth is largely up to the entrepreneur. An entrepreneur is an economic entity that plays an important role in economic development. Entrepreneurship is a dynamic activity that helps entrepreneurs transform production processes, production innovations, new uses of materials, and market makers. It is a mental attitude to provide risk and instability in order to obtain motivated motivation.

Keywords: *Entrepreneurship, Management Studies, AICTE, Institutes.*

Copyright©2017, Saiyad Nazia Fatima Rizvi. This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Introduction

Entrepreneurship is about technical skills in gaining a holistic understanding of the social and business environment. Today, entrepreneurs are aware of the opportunities and opportunities that are possible / marketable, take the risk of competing markets to carry out these ideas, capture the opportunity to transform these opportunities, add value over time or strain money or innovations and innovate and implement these efforts Compensation for (1).

For nearly 40 years after independence (by 1988), 80 institutions across the country provided MBA programs. The number of seats in each school was limited to 30 under the university system. Approximately 2,500 MBA candidates were provided to the industry by approximately 80 organizations. During this period, AICTE led the MBA program to manage the quality of management education in the country. The Liberalization, Privatization and Globalization (LPG) program of the Government of India also began in the early

1990s, undermining the growth of the MBA program. Within the next 10 years, i.e., 1988-1998, 800 institutions (10x increase) provided the MBA program. AICTE also has 60 students fasting fast, so during this time 25,000 candidates were offered to the industry. Now AICTE's more liberal attitude allows for 120 and 180 allowances from MBA institutions and MBA degree programs(2).

Importance of Entrepreneurship(3)

Today, the industry seems to flourish as the two most advanced research areas. One is management and the other is clinical research or biotechnology (4-6)

1. Entrepreneurship is an important factor in our economy. Current economic growth is driven by the entrepreneurial success of entrepreneurs and entrepreneurs.

2. Many entrepreneurs who have started SMEs have also grown up as enterprising talents. Their achievements have given them immense wealth and created thousands of jobs for young people.

3. Entrepreneurial entrepreneurs often say they are more likely to exercise their creative freedom, self-esteem and overall control over their lives.

4. As a result, many experienced business leaders, political leaders, economists, and educators believe that entrepreneurial culture will maximize the economic and social success of individuals and groups at the local, national and global levels.

5. Many agencies attached to various ministries of government in India

The Ministry of Science and Technology, the Food Processing Department and the Small and Medium Business Administration

(MSME) take various measures to strengthen the Indian economy by employing young companies and adults as large corporations.

6. Focus on entrepreneurship as an important component because the performing agency of a prestigious national technology development mission that aims to train 50 youths from various sectoral technologies to the 20th century will be a youth employer instead of a job seeker. Make it.

The aspirants of MBA programme(7):

The middle class community is an important beneficiary of the MBA program. This part of the population usually suffers from two middle-class myths:

- Stay current
- Fear of safety

The middle-class community is considered a risk limiter and operates on a fixed budget.

Therefore, the middle class community should not be brave and innovative. They prefer to continue pursuing procedures and practices.

This report focuses on specific areas, namely business higher education. MBA students' corporate skills are the driving force for venture start-ups. Only through such competencies can an employer be formed instead of a job seeker. However, the increase in MBA students' corporate capabilities depends on:(8)

1. Curriculum design, the process structure of the MBA program
2. Delivery mechanism of MBA faculty
3. School's academic environment.
4. Business and B School Networking.

5. Parent guidance and support at Venture Creation

6. Government policy to encourage technological policy makers to venture start-ups

This article has attempted to study the above factors and provide recommendations for maintaining MBA students in an entrepreneurial way.

Objective and Methodology

This article seeks to identify the reasons for the indifferent attitude of management

students in the field of business activity. Why are you a manager, not a manager? The authors of this document have some suggestions to encourage students to self-publish in entrepreneurial spirit in management education. To accomplish the goals of this study, the secondary data are magazines, books, research reports supporting entrepreneurship in India, and EDI, NEISBUD, SIDO, SISI, SSI, SIDBI, NSTEDB and related websites.

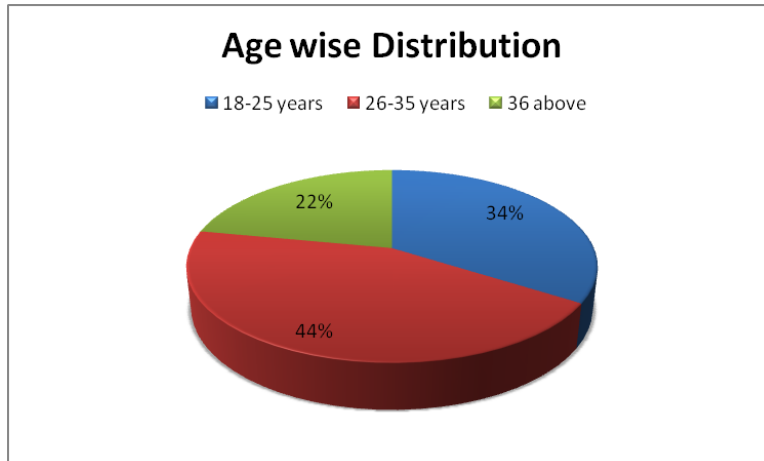


Figure 1: Age Wise Distribution of Entrepreneurs.

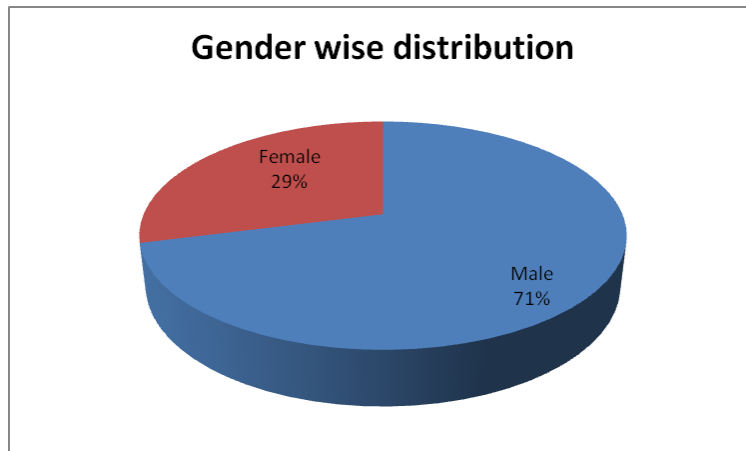


Figure 2: Gender wise distribution of Entrepreneurs.

It was found that majority of the respondents were between 23 – 27 years old (44%) followed by the age group of 18 – 22 years old (34%) and a third category of 28 – 32

years old (22%). The genders of the respondents were *male* (52%) and *females* (48%).

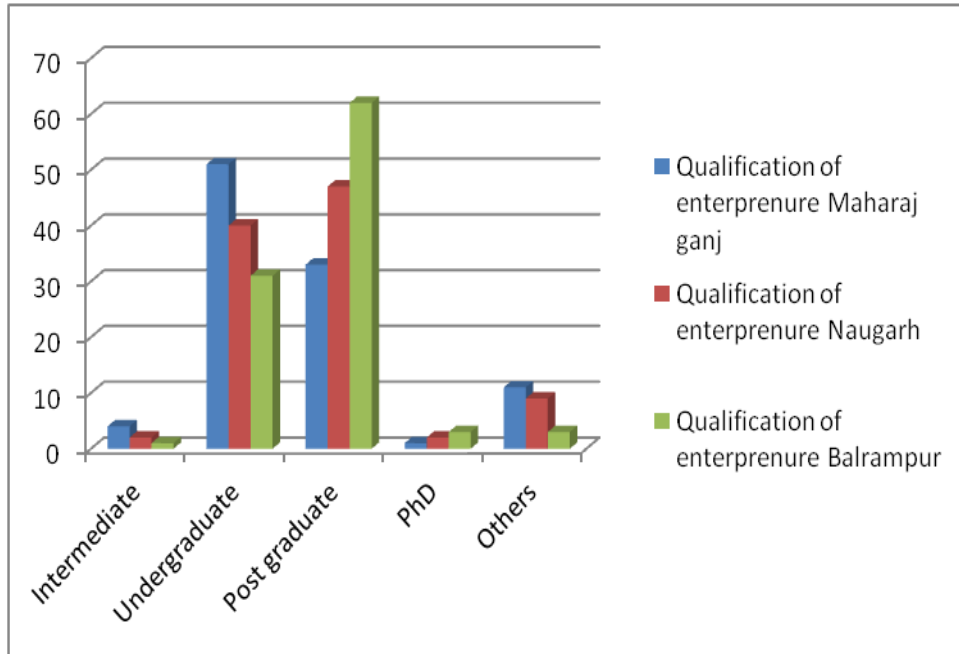


Figure 3: Qualification of Entrepreneurs.

Table 1: Distribution of Entrepreneurs on the basis of Educational Qualification.

	Qualification of Entrepreneur					
	Maharajganj		Naugarh		Balrampur	
	Pre-2000	Post-2000	Pre-2001	Post-2001	Pre-2002	Post-2002
Intermediate	4	0	2	0	1	0
Undergraduate	17	34	20	21	21	10
Post graduate	2	31	15	31	22	40
Ph.D.	0	1	0	2	0	3
Others	3	8	2	7	2	1
Total	26	74	39	61	46	54

NKY found that for entrepreneurial ventures, established since the beginning of this decade, the ratio of MBAs and post

graduate entrepreneurs has steadily increased, while the number of undergraduate entrepreneurs has decreased.

This indicates a growing importance of higher and professional education among the new generation of entrepreneurs.

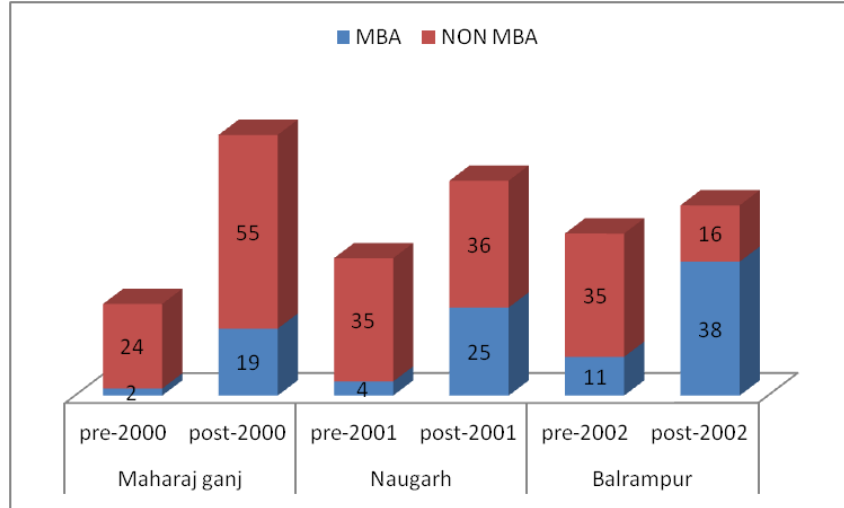


Figure 4: MBA and Entrepreneurs-Variations according to time period

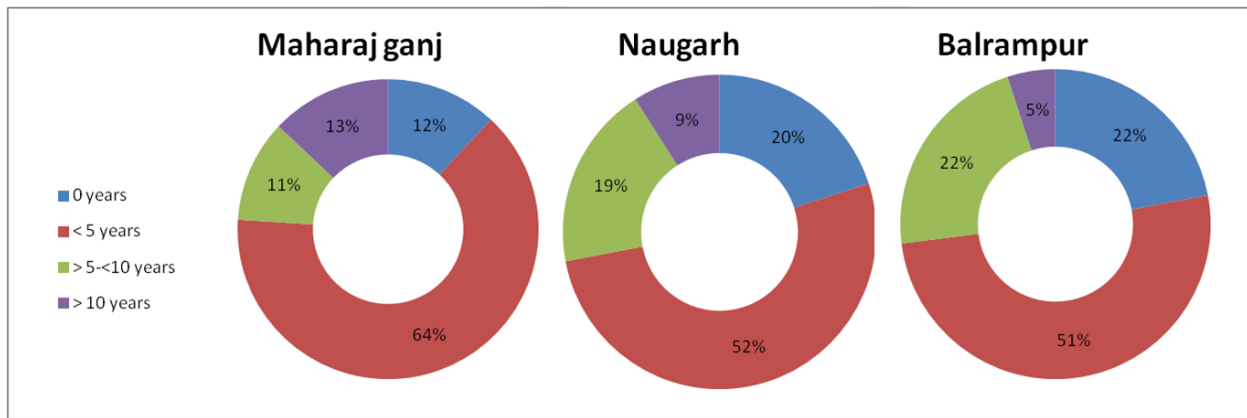


Figure 5: Profile of MBA graduates in different time periods -variations According to work experience.

Further since the year 2000, a large proportion of entrepreneur with MBA degree were also found to have a prior work experience, compare to the pre 2000 figure.

This may be a trend among knowledge entrepreneurs for gaining formal experience through employment prior to starting their

own enterprises. While a large number of the entrepreneurs (39%) became entrepreneurs right after completing their education and without any prior work experience, for the remaining 61% the median, number of years they had worked as an employee in another organization was seven years.

When the students were asked to explain the reasons for lack of interest in Entrepreneurship as a career option, the

following reasons emerged: No motivation (32%), Lack of support from parents (18%), Gender (18%), Not interested (14%) and Due to lack of entrepreneurial skills (14%).

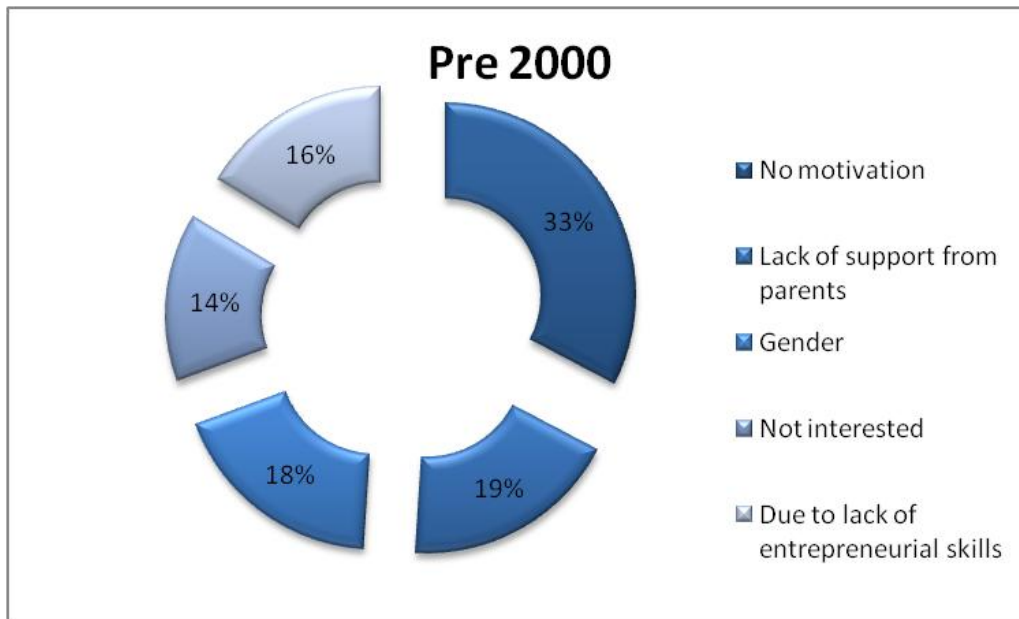


Figure 6: Reasons of the Entrepreneur towards Management Education before year 2000.

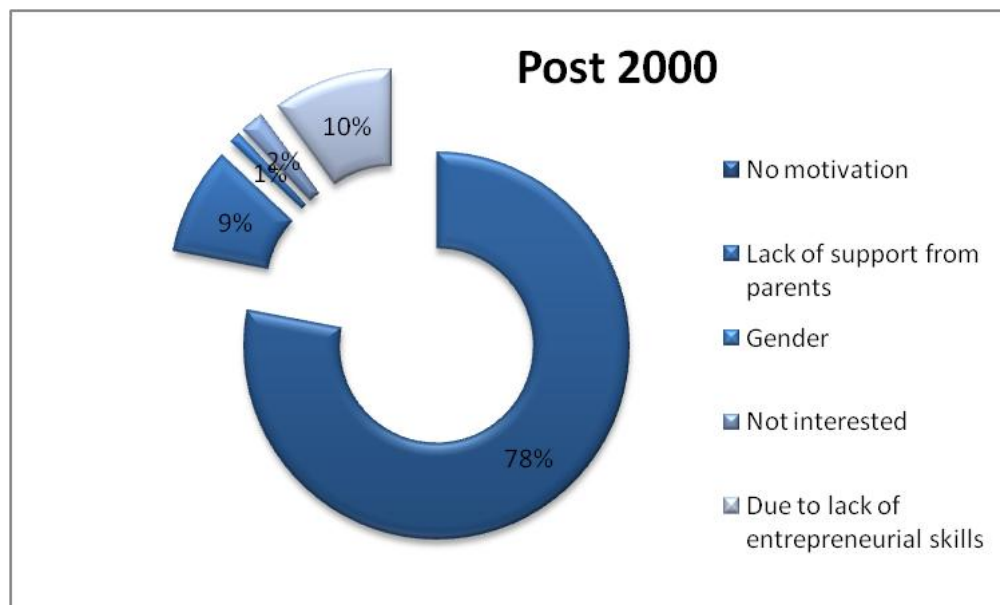


Figure 7: Reasons of the Entrepreneur towards Management Education after year 2000.

Development(9)

NIESBUD was founded in 1983 by the Ministry of Industry (now a small ministry), Govt. It plays a key role in coordinating and overseeing the activities of various institutions / organizations involved in entrepreneurship development, especially in the small and medium business sectors.

National Institute of Small Industry Extension Training (NISIET):

Since its establishment in 1960, NISIET has taken enormous steps to become a leading agency for the promotion, development and modernization of the SME sector. The Institute aims to be an independent division of Small Business (SSI) to achieve its goals through a variety of activities ranging from education, consulting, research and education to extension and information services(10).

Since April 2007, NIMSME has been selected as the National Institute for Small and Medium Enterprises (www.nimsme.org). The main purpose of the institute was to train the instructor. Today, with their technological development and ever-changing market scenarios, their involvement has also undergone changes.

Indian Institute of Entrepreneurship (IIE)

In 1993, the Institute of Entrepreneurship (IIE) was established in Guwahati (now the Ministry of Small-scale industry) for the purpose of training, research and advisory activities in small and medium enterprises focusing on the development of entrepreneurship, As the Indian government.

The institute was established in April 1994 by the North East Commission (NEC), Govt. Assam, Arunachal Pradesh and Nagaland and other SIDBI stakeholders.

The activities of the institute include identifying development requirements, designing and organizing programmers for both development staff and entrepreneurs, and building effective training strategies and methods for seminars and workshops for various target groups and locations(11).

Entrepreneurship Development Institute of India (EDII)

The Indian Institute for Entrepreneurship Development (EDI) is an autonomous and not-for-profit organization established in 1983 and is a member of the Industrial Development Bank of India (IDBI) IFCI Ltd. India ICICI and State Bank (SBI). The Institute is registered in accordance with the 1860 Registration and Public Trust Act (1950). (12)

The Institute of Small Enterprises and Development (ISED)

Small Business Development Institute (ISED) means "sustainable development through business." It is a multifaceted center for advanced learning and training in the field of development. Over the past decade, the Small Business Institute has focused on initiatives for research and development, education, innovative program design and development initiatives, advocacy and networking aimed at sustainable development through the creation of a company.

Factor Affecting Entrepreneurship Development(12-14)

Culture

Attitude to wealth, elders, youth, experimentation, risk, work, profession, achievers, success etc. Family, extended family, collective ownership vs. individual, Treatment of women, castes, classes, minorities etc., Religion and ethical attitudes to business.

Infrastructure

Tangible, intangible, telecommunication, transport, distribution, health, public safety, law and courts, education, system, etc.

Social

Demographic profile (e.g. ageing population reduces entrepreneurship and start up rates) Immigration and migration patterns, Caste and class rigidities.

Economic

Growth opportunities, domestically and across borders Cyclical opportunities and threats (unemployment may lead to entrepreneurship)

Legal And Regulatory

Administrative burden imposed on smaller firms and start ups Regulatory barriers (licenses, etc) Property rights (tangible, intangible) can be protected and marketed. Right to incorporate and costs of incorporation Costs of defending or enforcing agreements or rights Penalties imposed for “failure”, treatment of bankrupts Specific regulation and laws relating to specific markets or activities.

Information

Access to information about opportunities, technology, partners, laws and regulations etc. Freedom of press and ability to advertise or disseminate information (e.g. about new products) Accessibility of ' information in different languages.

Finance

Discrimination in finance(e.g. age, gender, class discrimination) Sophistication and development of markets (e.g. microfinance, start up and seed finance, angles, equity, religion (e.g. Muslim finance), Venture Capital, second board and OTC markets, mezzanine, etc.) Continuity in financial markets (are the gaps in the markets, or can an entrepreneur expand smoothly from seed to IPO).

Competition in financial markets (e.g. competitive finance markets reduce the margin above cost of finance, to lenders, and increase range of services). Ability to use property rights as security (enables ' entrepreneurs to secure finance)

Technology

Access to large firms or universities and research labs for technology transfer. Access to supply chains. Access to incubators and technology support

Education and Human

Levels of literacy, numeracy Computer and ICT were categorized for this like modernization of the higher education

Resources

Literacy-Specific education in entrepreneurship at school, university Access to training programs mentoring, advice

Market Structures

Monopolistic behaviors, predatory pricing by large Firms, Networks, cluster Flexibility in labour markets.

Suggestions

1. Public companies should be limited to industries and sectors where private companies, individuals or companies generally do not feel attractive. Existing public enterprises are being improved by a relatively rational focus on better management and research and development. R & D departments of government companies need to be rationalized.

2. Every possible effort to develop industrial culture. The core of the entrepreneur must realize that it is the driving force because it implies positive behaviors and initiatives by nature's entrepreneurship. Motivated individuals with the right combination of skills and attributes can follow their goals with unimaginable courage and passion.

3. Modern management education and industrial education need to be developed, and management education is regarded as effective value added. We need to provide large-scale facilities to dispatch talented young men to overseas business schools. A well-equipped new industry training conference can also be confirmed. Often, entrepreneurs turn into managers.

4. The development of the backward region / region is a new challenge for development and should be effectively implemented. These programs await new entrepreneurs who can provide the technical and professional expertise and management skills they desire State.

5. Economic management needs to be more efficient and economic policies to ensure that their goals can be achieved in the general interest of economic management, which will greatly contribute to ensuring and increasing the supply of entrepreneurship.

6. The monopoly return on some large enterprise owners is bad and highly regulated. General policies to encourage small businesses are slowing to activate and expand their leadership potential. Economic policy will promote the tax, commercial, industrial or agricultural humble enterprises in a well designed, or changing society, and promote the healthy development of entrepreneurship. This has an exciting impact on entrepreneurship and technology at home.

Conclusion

According to recent media reports, IIM's management graduates are thinking of rejecting job offers and starting their own business. This is a welcome change that indicates that entrepreneurship is much better than busy active and monotonous jobs provided by multinational corporations.

Entrepreneurship not only creates entrepreneurship, but creates jobs for other

companies. Therefore, it plays an important role in economic development.

References

1. Pandian RVN, Pandi AP, Jeyathilagar D, Rajesh R. Model of ITQM practice in management education-stakeholders perspective. *International Journal of Enterprise Network Management*. 2016;7(3):207-22.
2. Shukla A, Singh S. Facets of academic excellence in management education: conceptualization and instrument development in India. *Studies in Higher Education*. 2016;41(11):1883-99.
3. Mahajan R, Agrawal R, Sharma V, Nangia V. Analysis of challenges for management education in India using total interpretive structural modelling. *Quality Assurance in Education*. 2016;24(1):95-122.
4. Suman S, Walter N, Hussin FA, Malik AS, Ho SH, Goh KL, et al., editors. Optimum Colour Space Selection for Ulcerated Regions Using Statistical Analysis and Classification of Ulcerated Frames from WCE Video Footage. *International Conference on Neural Information Processing*; 2015: Springer, Cham.
5. Suman S, Hussin FAB, Walter N, Malik AS, Ho SH, Goh KL, editors. Detection and classification of bleeding using statistical color features for wireless capsule endoscopy images. *Signal and Information Processing (IConSIP), International Conference on*; 2016: IEEE.
6. Suman S, Malik AS, Riegler M, Ho SH, Hilmi I, Goh KL, editors. Detection and Classification of Bleeding Region in WCE Images using Color Feature. *Proceedings of the 15th International Workshop on Content-Based Multimedia Indexing*; 2017: ACM.
7. Srivastava N, Bist SS. Issues In Management Education Among Sfis In Gujarat. *Management Dynamics*. 2016;16(1).
8. Nair VR, Mathew MGK. Impact of Management Education on Skill Development: A Study of Alumni of Management Institutes in Kerala State. *Ushus-Journal of Business Management*. 2017;14(4):33-45.
9. Jain S, Singh R. Analyzing the Impact of Entrepreneurship Development Programs on Entrepreneurs. 2017.
10. Dwivedi AK, Rao KN. Sustainable Rural Development Through Entrepreneurship Development Programs. 2016.
11. Kuriakose F, Joseph J. Nurturing Youth Entrepreneurship to Tackle Youth Unemployment: A Case Study of Kerala. 2016.
12. Javalgi RRG, Grossman DA. Aspirations and entrepreneurial motivations of middle-class consumers in emerging markets: The case of India.

- International Business Review. 2016;25(3):657-67.
13. Manimala MJ, Thomas P. Entrepreneurship Education: Experiments with Curriculum, Pedagogy and Target Groups: Springer; 2017.
14. Larzelere-Hinton F, Goklish N, Ingalls A, Craft T, Sprengeler F, McGuire C. Entrepreneurship education: A strength-based approach to substance use and suicide prevention for American Indian adolescents. American Indian and Alaska native mental health research (Online). 2016;23(3):248.

Call For Paper

**Dear Colleagues,
Greetings from NRJP Journals!!**

We are pleased to announce the launching of our management journals. We would like to invite you to submit manuscripts of your original papers, for possible publication in **NRJP Journals**, which covering all areas related of Commerce and Management Sciences and application in different fields. All submissions should be made electronically to the Editor-in-chief through E-mail. More information on the journal and the publishing process can be obtained at our website (www.nrjp.co.in)

NRJP Journals is an international reputed research journal, which publishes top-level original and review papers, short communications and proceedings on Interdisciplinary Integrative Forum various aspect of Commerce and Management like Retail Marketing, Business Management, Quality Assurance, Public Policy, Environmental Management, Accounting, Finance , Marketing Technology, Commerce, Economics, Management Science, Operations & Strategies, HR, Organizational Behaviour, Entrepreneurship Development Bank Management, Financial Strategies, Industrial Relationship, Corporate Governance, Social Sciences & Multi Disciplinary Management Studies. Areas of interest include but are not limited to only these, the focus and scope of each journal is vast and comparative.

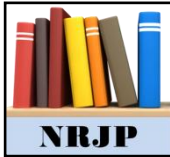
Author Benefit

The benefits of publishing in **NRJP Journals** include:

- **Fast publication times:** your paper will appear online as soon as it is ready, in advance of print version
- Excellent editorial standards
- Free color in electronic version
- **Access free on-line issue of journal for one year.**
- A rigorous, fast and constructive peer review process
- All abstracts and Meta data free on-line to all main institution worldwide to **ensure promotion to the widest possible audience.**

We shall be glad to receive your technical contributions at your earliest convenience. Please publicize this new journal amongst your colleagues for possible contribution and subscription.

With Kind Regards,
Editor-in-Chief (NRJP Journals)



Review Article

Organisational Structure and Management: In Reference of Banking Sector

*Priyanka Gupta**

Raj Kumar Goel Institute of Technology, Ghaziabad, UP.

Abstract

Currently, there are several cooperative banks that perform the multifunctional functions of finance, administration, monitoring and development in the form of expansion and development of cooperative credit institutions. In other words, a cooperative bank must be a friend, a philosopher and a guide for the entire cooperative structure. It provides clients with research on bank performance and lending practices. The customer receives several types of loans from the bank. They also suggested that banks use state-of-the-art financial technologies such as ATMs, Internet / banking, and credit cards to bring banks to private banks.

Keywords: *Cooperative Banks, Loan, ATMs, Credit Cards, Private Sector Banks.*

Copyright©2017, Priyanka Gupta. *This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.*

Introduction

Banking has brought wonders to the world economy. A simple way to lend money to a borrower after receiving a deposit from a depositor is to stimulate cash flow through productive use and investment. It can grow the economy again. In the absence of bank activity, savings in our homes will not move, entrepreneurs will not be able to raise money, and ordinary people dreaming of new cars or homes cannot buy cars or homes(1). In 1904, the government of India launched a partnership movement in India. The government has decided to develop cooperatives as institutional bodies to address the wiser and rural debt problems

that have become a curse for the population. In this situation, the cooperative bank acts as a balance center(2).

Cooperative banks are small businesses organized into cooperative organizations operating in both urban and non-urban areas. These banks have traditionally focused on communities, regions and working groups and are primarily lenders to micro-borrowers and businesses. The term Urban Co-operative Banks (UCBs) refers to major cooperative banks in urban and semi-urban areas, although not officially defined(3).

These banks were able to borrow only for non-agricultural purposes until 1996. At the end of March 2011, there were 1,645 UCBs in the country, the majority of which were unplanned UCBs. Also, most UCBs operate in a single state, but more than 42 UCBs operate in more than one state.

Today, however, this limitation is no longer known. Cooperative bank funds in agricultural activities mainly in rural areas including agriculture, animal husbandry, milk, hatchery, personal finance, etc., with some small industrial activities in the field of independence, whereas urban areas cooperative banks are essentially a variety of people Categories for industries financing, small units and home loans(4).

The bank offers most of its services to individuals and business customers, such as savings and bills, vaults, loans or mortgages. Facilities such as Internet banking and telephone banking are not important for middle-class users who can save money. Although not superior to private banks in terms of facilities, the interest rate is certainly competitive. However, unlike private-sector banks, the process is not rigorous and the documentation process is slow if it is difficult to get approved loans quickly(5). The criteria for obtaining UCB loans are less stringent than commercial bank loans.

Organisation

An organization is a systematic organization to achieve specific goals. Each organization is made up of three components: people, goals, and systems. Every organization has a

clear purpose. This goal is usually expressed as a goal. Each organization is made up of people. Each organization has a systematic structure that defines the limits of each member. Some members are administrators and some members are agents(6).

An organization is the social integration of people who organize and manage to meet needs or pursue common goals. Every organization has a management structure that defines the relationship between the various activities that can perform various tasks and the roles, responsibilities, and powers that share and assign to members. An organization is an open system that affects and is impacted by the environment.

Arrangements for people with different backgrounds, different educational qualifications, and different interests to work towards a common goal are called organizations. It is important for an employee to manage the inevitable staff in the organization(7). Organizations form the basis upon which the entire management structure is built. It means the development of a framework that divides the entire organization into management components to facilitate the achievement of objectives or goals. Therefore, an organization is an act of moving things into action(8).

Pfinner and Sherwood organizations have defined many people as patterns of how they relate to each other in establishing a deliberate system of mutual consent that deals with too much intimate contact and complexity of work with all others.

Organization Management

Organizational management helps you get the most out of all your employees so they can work within a specified time frame. Organizational management brings together employees to give them loyalty. Organizational management refers to a technology that enables people to collaborate on a common platform and work on a common set of predefined goals.

- Organizational management enables optimal use of resources through careful planning and control at the workplace.
- Organizational management gives employees a sense of direction.

Individuals are aware of their roles and responsibilities and know what to do in their organizations. Effective management ensures your organization's profitability. In lay language, the organization speaks about the efficient treatment of organizations and employees(9).

Organisational Structure

Good organizational structure is the key to company success. Organizational structure enables coordinated and controlled coordination to achieve common goals by systematically combining interdependent parts to form a united entity. The organizational structure plays an important role in the administration. The efficiency of management depends on the health of the organizational structure.

Objectives of the Bank(10)

The following are the goals of the bank.

- Banking (banking means repayment by check, design, order or other means

within the meaning of the Bank Check Act (1949 Banking Act);).

- With the permission of the registrar, open the branch at the appropriate place in the district.
- Develop, support and coordinate the business of the society in which it belongs.
- Promote the economic interests of bank members in accordance with the principles of cooperatives and promote the operation of union cooperatives registered in accordance with the law.
- As a center for helping and balancing the Himachal Pradesh cooperative society registered under the Act.
- Social supervision regulation
- Regular cooperative meetings Rules for taking the necessary measures in relation to the holding of meetings and the functioning of resolutions at meetings.
- Farmers' lending institution in Himachal Pradesh.
- Loans and loans create and open design and cash credit accounts for member organizations.
- Receive accounts, designs, checks and other bargaining arrangements on behalf of members and nonmembers, and provide payment options.
- Sell securities for surplus funds investment and become agents of buyers and sellers of government securities.
- Currently, to receive money from savings, fixed or other accounts, and to collect or borrow money from time to time, such funds are deemed necessary for the purposes of the Bank to the extent the Board deems it appropriate.

- Start and maintain calculated funds to benefit employees and dependents.
- Acquisition, construction, maintenance or alteration of buildings necessary or convenient for the purpose of the Bank
- Provisional loans for purchase and construction of buildings and purchase of vehicles for bank employees.

Based on the above analysis, it can be concluded that banks can play a crucial role by supporting the needy co-operative societies.

Organization And Management Of The Bank(11)

The work of partner organizations should be resolved through democratic procedures. At a minimum, bank executives need to be aware of at least some management practices and should keep in mind the development of the Banks and, ultimately, the BOD and the cooperative banks with sufficient knowledge and experience to assist them. It depends on the strength of the member. As the population grows, many people fall into the collapse of cooperative banks. Sound membership growth will mean Yeoman's services in the development of cooperative banks.

What is really needed for the development of a cooperative bank is a serious and honest member. Collaborative banks should play an important role in achieving the everyday development of a field of functioning by meeting the financial needs of every individual, without distinction of caste, religious interests, community or income levels. RBI has urged the board of existing and newly formed cooperatives to change

attendance to abolish such restrictions for all members(5).

For the success of a cooperative enterprise, the efforts and interventions of individuals and organizations at different levels of government are responsible. In general, we talk about top management, middle managers and low management as part of the overall organization.

Management is the last authority responsible for the success or failure of a business company. The board makes policy decisions and entrusts executive management with these decisions. In general, the board is considered a trustee of the membership funds in the cooperative and is responsible for the management and management of the funds. It is not involved in routine management(12).

In fact, however, I learned that the role of government differs depending on the situation. In addition to the role of the Board of Directors, which is composed of elements identified in a determined interest, the role of the General Board of Directors depends on the role of individual members and the perception of democratic control principles. His role in the role of the Vigilance Commission or decision-making committee tends to deal with the details of the internal issues of society rather than the broader problems that can cause strategic planning problems.

This problem of observing democratic controls that contradicts the board's desirable governance direction can best be addressed by exposing systematic training, training, and leadership to external practices,

The inclusion of cooperative education as one of the cooperative principles(13).

The Board of Directors is the primary governing body and all responsibilities of the banking business are established by the general supervision, direction and management of the bank. The central organization, as is known by all organizations, whether public or private, is set up to manage and achieve the goals of the organization.

The Board acts in accordance with sound business principles that take into account common interests and the welfare of the cooperative community. It establishes organizational policies and makes decisions about the preparation and enforcement of plans. The management of the bank determines the number of groups and public officials. There is also a senior officer. Banking is organized through the headquarters of the bank, namely head office and branch offices(14).

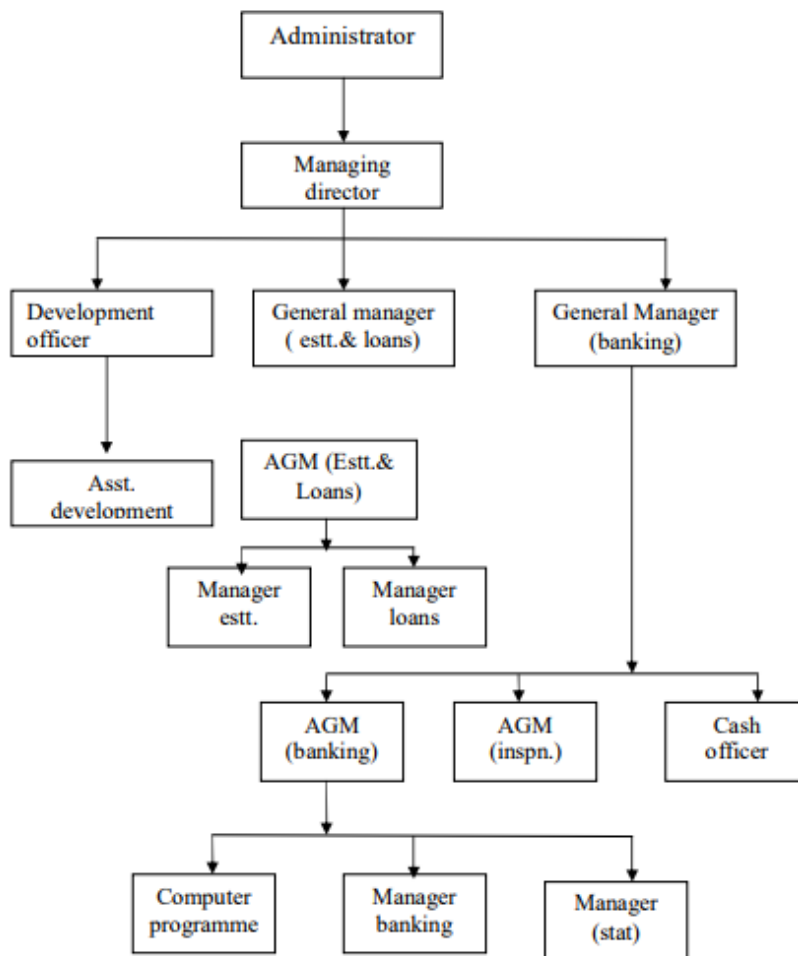


Figure 1: Distribution of Workforce in a Banking Sector.

Problems Faced By Cooperative Banks(15)

1. The cooperative financial institution is facing severe problems which have restricted their ability to ensure smooth flow of credit

- Limited ability to mobilize resources.
- Low Level of recovery.
- High transaction of cost.
- Administered rate of interest structure for a long time.

2. Due to cooperative legislation and administration, Govt. interference has become a regular feature in the day-to-day administration of the cooperative institution. Some of the problem area that arise out of the applicability of the cooperatives legislative are:

- Deliberate control of cooperatives by the government.
- Nomination of board of director by the government.
- Participation of the nominated director by the government.
- Deputation of government officials to cooperative institution etc.

3. The state cooperative banks are not able to formulate their respective policies for investment of their funds that include their surplus resources because of certain restrictions.

4. Prior approval of RBI is mandatory for opening of new branches of SCBs. The SCBs are required to submit the proposal for

opening of new branches to RBI through NABARD, whose recommendation is primarily taken into consideration while according permission.

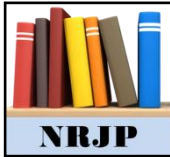
Suggestions

1. The banks should adopt the modern methods of banking like internet banking, credit cards, ATM, etc.
2. The banks should plan to introduce new schemes for attracting new customers and satisfying the present ones.
3. The banks should plan for expansion of branches.
4. The banks should improve the customer services of the bank to a better extent.

Reference

1. Madan DP, Bajwa JK. Human Resource Management Practices and their Impact on the Job Performance of Employees with Special Reference to Banking Sector. *International Journal of Engineering Technology, Management and Applied Sciences*. 2016;4(4).
2. Bhatla N. The Effect of Dimensions of the Organizational Citizenship Behavior on performance of employees in Finance Sector with special reference to Banking sector in Lucknow. *Asian Journal Of Multidisciplinary Studies*. 2017;5(4).
3. Buil I, Catalán S, Martínez E. The importance of corporate brand identity in business management: An application to the UK banking sector. *BRQ Business Research Quarterly*. 2016;19(1):3-12.

4. Asiedu E. A Study of Use and Impact of Market Segmentation Practices on Bank Performance. With Special Reference to Commercial Banks in Colombia. *J Bus Financ Affairs*. 2016;5(162):2167-0234.1000162.
5. Rehman CA, Hassan SQU. The Impact of Competitive Advantage, Customer Satisfaction and Customer Relationship Management on Customer Loyalty: An Empirical Analysis of Banking Sector of Pakistan. *Singaporean Journal of Business, Economics and Management Studies*. 2016;5(3):31-40.
6. Magnis C, Iatridis GE. The relation between auditor reputation, earnings and capital management in the banking sector: An international investigation. *Research in International Business and Finance*. 2017;39:338-57.
7. Patel J, Bhanushali K. Comparative Study Of Profitability Of Nationalised Banks And Private Sector Banks. 2017.
8. Varghese J, Edward M, George BP. Centralization of Authority, Market Orientation, and Customer Relationship Management in the Banking Sector: A Study in India. *Management and Economics Review*. 2017;2(1):90-100.
9. Kankipati A, Murty A. Financial Performance of Selected Public and Private Sector Banks Based on Camel Model with Reference to Indian Banking Sector. 2017.
10. Kaur MRP, Sharma MPG. Stress Management in the Banking Sector. *Imperial Journal of Interdisciplinary Research*. 2016;2(3):113-7.
11. Kale BS, Chobe C. Working Capital Management--A Case Study of Devgiri Urban Co-Operative Bank Ltd. Aurangabad. 2016.
12. Chandran P. A Study on the Volatility and Returns of the Indian Banking Sector Index with Reference to NSE Nifty. *International Journal*. 2016;4(4).
13. Batra J, Ahuja MP, Sehgal MM. Coping Strategies of Young Married Women in Banking Sector With Reference To Health and Family. 2016.
14. Gupta PK, Maloo C. Study of Customer Satisfaction and Customer Retention in Indusind Bank. *MERC Global's International Journal of Social Science & Management*. 2016;3(3):95-8.
15. Dhamija P, Singla A. Emotional Labour and Bank Employees Dissatisfaction: An Overlooked Perspective in Public Sector Banks. *IIMS Journal of Management Science*. 2016;7(2):234-44.



Review Article

The Succeeding of SME's in Tourism Industries

*Anvita Shankar**

Department of Business Management, Hemwati Nandan Bahuguna Garhwal University,
Garhwal, Uttarakhand.

Abstract

How can you resolve the shortcomings of insufficient size by analyzing existing structures to answer the most vivid questions? In this context, strategic aspects such as market strategy, innovation and collaboration, and increased productivity of existing proposals are seen as key determinants of success. We will also look at how tourism-led SMEs can promote the development of economic disadvantages and how they can develop. Finally, the government will consider the conditions required by the tourism industry to promote SME promotion.

Keywords: *Tourism, SME's, Dual Economic Structure, Travel Agency, Retail Tourism Production.*

Copyright©2017, Anvita Shankar. This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Introduction

Tourism is a sector of the economy that can only be defined in terms of demand. The money spent by domestic and foreign visitors goes to a variety of different companies in various branches. These range all the way from industrialized sectors with large companies to small retailers and service providers(1).

Heterogeneous branch of the economy with dual structure

A tourism industry as such does not exist. Structures in tourism are fugitive. They begin to exist only in the presence of visitors in search of a bundle of tourism services. Moreover there is an important distinction to be made between the type of tourism where

the travel and stopover arrangements are made on a collective basis by tour operators, and individual tourism organized by the visitors themselves. The Tourism Satellite Account as part of the national account is a concept which helps us to see beyond the heterogeneous nature of tourism producers, on the basis of a theoretical-statistical construct(2).

Satellite accounts bring together the branches that depend mainly on the spending of visitors, branches which are the components of what we call the "tourism industry". Tourism includes industrialized sectors such as tour operators and the airlines as well as branches dominated by

small-to-medium enterprises (SMEs) such as the hotel and catering sector.

In practice tourism has acquired a dual economic structure. It involves big companies that organize travel, transport and stopovers in an industrial manner. They

have their headquarters in most cases in the agglomerations of the countries from which the visitors come(3). Applying global or international strategies they take advantage of local tourism potentials and offer standardized products (Figure 1).

Characteristics	Travel and Tourism Industries	Destination Oriented SME'S
Tourist Functions	Organization information Transport	Welcome Hospitality Leisure
Tourism Related Industries	Travel agency Airline Industry, Others	Accommodation Food and Beverages, Cable cars, Others
Corporate Organization	Large Companies	SME's

Figure 1: Heterogeneous sector with a dual structure.

Unlike major companies in international travel and tourism companies, the destination of traditional tourist destinations is a small and medium-sized enterprise (SME) safe that produces retail services.

They are primarily engaged in the residential and restaurant business as well as services that organize cultural and sporting activities for visitors(4).

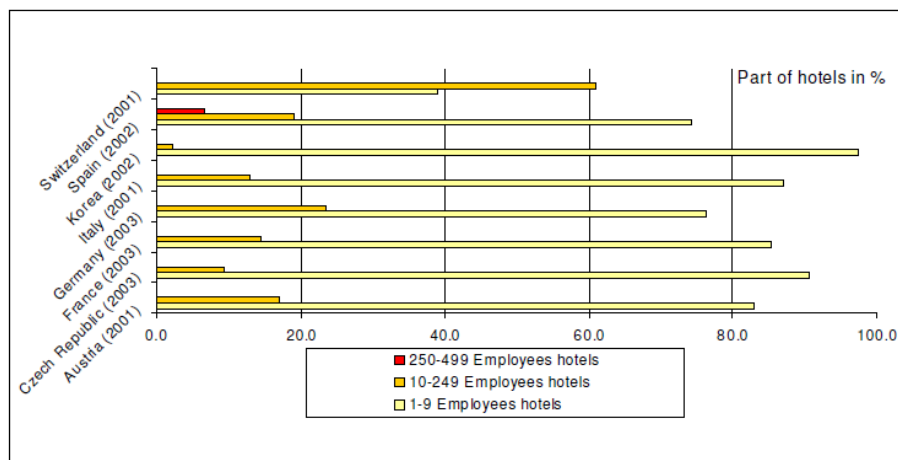


Figure 2: Micro-Structured accommodation sector in developed countries.

Strengths and weaknesses of industrial and retail tourism production

Production and business statistics show that there are relatively few small and medium-

sized tourism companies in all developed countries (OECD, 2004). On the other hand, small businesses with nine to nine employees account for 60% to 90% of all OECD companies in major tourism sectors such as travel agencies and hotel transactions (Figure 2). However, these are generally small and medium-sized enterprises with more than half of total sales, considering the sales portion of the lion(5).

The fact that many companies that rely on the tourism industry have the structure of small businesses reflects consumer preferences and the need for customized tourism services. Many tourists want to take their vacation as a personal experience. This

means high-quality, personalized service. Small businesses (SMEs), which make up the majority of the industry, are potentially flexible and unique in their quality of service to meet the rapidly evolving requirements of individual visitors(6).

Or, In fact, many people have lost this ability. It is becoming increasingly difficult for small businesses to survive and prosper in a highly competitive market. The marketing strategies adopted by most companies focus on recurring issues, making it difficult for these companies to change, adapt and innovate. Also, the possibility of rationalization is limited because of its small size and very high service personality.

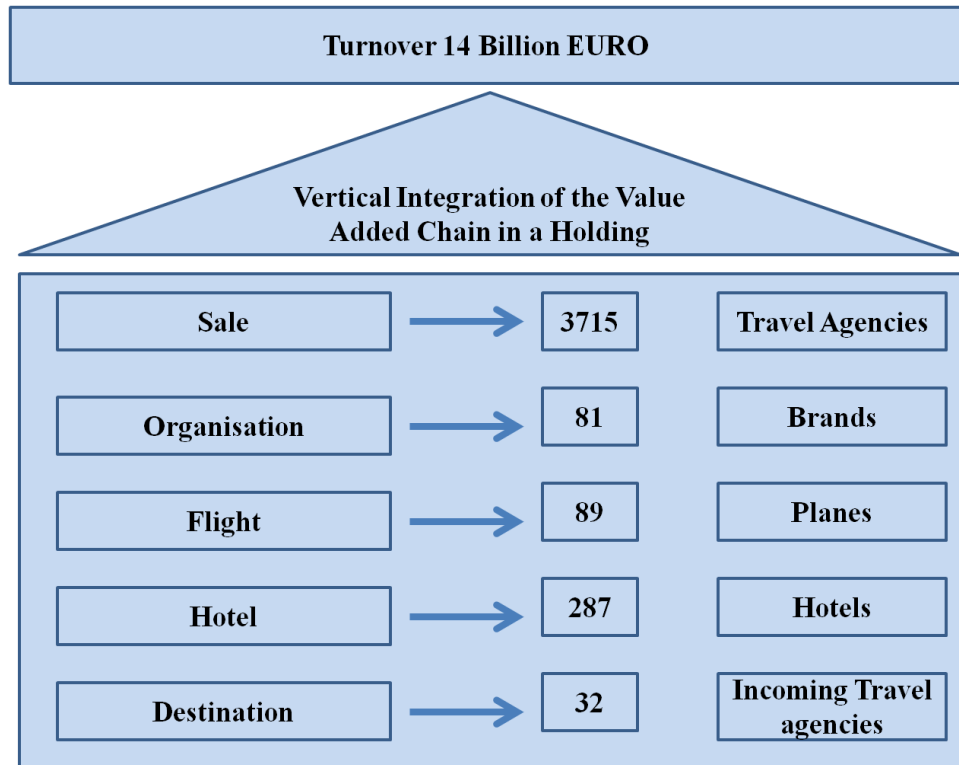


Figure 3: TUI, the world Biggest Tour Operator.

Large tourism companies such as airlines and hotel chains can benefit from scale to

penetrate and dominate new tourism markets. Reduce costs and increase revenue

with standardized products and services. Higher benefits can increase productivity and growth. But even bigger tourism companies are not safe places(7). Vertical integration TUI, one of the world's leading tour operators with a wide range of tourism services and the largest portion of today's value-added chain, has more than 80 sub-brands. But you can be forced to "shrink" and "divide" parts of the empire that will become a new SME every day (Figure 3).

Imperfect competition as the dominant market structure

The international tourism market is becoming more liberalized. The impact on the international travel and tourism industry is not the same as the tourism-dependent

SMEs. However, the situation of incomplete competition is found in both areas. Tourist competition is not complete. International travel and tourism operators are often "voters" in the world market. They can differentiate products and markets. They do not depend on individual destinations. These companies focus on growth. As the scale grows, economies of scale are achieved. They push out competitors in the market(8).

Therefore, the international travel and tourism industry is under shattering. This can create an oligopolistic structure (as is the case in all major tourism sectors such as tourism operators, airlines and marine cruise companies) (Figure 4).

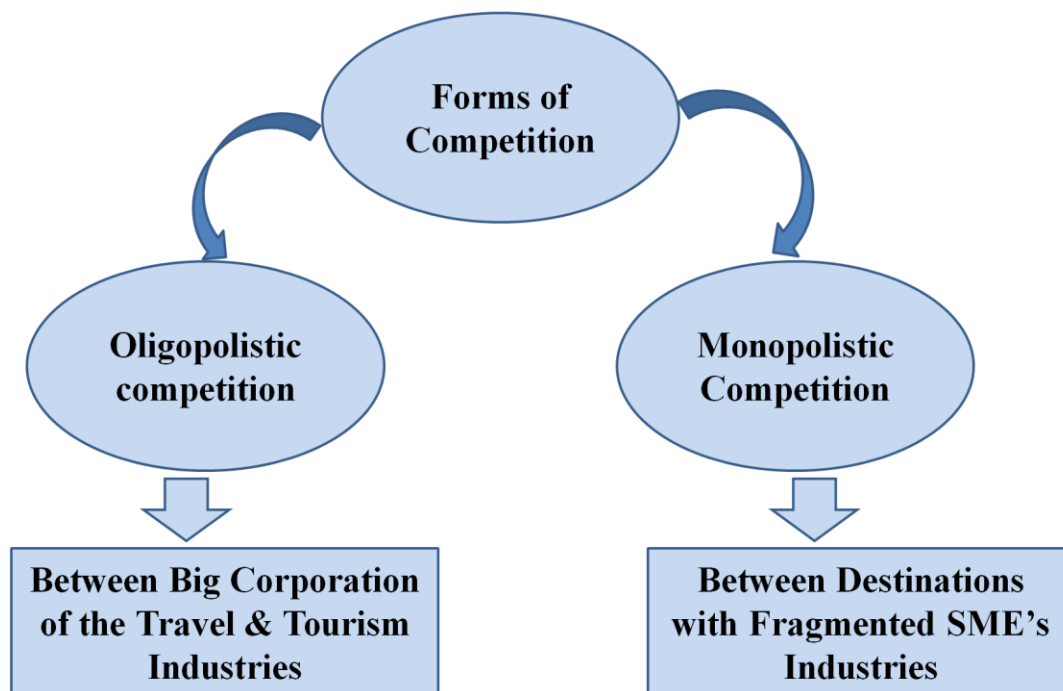


Figure 4: Imperfect competition as a dominant market structure in tourism.

Despite the intense competition among a large number of service providers, the

situation for SMEs that rely on the tourism industry is completely different. In principle,

this part of the stamping of goods and services departs. There are natural, cultural and artificial tourist attractions to distinguish products and services. Each destination is unique because of its product differentiation(9).

As a result, there is an exclusive competition between destinations. SMBs that rely on sightseeing benefit from the uniqueness of their destination. Each destination is characterized by a tradable brand that is as economical as a consumer goods industry. The price is therefore a strategic variable for entrepreneurs who are willing to pay a premium at a market price determined by the cost of the visitor. In fact, he can choose from a wide range of pricing policies in the context of value-based pricing(10).

Market strategies for destination oriented SMEs

Indeed, the natural market strategy for destinations is to emphasize the uniqueness of products and services. If successful, SMEs that rely on local tourism can benefit from recognition and recognition of their destination(11). The brand value of the destination can provide economic benefits and raise the price above marginal cost (Figure 5).

From an economic point of view, it is not yet clear how the destination will occur. One of the most important factors is undoubtedly driving the company's business level and driving geographic concentration. For example, there is no five-star hotel in every destination. Once you have a foundation stone, there is a strong incentive for further development(12).

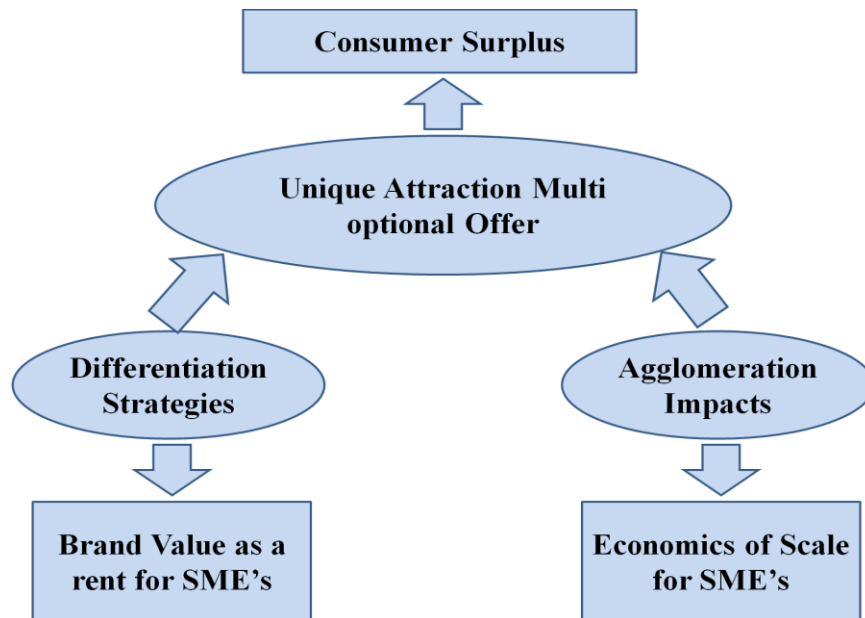


Figure 5: Destination Advantage of SME's.

Numerous installations and equipment creation and operation results in flocculation

effects. This contributes to an increasing number of attractive infrastructure and

tourist destination destinations such as wellness centers and shopping areas. This gives individual tourists a very desirable choice of products and services. These destination-related benefits allow individual SMEs to increase revenues while reducing costs(13).

Differentiation is a strategy for the destination because consumer needs change. The love of diversity makes it possible for developed countries to exchange profitable tourists. Exclusive rents to destinations and SMEs largely offset what consumers want. This explains the compatibility of existing proprietary destination structures and competition principles based on market economies.

However, differentiation of destinations has not only benefits, but also the development of umbrella brands is difficult and costly. The cost will increase depending on the level of differentiation. Brand management requires continuous investment in product improvement and quality assurance systems. Multifunctional delivery of products and services is obviously costly because of the need for infrastructure support. FIT's differentiation strategy excludes the benefits of specialization and standardization(14).

The Need for Co-Operation

Monopolies fail to produce the most efficient structures because producers restrict production to increase production rather than justify costs. In the long run, they are becoming increasingly competitive with international travel and tourism companies.

Destination-oriented individual tours are expensive. The price of the services offered by individual SMEs is a huge sum. There are few "all-in" proposals. As a divided industry of SMEs, the tourism industry generates high costs. Tourists and Factors The market is weak. Therefore, the capacity of SMEs by destination is not utilized properly and does not generate much profit. The economic situation of SMEs at their destination can be improved by collaborating with others, providing services and promoting them as a package.

Collaboration is essential for the positioning and marketing services offered by small businesses. It is also a way for your company to increase productivity and reduce costs. SMEs should consider optimizing their unused potential for internal growth before considering cooperation. Additional cost for the hotel, additional seating in the restaurant or the added capacity of the cable car company will reduce your average cost. In this way, SMEs can grow optimally(15).

Collaboration should only be considered if the company's own products and services are insufficient and additional products and services are not available in the marketplace. Collaboration has an economic sense only if it increases profits and reduces costs. In certain areas where concentration is required, the degree of cooperation will be greater. For example, the development and operation of information and reservation systems at the destination level requires relatively intensive cooperation(16) (Figure 6).

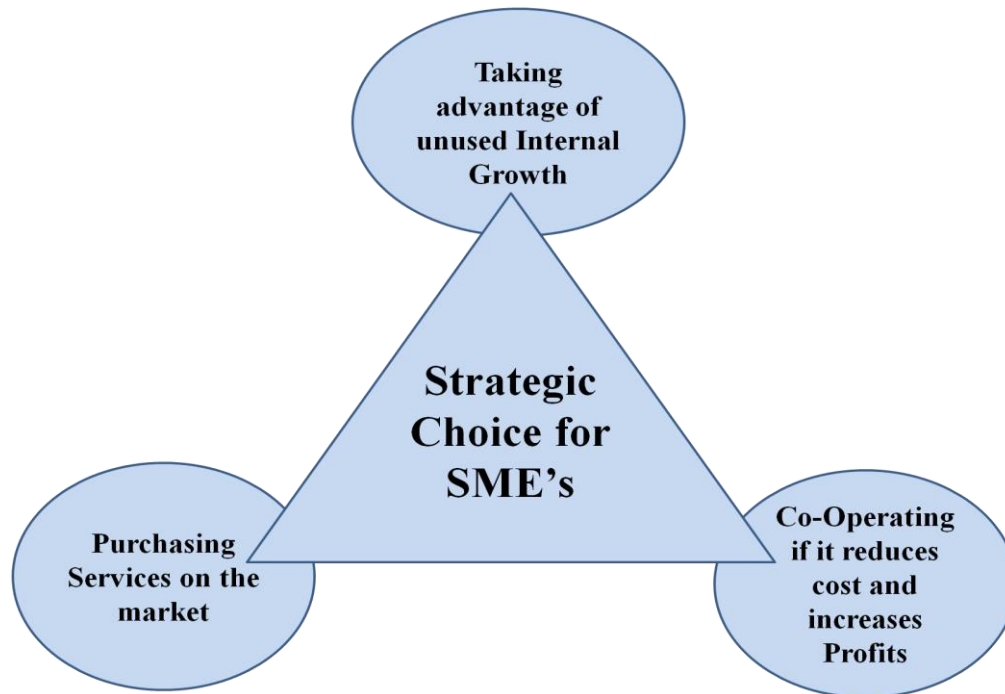


Figure 6: Market co-ordination mechanism for SME's.

For SMEs that rely on tourism, cooperation rarely works in line with the standards of the industrial economy. Vertical cooperation in long-standing, destination-level market communications is almost ineffective. As part of destination marketing, this task is delegated to a local, regional or national tourism organization.

One possibility that is being discussed at this time is that SMEs are increasingly pressured by competition regardless of whether their own destination management should approach the market as a single competing firm. This approach requires the management and integration of hierarchical types of target service providers. There are, of course, vertically integrated destinations such as "unifying" the North American ski

resort of the Rocky Mountains and the southern hemisphere of the Southern Hemisphere(17).

From a macroeconomic point of view, destinations are primarily a fragmented part of SMEs in markets where supply is both supply and demand side. It is also important to take advantage of the existing potential of cooperation.

In fact, horizontal cooperation as well as vertical cooperation by tourism organizations play an important role. At the branch level, horizontal integration is increasing, which means that individual SMEs provide independence. SMEs in the accommodation sector must pursue an additional scale economy through regional

cooperation. In some cases, a freely assembled hotel chain that skips the world is working together on marketing. In particular, the number of integrated hotel chains is growing at rapidly growing destinations(18).

Overcoming the Cost Disease

A major problem in the micro-structured tourism industry is the lack of productivity. Tourism SMEs suffer from dietary diseases. Their productivity is lower than the average of other sectors of the economy. This productivity deterioration should be compensated by price increases. This process is twice as harmful to SMEs. Their service is so expensive that they risk being priced in the market. And because it is less

competitive than other economic sectors, getting production factors such as labor and capital is getting harder and harder(19).

To cure a disease requires new and innovative solutions for the production and marketing of tourism services. In this context, the dissemination and incremental implementation of innovative applications play an important role. Nowadays there is an effort to transform tourism industry from pure service industry to "experience industry". You also need to use more information technology. The fundamental innovation applied to the tourism industry can increase the productivity of the sector (Figure 7).

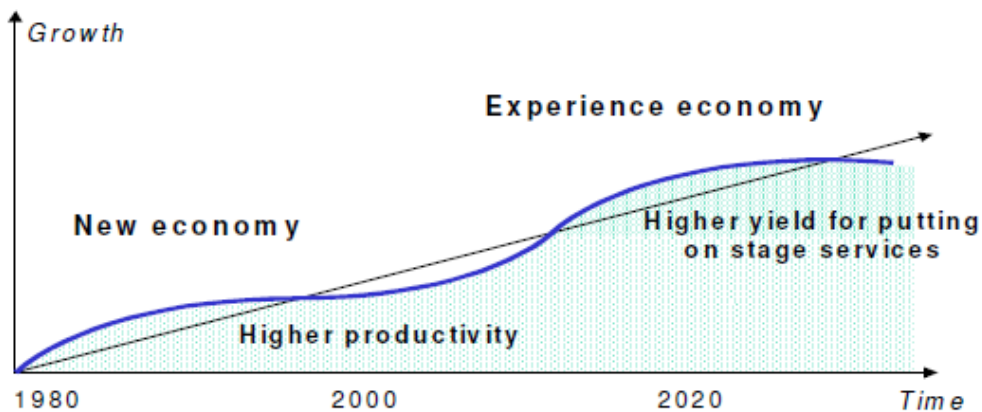


Figure 7: Basic Innovation to overcome cost disease of SME's in Tourism.

Tourism is a kind of dream factory. Vendors that create unique experiences increase service value and revenue. To enhance the experience of a tourist resort, you should create a new bundle service, create a cozy atmosphere and serve theater on stage. Unlike the international travel and tourism

industry, which has standardized products, small and medium-sized enterprises (SMEs) are bound to offer individual visitors an unforgettable experience(20).

Sightseeing-dependent SMEs have already begun to use information technology. Even

today's smallest companies can always exist in global markets due to the information path. Low-cost direct booking is no longer a problem. This can be done via email or through advanced destination information and scheduling systems. Internet and online services have helped the tourism-focused SMEs and traditional destinations recover the muscle of the market.

Information technology is primarily intended to help small-scale tourism workers improve productivity. Today it is possible to outsource many "back office" services, so that the management of the company can

focus on the core functions to ensure the quality of service and take care of customers to enhance the value of experience(21).

An important question about the future of SMEs, which rely on the tourism industry, is how the use of information technology systems can be used to optimize market positioning and productivity. It is a problem that is not always solved because of lack of know-how. The quality of a tourism organization plays an important role because it can develop costly management, information and reservation systems at the destination level.

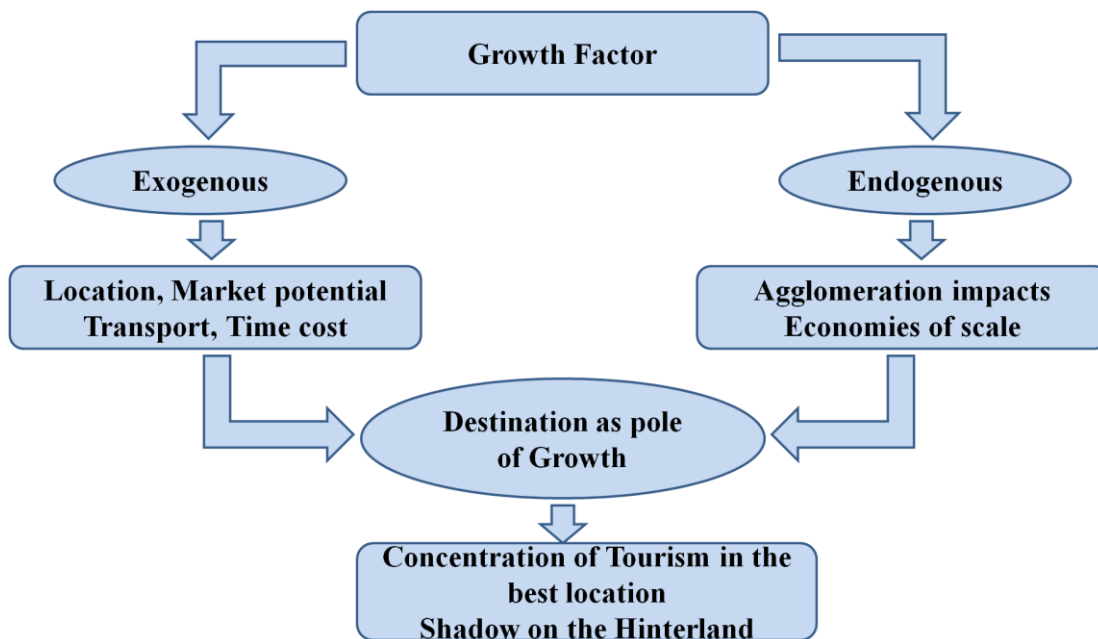


Figure 8: Endogenous Growth Opportunities.

Making the best use of endogenous growth opportunities

Tourism is perceived as a way to solve the economic problems of increasingly remote areas, traditional industrial areas and expired downtown areas. Another factor is the

misunderstanding that SMEs, the backbone of tourism, can be developed without special know-how or funds. Experience has shown that tourism can actually be successfully developed only in certain situations. You can develop your sightseeing in the places

you need. These are the raw materials of the tour that bring visitors, and their value is determined by the visitor's willingness to pay. The location and potential of the origin markets also play an important role, Transportation and time costs(22). Entrepreneurs and policymakers can not create extrinsic factors that do not exist (Figure 8).

According to research, it is said that the aggregation effect combined with the scale advantage at the enterprise level that enhances the competitiveness of the tourism center. This allows the tourism center company to produce products more efficiently and at lower cost than competitors outside the center. They lead to competition inside and outside the destination, and endogenous growth(23).

The role of SMEs in tourism development has changed in the era of globalization. Tourism centers have grown in industrialized countries. As competition is fierce and the destination is turning into adulthood, the tourism industry is now in the best position in the process. The size of the company is growing in this region. In this context, a larger destination is a prerequisite for business growth to ensure the scale change required.

These tourist centers hang cluttered shadows behind the scenes. SMEs can jeopardize the growth of small areas, which means that they have no choice but to provide a niche market as a result of a certain size that limits

growth opportunities. In fact, economies of scale or those without interest can only grow in areas where larger destinations can not be developed. Examples of such niche activities are "accommodation" or sustainable development of natural park tourism.

Emerging markets grow by emerging economies and travel organizations in developing countries. Most investors are foreigners. They have established major tourism complexes with standardized services using state and international communities. This new player focuses on the international market(24).

Despite the best intentions of government tourism policy in the first stage of industrial development, there is little room for SME development. SMEs generally begin to emerge as the latter stages of development, especially the emergence of internal tourism.

State incentives for tourism-dependent SMEs

Another question is whether the development and survival of tourism-dependent SMEs requires specific incentives. What is the value of SME promotion in terms of tourism policy? The basic objective of tourism policy is to create basic conditions favorable to tourism industry as a whole. Training in the tourism sector, infrastructure support, destination marketing and competition, innovation and cooperative development, and conservation of natural and cultural landscapes are irrelevant to the size of the company(25) (Figure 9).

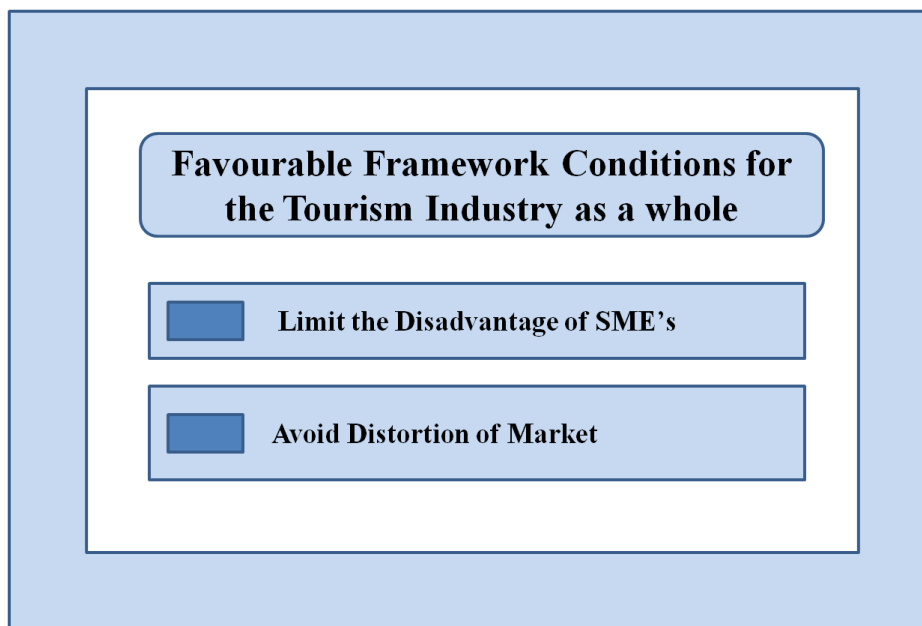


Figure 9: Promotion of SME's as a part of overall tourism policy.

Tourism policies may not be particularly relevant to private sector activities. Exceptions are actions that are effective at this level. For example, in some countries funds are provided for the renewal and development of startups in the accommodation sector. We need action in this area. When credit facilities are allocated, market distortions occur and damage to small and medium enterprises occurs(26).

Conclusion

The fact that the travel industry is mainly created from the perspective of SMEs is considered a sufficient justification for national intervention through tourism policy. For example, promoting cooperation is justified by the existence of high transaction costs, mainly in small businesses and segmented tourism. The tourism structure was justified in order to limit the opportunities for research and development

in relation to the promotion of innovation. In fact, there is no innovation that can be patented in the tourism industry, so you can earn monopoly profits to pay for your R & D projects. The quality of tourism policy can be measured by the degree to which governments can limit the shortcomings of small businesses without taking advantage of them.

Reference

1. Belias D, Velissariou E, Koustelios A, Varsanis K, Kyriakou D, Sdrolias L. Integrating Total Quality Management Philosophy in the Greek Tourism Sector. *Strategic Innovative Marketing*: Springer; 2017. p. 71-6.
2. Sun S, Liu Z, Law R, Zhong S. Exploring human resource challenges in China's tourism industry. *Tourism Recreation Research*. 2017;42(1):72-83.

3. Karrow T, Thompson T. 2 Political ecology of the flats fishing industry in the Bahamas. *Political Ecology and Tourism*. 2016:39.
4. Ward A. Dimensions of poverty: An examination of quality of life, security, opportunities, and empowerment among New Orleans' tourism industry workers: Tulane University, Payson Center for International Development; 2016.
5. Habib Z. Urban tourism in Tabriz, Iran: An analysis of the domestic tourism market/Habib Zeinizadeh: University of Malaya; 2017.
6. Hassan A. Electronic word-of-mouth: An industry tailored application for tourism promotion. Capturing, analyzing, and managing word-of-mouth in the digital marketplace: IGI Global; 2016. p. 61-75.
7. Roy B, Al Mamun BCK. Sustainable Tourism Supply Chain Management for Tourism Industry in Bangladesh. *Global Journal of Management And Business Research*. 2016.
8. Potgieter M, Litheko A. Tourism and the Economic Challenges of Mahikeng: A Residents' Perspective. *International Journal of Environmental and Science Education*. 2016.
9. Trave C, Brunnschweiler J, Sheaves M, Diedrich A, Barnett A. Are we killing them with kindness? Evaluation of sustainable marine wildlife tourism. *Biological Conservation*. 2017;209:211-22.
10. Arhelo BA, Arhelo BA. Capacity building for tourism and logistics: redefining the role of human resources. *Worldwide Hospitality and Tourism Themes*. 2017;9(1):95-104.
11. Firgo M, Fritz O. Does Having the Right Visitor Mix Do the Job? Applying an Econometric Shift-Share Model to Regional Tourism Developments. 2016.
12. Lun L-M, Pechlaner H, Volgger M. Rural Tourism Development in Mountain Regions: Identifying Success Factors, Challenges and Potentials. *Journal of Quality Assurance in Hospitality & Tourism*. 2016;17(4):389-411.
13. Abdali T, Abdali A, Heidary A. Sport Tourism Loyalty Revisited: An Overview. *International Academic Journal of Business Management*; 2016.
14. Moretti A. The Tourism Destination as a System of Multiple Networks. *The Network Organization*: Springer; 2017. p. 89-117.
15. Fredholm S. Assets in the age of tourism: the development of heritage planning in Ghanaian policy. *Journal of Contemporary African Studies*. 2016;34(4):498-518.
16. Avdimiotis S, Tilikidou I. Smart Tourism Development: The Case of Halkidiki. *Handbook of Research on Entrepreneurial Development and Innovation Within Smart Cities*: IGI Global; 2017. p. 491-513.

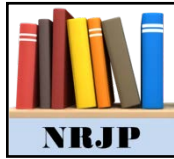
17. Kaur A, Sharma PC. Global organisations and SME in India: A comparative study of sustainability initiatives. *Journal of Sustainable Development*. 2016;9(3):65.
18. Dash M, Hota S, Kishore K. Training Needs Analysis for the SME Sector. Dr Nagaraj Shenoy. 2016.
19. Baporikar N. Critical Review of Tourism in India. *Tourism and Opportunities for Economic Development in Asia*: IGI Global; 2017. p. 190-210.
20. Nisthar S, Vijayakumar S. An Analysis of the Relationship between the Real Gross Domestic Production (RGDP) and Tourism Sector: An Econometric Study on Sri Lankan Perspective. *International Journal on Global Business Management & Research*. 2016;5(1):47.
21. Shyam Sundar S. Entrepreneurial opportunities and challenges of Tourism Industry in Madurai. 2016.
22. Abdin M. Policies Required to Develop Tourism Sector of Bangladesh. *Browser Download This Paper*. 2016.
23. Umarov K. Economic Cooperation Between Tajikistan And India Problems And Prospects. *Himalayan and Central Asian Studies*. 2016;20(2/3):10.
24. Tomar JS. State of IT Adoption in SMEs in India. *Prabandhan: Indian Journal of Management*. 2017;10(1):40-53.
25. Kirdar Y, Sezer A. Cluster Mapping of Medical Tourism in Turkey and Regional Clustering for Health Tourism. *European Journal of Economics and Business Studies*. 2016;4(1):189-200.
26. Brenner L, Fricke J. Lifestyle entrepreneurs, hostels and backpacker tourism development: the case of San Cristóbal de las Casas, Mexico. *El Periplo Sustentable*. 2016(31).

Join Author Loyalty Reward Scheme

In order to provide the true and loyal platform for all the students to publish their articles FREE OF COST. The NRJP Journals invited students and research scholars to join the Author Loyalty Reward Scheme, Some of the key roles under this scheme for authors are:

- Increase Circulation of the Journals in colleges and Libraries of the.
- Increase inflow of the research and review papers of Students.
- Make sound and effective Editorial board for NRJP Journals.

Once you will join this scheme you will be collect points and you can also CASH your points, your effort and our dedication results in good score. For join us or more details, write us on info.nrjp.co.in.



Review Article

Quantum Monte Carlo Simulations For Classical Spin

Dr. Surendra kumar

R.N. College, Pandaul (Madhubani)

Abstract

In the first place we add things like sampling, error sources, and finite-size scaling analyses with the fundamental ingredients of Monte-Carlo simulations for classical systems. We then develop the preliminary steps to prepare the simulations, showing that discrete Hubbard-Stratonovich auxiliary fields are actually sampled. The procedure is applied to determine the fermionic functions of Green's. In one, two, three, and four dimensions, we evaluate our system in the Scalapino-Sugar model. Effective agreement is reached with established findings

Keywords: *Monte Carlo Simulations, Quantum Monte Carlo, Classical Spin, Hubbard Model,*

Copyright©2017, Dr. Surendra Kumar This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Introduction:

One is generally interested in their collective properties, which are properly defined within the framework of statistical mechanics, for systems with many interacting fermions. The interplay between charge and spin has many revolutionary phenomena compared to isolating magnets in which the spin degrees of freedom are selected (orbital degrees of freedom may also they are included, but add to complexity enormously, and are not considered here). Typical questions you ask about a device

are related to its magnetic condition and whether it is insulating or metallic or superconducting (is it magnetic? If so, what is the arrangement?).

A deeper understanding of the interplay between the degrees of freedom of spin and charge can be accomplished through *models*, which should be easy enough to quantify quantities comparable with experiments while capturing the basic physical mechanisms responsible for the observed behaviour. The simplest model which describes interacting fermions on a grid is the Hubbard model [1] of

a single band, described by the grand-canonical Hamiltonian.

$$\mathcal{H} = -t \sum_{\langle i,j \rangle, \sigma} (c_{i\sigma}^\dagger c_{j\sigma} + \text{H.c.}) + U \sum_{\mathbf{i}} n_{i\uparrow} n_{i\downarrow} - \mu \sum_{\mathbf{i}} (n_{i\uparrow} + n_{i\downarrow}), \dots\dots\dots(1)$$

Where t is the integral hopping (that defines the energy scale, hence we take $t = 1$ in the entire paper), U is on-site repulsion of coulomb, is the chemical potential to controlling fermion density, and \mathbf{i} is running over d -dimensional lattice; we only consider Hop-ping, as denoted by $\langle i,j \rangle$, between the nearest neighbours for the time being.

The model Hubbard [even in the most straightforward form Eq. (1)] is soluble in one dimension only exactly; but correlation functions are not readily available via the Betheansatz. At higher dimensions it is important to rely on approximation schemes, and the extraction of information on strongly correlation fermions has proven to be crucial by numerical technologies such as Quantum Monte Carlo (QMC).

Since the first classical system Monte-Carlo method was designed at the beginning of the early 1950's [2,3,4] there have been numerous QMC algorithms proposed. They have a different classification, the aspect you want to

highlight depends on. For example, the classes of freedom may be classified as either a continuum or on a lattice; or as a base or a finite-temperature framework; or as variant or projective; or even as detailed in their implementation, like in the event of an auxiliary field being implemented, or as in the event of a Green's function constructing itself by power being method.

Monte Carlo simulations for 'classical' spins

Our aim was to quantify the volume of the partition function and the various averages, including correlational functions, with the description of all system configurations. These quantities are measured in all configurations. Consider the case of the Ising model for description,

$$\mathcal{H} = -J \sum_{\langle i,j \rangle} \sigma_i^z \sigma_j^z, \dots\dots\dots(2)$$

where J is the exchange coupling and $\sigma_i^z = \pm 1$

There are 2^{N_s} configurations in phase space for a lattice with N_s sites. All such configurations are obviously not equally important: note, C , with energy $E(C)$, is $\mu \exp[-E(C)/k_B T]$, which is the probability of occurrence of one set-up. Accordingly a *importance sampling* of the configurations [3,4] constitutes the fundamental Monte Carlo strategy. The *algorithm Metropolis* [2] can be used to implement this in

turn. You can imagine that you have a walker who visited every lattice site and tried the site from the random spin setting $C = \{s_1, s_2, \dots, s_N\}$. Let's say that the walker is currently on site i to see how this is achieved, and then call C' the configuration acquired by flipping s_i from C . The energy configurations differ from $DE = E(C') - E(C) = 2J \sum_j' s_i s_j$, whereby the prime in the sum restricts j to nearest neighbour of i sites. The ratio of the Boltzmann factors corresponding then is

$$r' \equiv \frac{p(C')}{p(C)} = \exp(-\Delta E / k_B T) \dots \dots \dots (3)$$

Thus, if the $DE < 0$, C' correspondence in a chain should be recognized as a new configuration. On the other hand, if $DE > 0$ the new setup is less possibly, but still with probability r' acceptable; the effect of fluctuations is simulated by this option. Alternatively [4], a *heat-bath algorithm* can be implemented, where C' is possibly accepted.

$$r \equiv \frac{r'}{1 + r'} \dots \dots \dots (4)$$

In both situations, it should be noted the local character of the update of the configuration; that is, flip acceptance has no effect on the condition of all other spins. This does not extend to quantum systems, as we can see. The

walker then goes ahead and tries to reverse the spin on one of the listed processes. The walker returns to the first site and attempts to roll back all the sites after he has swept through the entire grid. You must make sure that you sweep through the grid several times to thermalize the system at a given temperature; usually this *warming up* stage takes several hundreds to a couple of thousand sweeps but in some cases it can be very slow. When the system has been warmed-up, average values can be 'measured'. Suppose we stored A_z as the quantity A at the end of the z -th sweep. It would therefore seem to be normal for the thermodynamic mean \bar{A} to be calculated after N_a such sweeps

$$\bar{A} = \frac{1}{N_a} \sum_{\zeta=1}^{N_a} A_{\zeta} \dots \dots \dots (5)$$

A group of G -averages, $\bar{A}_1, \bar{A}_2, \dots, \bar{A}_G$, may minimize correlations between measures, which lead to a final average

$$\langle A \rangle = \frac{1}{G} \sum_{g=1}^G \bar{A}_g \dots \dots \dots (6)$$

Once A_g 's is assumed to be an independent random variable, the central boundary theorem [5] applies, and *statistical errors* are calculated as being on average A

$$\delta A = \left[\frac{\langle A^2 \rangle - \langle A \rangle^2}{G} \right]^{1/2} \dots \dots \dots (7)$$

Moreover, *systemic errors*, in which finite-size consequences, must be taken into account.

$$X_L(T) = L^{x/\nu} f(L/\xi), \dots\dots\dots(8)$$

Where x is a critical exponent to be described below and $f(z)$ is a scaling function with very particular behavior within $z \ll 1$ and $z \gg 1$. In the former boundary, the correlation range should be restricted by the device boundaries and one must have

$$X_L(T) \simeq \text{const.} \cdot L^{x/\nu}, \text{ for } L \ll \xi, \dots\dots\dots(9)$$

So there seems to be an explicit L -dependence. In comparison the scaling function must restore the normal size-independent form when correlations do not discover the system's finiteness.

$$X_L(T) \simeq |T - T_c|^{-x}, \text{ for } L \gg \xi; \dots\dots\dots(10)$$

This established the exponent critical x . This principle of finite-size scaling (FSS) can be used in data analysis so that the extrapolation can be placed on firm grounds to the thermodynamic maximum.

To finish off the implementation of the Monte Carlo method for classical spins can be streamlined in a variety of ways, such as the use of bit-strings for states and the use of large

histogram for data collection [6,7] in order to complete it.

Conclusion:

Although the debate was mainly centered on the simple Hubbard model the analysis of the QMC showed more development, for instance, the detailed Hubbard model [8], the impurity model of Anderson [9] and the model of Kondo lattice [10]. QMC simulations have only recently been used for first time in disordered systems; see, *e.g.*, Refs. [11, 12]. With the rising power of personal computers and workstations, several features of these and of more elaborate and realistic models can be foreseen soon.

References:

1. J. Hubbard, Proc. R. Soc. (London) A **276**, 238 (1963).
2. N. Metropolis, A. W. Rosenbluth, M. N. Rosenbluth, A. W. Teller, and E. Teller, J. Chem. Phys. **21**, 1087 (1953).
3. S. E. Koonin, *Computational Physics*, (Addison Wesley, NY), 1986.
4. K. Binder and D. W. Heermann, *Monte Carlo Simulation in Statistical Physics*, Solid State Sciences, Vol. 80, 3rd Edition, (Springer, Berlin), 1997.
5. F. Reif, *Fundamentals of Statistical and Thermal Physics*, (McGraw-Hill, NY), 1965.
6. P. M. C. de Oliveira, *Computing Boolean Statistical Models*, (World Scientific, Singapore), 1991.
7. P. M. C. de Oliveira, T. J. P. Penna, and H. J. Herrmann, Eur. Phys. J. B **1**, 205 (1998).
8. T. Paiva, R. T. Scalettar, C. Huscroft, and A. K. McMahan, Phys. Rev. B **63**, 125116 (2001).
9. S. Zhang, J. Carlson, and J. E. Gubernatis, Phys. Rev. Lett. **74**, 3652 (1995);
10. Y. Zhang and J. Callaway, Phys. Rev. B **39**, 9397 (1989).
11. N. Trivedi, R. T. Scalettar, and M. Randeria, Phys. Rev. B **54**, R3756 (1996).
12. R. T. Scalettar, N. Trivedi, and C. Huscroft, Phys. Rev. B **59**, 4364 (1999)



NRJP Journals

Related Journals Abstract

Journal of Accounting, Finance & Marketing Technology

Foreign Direct Investment: Future Demand of India

Shyam Mishra

Abstract: July 1991 The India economy is a new vision began to exceed the population of India and 1 billion. Economic changes have had a significant impact on the overall economic development of almost all major economic sectors, especially the service sector. In addition, it has come a time when the Indian economy is actually integrated into the global economy. India has attracted foreign direct investment, especially during the reform period in Sectors such as telecommunications, construction and IT. Software and hardware were the main sectors for FDI inflows in India. India's economy as a whole, we can see that DBI inventory and long-term results are integrated. FDI will not cause miracles if the remaining restrictions are relaxed and more companies are open to FDI. Currently, our focus is on FDI trends and the results of the past 10 years in India. We also studied the effects of FDI investments in different sectors in the same period.

Keywords: FDI, Economic Transition Period, Trade and Economy, UNCTAD.

Marketing Strategies for Branding and Interactive Advertising through Telecommunication

Deepak Tripathi

Abstract: Internet advertising in various media is increasing day by day. Internet advertising includes all the benefits of print media and visual media. It was because of the interactive features better. There is no striking comment about advertising marketing strategy. Internet and other traditional media offer more for marketing strategy. Internet can contribute a lot to the appropriate brand position as possible database of possible customers. Due to possible interaction through pure, it provides a way to reach goals and intervals. Online advertising can change a particular marketing scenario. Globalization and liberalization can be more serious with the help of internet advertising.

Keywords: Branding, Marketing Strategy, Interactive Advertising.

New Age of E-Advertising via Interactive Telecommunication in Special Reference to Mobile Advertising

Irshad Qureshi

Abstract: *The advertising industry has experienced enormous changes have evolved various forms of advertising. The biggest change in the advertising industry is the advance of social media. In addition to providing a new platform that allows you to place your ads in a creative way an advertiser can have the maximum reach of marketers. The report of this research is the traditional advertising industry, more interaction in the role of 'one-way', more creative, and transformed into a fun and interactive process, and lighting for this innovation modification.*

Keywords: *Internet video traffic, Innovation in Advertising, interactive.*

Study on New GST Era and its Impact on Small Businesses Entrepreneurs

Saurabh Suman

Abstract: *According to the IBEF, India is a global production plant, and SMEs account for about 90% of its industrial facilities. The Indian government's "Make in India" campaign will promote the launch of GST. this paper based on the survey based on the effect of the implementation of GST on the SMEs in which the problems associated with the GST will be primaries and it was concluded that a lot of people were still unable to understand the working of GST and they have to make understand their customer also, most of the youngster believe that with time all the problems were automatically solved and the fair face of GST will always profitable to everyone.*

Keywords: *GST, Tax and services, SMEs, CGST, IGST, VAT and Service Charges.*

Supply Chain Management and Multiple Criterion Decision Making Strategies

Vinod Kumar Gupta

Abstract: *Supply Chain Company in the e-Biz environment can be very complex. Many companies have hundreds; have thousands of deliveries and customers because the Indian economy is to simplify the supply chain. Thus, the full supply chain includes the internal supply chain capabilities of suppliers and downstream distribution network. Logistics capabilities will facilitate the physical flow of materials to manufacturers, distributors and end users in commodity manufacturers.*

Keywords: *Supply Chain Management, decision support systems, GSCM, MCDM, ISMMP.*

Journal of Bank Management & Financial Strategies

Study of Customer Awareness about Services Presently Offered by Banks

Nidhi Gupta and Sambhavi Shukla

Abstract: *Banks need to create relationships with customers that value more than providing the core product. It improves the addition of material and intangible elements into the core product*

to a "peripheral." Achieving one of the essential conditions for quality and value is the quality of measurement and control technology. Now the days a lot of facilities were started for the common people by the bank for their ease and betterment. But very few people were aware about these services, most of them if known about them but they were hesitating to avail them, due to vigorous paper work and hard to maintain the record. This study is based on the general awareness about the main scheme started by the bank and makes the people aware about them.

Keywords: Banking, Finance, Microfinance, Forex, Investment banking, Loan.

Information Technology and its Impact on Development of Indian Banking System

Rajneesh Kumar Chowdhary

Abstract: Information technology has changed the speed of transactions in the function and banks of the bank. The technology advances of the banking industry, as well as providing better service to our customers, is to achieve a competitive advantage. It is a chance to provide a unique platform that provides a variety of services to our customers to expand the range of the bank. The service sector has created new products, services and market opportunities over the past decade, the application of technological innovation to witness more information driven business and management processes and systems. Development of information technology in the world of banking is more flexible payment methods and the development of more efficient financial services Have a huge impact on development.

Keywords: Information technology, ATM, Electronic money, Credit cards, Internet banking.

Internet Banking: Identifying Major Contributing Factors

Anshu Kumar

Abstract: As a result of convenience and flexibility, it is gaining increasingly popular internet banking. This article explores the key factors that are based on the recognition of the various internet applications of respondents responsible for internet banking. It also provides a framework for taking that factor to assess banking awareness.

Keywords: Internet banking, online, Bank, perception, e-banking.

Recruitment Process: a Case Study in Banking Sector

Pawan Kumar and S. Singh

Abstract: Recruitment is the process of seeking future employees of the stimulus, enabling employees to apply for a job in the organization. Adoption means allowing the selection of the right staff in this pool management to ensure that interested volunteers and employees provide a temporary swimming pool. Jobs are a positive process because the selection ratio increases to attract a large number of candidates for advertised jobs. Through recruitment, management, you can select the employees for different tasks. Simply put, recruitment is understood as the process of obtaining the applicant in search of a career you choose to find the right people.

Keywords: Banking, Recruitment, Employment, Candidature, Manpower.

Use of Information Technology in Banking Transactions Using Electronic Payment Systems

Naveen Kumar

Abstract: *The banking sector plays an important role in economic development and growth, because from one source to another, the funds transfer from savers to investors and circulate helping in employment in the country. A sound financial system in the United States is accelerating the rate of capital and economic growth and helping to achieve growth by providing adequate resources and credits to other sectors and motivating people to deposited money to the well-earned Another plan of the bank. India's banking system functions and establishes business by providing credit and loans to other sectors, using large amounts of public and consisting of private and foreign banks funds to generate public and corporate funds.*

Keywords: *Fund transfer, economy, banking system, money transfers.*

Journal of Business Management & Quality Assurance

Women Entrepreneurship: A Case Study of Siddharthnagar District

Kavita Gupta

Abstract: *The rise of the spirit of female entrepreneurs is established over the years tend to be good about the role of jobseekers instead of jobseekers, though. The relative share of women among the total entrepreneurs in India is a tenth Siddharthnagar represent a significant proportion of the total enterprising women equally in the world population. Socio-economic characteristics of respondents now show that increasing the participation of women in social awareness education and training. Female entrepreneurs will facilitate the transfer of the service sector than in trade and industry. So I get more and more female businesswoman. And it plays a positive role in the economy. Today, the development of female entrepreneurs in the region have no fear, and can be lively and optimistic.*

Keywords: *Female Entrepreneurs, Socio-Economic, Unfavorable, Financial Support.*

Education Based Economic Reform: A Case Study of EduCARE India

Praveen Kumar

Abstract: *Entrepreneurs are people with vision who recognize and pursue opportunity, create and establish businesses or new ventures, take into account the risks involved, have control over the present and future and flexibility to change and adapt with the changing times. Accordingly, entrepreneurship is the process of creating value by bringing together specific set of available resources to exploit an opportunity.*

Keywords: *Education, Edu-preneure, Business Opportunity, Innovative Entrepreneurship.*

Managing Technology: Issues and Options

Alok Kumar Singh

Abstract: *Technology, economy and society need to be a tool of renewal or change of existing products, procedures or methods. These changes emerging from being manifested through*

innovation means that technology is not only innovative, but also prepares a way to further promote innovation. The Bonding Technique raises a special challenge for managers between technology and innovation: the challenge of operating from uncontrolled variables to controlling the development of innovation. It requires some practical freedom to derive ideas of speed of creativity and creativity.

Keywords: Leadership, Competition, Murphy's Law, Technology, Economy.

Social Responsibility, Sustainability and the Role of Entrepreneurship

Jitendra Kumar Gupta

Abstract: *Good ethics are aware that you have a positive economic impact on business performance. Statistics support the assumption that ethics, value, integrity and responsibility require in the modern workplace. Consumer organizations in society, good ethics, are the result of good business management. Ethics are important because they prove the good business sense.*

Keywords: Ethics, Ethical Discipline Professional Ethics, Ethical Behavior.

The Mutual Gain Perspective and Relationship between Employee Commitments to Company

Amit Pandey

Abstract: *The concept of employee-employer relations will be as old as industry inherent in industry will always be a plume of industrial life. According to industry relations, we speak of the relationships between employers and employees, which are governed by the working conditions of the employees in the organization. Therefore, this topic contains some perspective of the employees which in turn govern by the organization and totally in hand of the employer, and the employers is working on a personal relationship with the organizations and employee regulating these relationships.*

Keywords: Employer-Employee Relationship, Management, Financial services, Industrial Relations.

Journal of Commerce, Economics & Management

E- Trading: Opportunity and Challenges

Surendra Mishra

Abstract: *Much more awareness is needed on e-commerce and its benefits. It is important to establish appropriate communication strategies to broaden awareness of e-commerce between businesses by emphasizing benefits and eliminating possible misunderstandings. Top producers, such as CM, should work with governments and governments to train people in decision-making positions in Indian organizations. IT education will be an important driving force in the development, adoption and growth of e-commerce in India.*

Keywords: E-Commerce, Domestic Companies, E-Business, Transactions

Economic Slowdown and its Impact on Earnings of Indian Security Market

Avinash Rai, Pramod Kumar Verma

Abstract: Empirically, the response and volatility of this paper return looked at bad macroeconomic news during the recession. We believe that macroeconomic announcements are the most important because they contain bad news about bond growth, and shrinking, to a lesser extent or may say less good news. The good news about inflation in the recession is relatively more important, but in addition the bond market is strongly responsive to bad news in the role of non-farm pay. The paper is mainly divided into three parts. The first part explains the impact of the recent global meltdown of the Indian economy. The second part is about the recent global collapse and yield with bonds. The conclusion is derived in part third.

Keywords: Bond Market, Yield, Recession, Interest Rates

Retail Market and FDI in Indian Scenario

Anil Pratap Singh

Abstract: The government has decided to allow 51% foreign direct investment (FDI) in multi-brand retail. FDI in Indian retail will lead to economic growth and new employment, along with rural infrastructure development. After submitting this proposal, a multi-brand chain, such as Tesco & Carrefour, was established to welcome stores and shops. The advantage of free FDI in retail is certainly more important than the disadvantages imposed and can be derived from successful examples in countries such as Thailand and China. The sector first met with constant protests, but later proved to be one of the most promising political and economic decisions of the government, which led to an increase in the employment level and huge GDP growth.

Keywords: Growth, investment, FDI, Retail Sector, Multi Brands

Role of Knowledge Management in Indian Perspective

Bhusan Tyagi

Abstract: This e-commerce and electronic governance productivity application is to be developed and applied to technologies that improve international competitiveness extensively, developing countries can be industrialized and modernized. Many countries of the Asian economies have the advantage of e-commerce through the opening of competition and the need to promote the diffusion of Internet technology. With various globalizations of icons and key functions, e-commerce is the artistic expression of success in the digital age. E-commerce is still expanding the revolution that changes the way companies buy services and sales. E-commerce means transactions involving goods and services through e-commerce and electronic means. One of the reasons why India is showing tremendous growth in increasing e-commerce usage of Internet PCs at low cost. E - Opportunity for Business is growing in recognition among business communities in India.

Keywords: Knowledge Management, Electronic Commerce, Finances, Information-Based Business.

Study on Demonetization and its Counter- Effect on the Common Man Life

Prabhakar Joshi

Abstract: *In spite of the fact that Demonetization has Bring into existence so many constrains must negotiate with series of hurdles for the citizens of India, and they had confronted so many state of difficulty that needs to be resolved; they faced wait in line problems in the banks and ATMs for depositing and withdrawing money. Citizens of India faced problem of less expenditure of goods due to the lack of cash liquidity. Various businesses broke up due the lack of liquidity; business proprietors as well as person who uses goods or services faced so many question raised for consideration or solution. Government has given so many legal means to recover a right or obtain redress for a wrong to the citizens for time to time. Some economics connoisseur said that positive and forceful consequence of demonetization will showed in future. Government has also increased the withdrawal limits so that the queues in front of banks and ATMs have brought down. In some manner black money also seems to be comes out to many cooperators. Now we should wait and watch the on the whole impact of demonetization constrain.*

Keywords: *Demonetization, Economic Crisis, Financial Sector, E- Commerce.*

Journal of HR, Organizational Behaviour & Entrepreneurship Development

Dairy Industries in India: Technological Implementation and Challenges

Sandeep Gupta

Abstract: *The rise of dairy farming is especially important for dairy farmers. In the societal areas that are traditionally vulnerable to small-scale landowners, landless workers and women. In the past, we have provided a source of income for people who can only count on small seasonal or irregular labor costs throughout the year. It is estimated that 60-65% of the income of this group (small and small farmers) now comes from dairy farms. Milk farming in rural areas has shown that yields yield better in the light of marginal, small and medium profits. Irrigated soil, dairy farms and crops were more profitable than crop processing alone. During that period, also the dairy industry has made a significant socio-economic change by positively improving the lives of people exposed to the environment and being directly or indirectly involved in this business.*

Keywords: *Dairy Farming, Rural Welfare Revenues, Livestock Industry, Dairy Farms.*

Indian Agriculture: Implementation of New Technology and Assessment

Shweta Yadav

Abstract: *As the size of the company grows due to population growth, India cannot afford to continue its extensive agriculture. On the other hand, too much reliance on intensive cultivation can lead to excessive use of natural resources and environmental losses due to increased use of chemical fertilizers and pesticides. In addition, intensive farming is accompanied by a declining scale as soon as the optimal mix of production factors is hindered in the long run. Using the*

same long-term technology, farmers were able to increase input costs as the size of the country grew. Since it is not possible, the only solution is to introduce continuous change. By using advanced technology and production capabilities to improve agricultural skills, you can avoid factor imbalances that reduce crop yields. This not only increases production at low unit prices, but also lowers agricultural production prices. On the one hand, farmers can bring a high amount of total surplus to them, even if the market price of the product is low, and also the large size of the supply of agricultural products, even on poor consumers, the benefits of greater production quantities, Please purchase as..

Keywords: *Environmental, Agricultural Growth Rate, Techno-Agriculture, Agricultural Machinery.*

Need and Importance of Human Resources Development In an Organization

Pratiksha Gupta

Abstract: *Expenditure on human resources development has increased significantly. Education, health and welfare policies and programs need to be restructured to provide a better life for our people. In the Seventh Five-Year Plan (1985-90), this position limits "the narrow view of mobilization of resources to the financial domain and does not define the complexity of the development process." In the broadest sense, it's the most important part. We cannot avoid frustration about the development process itself. The productivity of the economy can be strengthened by releasing the creative energy of all layers of society. "*

Keywords: *Human Resources Development, Organizational Behavioral Skills, HR Functions.*

Role and Importance of Rural Entrepreneurs in India

Narayan Sharma

Abstract: *The government has tried different schemes to generate income in rural areas, but the government has not stopped people moving from city to city. Because such government initiatives do not have the capacity to enable people to adequately improve and improve their circumstances. There must be a dedicated entrepreneur or group that has the ability to use government policies and plans for rural development. Become regional leaders and non-governmental organizations (NGOs), and some people catalyze development for the work of rural residents. You must recognize their efforts to change the direction of movement of people, that is, people bring people to rural areas, but more. It not only means the outflow of rural people, but also migrant cities and cities. This is possible when young people see the countryside as a place of chance. Despite all the shortcomings of rural areas, it is necessary to assess the strength of rural areas and create opportunities in rural areas.*

Keywords: *NGOs, REDPS, EDI, ICDL, ICT, Rural Entrepreneurs.*

Women Entrepreneurship in India: Standing and Tribulations

Preeti Tyagi

Abstract: *Women's entrepreneurship undoubtedly improves the wealth of the general public and especially the family. Today, women have shown that they are willing to accept activities that*

were once regarded as male retention and the second in nothing to contribute to economic growth. Female entrepreneurship must be adequately shaped by the company's abilities and skills to meet the changing trends challenge the global market and are empowered to maintain and pursue excellence in entrepreneurship.

Keywords: Women's Entrepreneurship Development, gender sensitization, Yojna schemes.

Journal of Industrial Relationship, Corporate Governance & Management Explorer

A Study on Employees Leadership Skills and Stress Levels in an Organization

Alok Roy

Abstract: The stress phenomenon is inherently very individualized. Some people are highly resistant to stress and thrive in a dynamic environment. When there are stressors in your organization, others seem to be almost paralyzed. These factors include appointment of deadlines, meeting high expectations, working within the limits of moderate resources and meeting sudden emergencies. Thus, each individual has an optimal level of stress that he or she can perform at maximum capacity, which tends to enter boredom or indifference, which can lead to withdrawal from work. By contrast, when stress factors are too much the employees were working hard under stress and act too strong. For example, regardless of whether you have a cooperative colleague or a disdain, your performance will fall when your supervisor is at a loss. Employees can sometimes forget, suffer from insomnia and mental disorders.

Keywords: Stress, Organization Work Load, Mental Disorders, Fatigue, Stress Environment.

Industries Ascends with Advancement in Biomedical Engineering

Shailza Mishra

Abstract: This report makes the case for fundamental changes in the biomedical industry in the coming years. It anticipates the ascendance of personalized medicine and suggests ways in which industry players will have to adapt to profound demographic, political and technological shifts in order to compete successfully in a world transformed by forces of globalization.

Keywords: Biomedical Engineering, Pharma Industries, Biotechnology, Medical Devices

Issues Inherent to Corporate Entrepreneurship its Dimensions and Entrepreneurship Components

Girish Pal

Abstract: In recent years, accelerating technological change and increasing global competition have forced managers to take an entrepreneurial approach to strategy formulation. For this reason, academia and management have started to show great interest in the recent phenomenon of corporate entrepreneurship (CE), enabling business performance to be revitalized and improved.

Keywords: *Corporate Entrepreneurship, Business Development, Revenue, Growth, Profitability*

Lead and Learning Skills of Organization Learning

Tilak Dutta

Abstract: *Organizational learning may be defined as the willingness and readiness of total organization to generate and implement new ideas. It improves the organizational capability in terms of skills and the process abilities. Thus it enables people not only to solve their current problem (single loop learning) but also prepares them to take a proactive approach to future changes and manage them more effectively. The learning in an organization is based on the person who manages the learning process, his experience will create the learning environment in an organization, and in this paper we will discuss the learning mechanism within an organization and the role of the different experience evaluating the organisational learning process.*

Keywords: *Organizational Learning, Organizational Effectiveness, Organizational Experience.*

Organizational Structure and Functioning in Tata Consulting Services

Vaibhav Labhane

Abstract: *The historical background, total revenue, product quality, number of employees, subsidiaries and other aspects of the information technology organization surveyed help the development of the Indian information technology industry at the national and international level. It tells how this sector has grown at a pace and has become a prominent part of the global economy. Its contribution is to introduce new technologies and revolutionize the information technology revolution. It helps provide employment for population growth and creates wealth for the economy. It not only increases the level of people, but also helps to change people's minds. Here we edit the working culture of the TCS Company.*

Keywords: *TCS, Finances, Recruitment, HR Organization, Employee Relation.*

Journal of Public Policy & Environmental Management

Environmental Management and Rural Employment: A New Thought

Shikha Suman

Abstract: *In India, apart from the cast and sub-categories of races, ordinary people are divided into urban men and countrymen within the sub-categories of learning and illiteracy. There is a society and a source of income for city people who read, but what happens to someone who has the ability to read it, you cannot make someone who reads it according to the situation. However, this literacy distribution was done by the man himself. Even God has given them the same knowledge of their surroundings and better life.*

Keywords: *Ethno Botany, Race Knowledge, Medicinal Plants, Environmental, Employment.*

SHG and Micro financial Entrepreneurship Development in Varanasi District

Ira Tripathi

Abstract: *This paper considers the self-help group's strategy for micro enterprise development in rural areas. This self-help group for organizing local people in the development of community-based micro enterprises under what conditions they try to answer this question and they represent an effective means. Focus on India, in some cases in the area of food as local resources, is the success of self-help groups and focuses on the causes of failure. While self-help groups are strategies as a blind replication model of success implemented without the complexity involved in the formation of the group in the past, the success of self-help groups is based on the ability of understanding and intervention of local circumstances. This letter also discusses the progress of microcredit through SHG in India and Varanasi. In addition, models such as self-help groups and models of banking microfinance institutions have also been investigated for the development of microfinance in India.*

Keywords: *Self help groups, NABARD, NGOs, micro-financing.*

Social Entrepreneurship In Support Of Sustainable Development Goals

Shweta Shukla

Abstract: *The role of the third sector in solving major social problems has been evident over the last few decades. On the contrary, this sector has not succeeded in the neoliberal global agenda proposed by all multinational agencies and markets, and on the other hand it is a powerful pillar in terms of providing support and resources. Various factors in this are always true, including lack of transparency, top-down approach, heavy endorsement review by donor agencies, and the elimination of new ideas for experiments for systematic social change. Social entrepreneurship and the institutional forms associated with it - Social enterprises are considered an alternative development paradigm in the third sector that has renewed social growth by addressing an entrepreneurial approach to solving social problems.*

Keywords: *Social Entrepreneurship, Small Business, Market Dominance, Manufacturing Operations.*

Story of 1948 Industrial Policy: Conflicts and Agreements

Robby Verma

Abstract: *The industrial policy in 1948 was implemented for eight years, during which private investment in industry increased significantly. The government has implemented a pragmatic policy, and private foreign investors can launch refineries for national benefit. However, there were weaknesses in policy and implementation. The priorities were not set and even followed the riots, even when it was decided. As a result, industrial production has declined, slowing the process of capital formation and industrial depression.*

Keywords: *Industry, Policy, Conflict, Economy, Government, Economic constitution.*

Tourism Industry: Standard definitions of Small & Medium Sized Business

Anshuman Gupta

Abstract: *Small & Medium Tourism Entrepreneurship or in short SMTEs focuses on maintenance and fine tuning of the scope of the service system (e.g. website updates and online booking system or facility redesign). In the past, competitiveness was the problem of securing future problems through innovation. According to the literature, a large number of SMTE owners have been working for very long periods during high season, which is usually only used for service meetings and maintenance of existing service systems.*

Keywords: *Tourism Industry, SMTEs, E-Business, Entrepreneurship, Economy*

Journal of Retail Marketing & Distribution Management

BPO Employment Good or Bad: An Analysis on Their Lifestyle

Anuradha Gautam

Abstract: *Now the days the BPO's were emerging as a leading job providing source and most of the fresher will join to attain a job securities, the inside environment of a company will affect the life style and mental status of the employees working there will be the prime motto of this study. And this study proves that the working environment and company culture will affect the mental status of an employee.*

Keywords: *Small sector BPO, Large sector BPO, MNC, Corporate Culture, Mental Fatigue*

Comparative Analysis of Choice of Indoor and Outdoor Retailing

Pratiksha Gupta and Shweta Shukla

Abstract: *It is confined to the study of Delhi NCR (metropolitan area). As a metro city made up of people, their income, purchasing behavior, spending and lifestyle can be generalized to other areas, can be different from other cities, studies, similar characteristics should precede the consumer in similar situations. Selected consumer survey respondents included people who did not visit at the store's usual mall / store. Also, it was difficult to contact all consumer surveys. Therefore, the respondents of these consumers took the time to prepare the questionnaire and were ready.*

Keywords: *Market, Retailing, Manufacturing Operations, Strategy, Marketing, Finance.*

Out of Home Advertisement

Manisha Shah and Rupali Sharma

Abstract: *Out of home market, such as bus shelters, transportation, printing, taxis, spending advertiser's strains in personal interest to advertise their product. As the competition increases to advertise the product to easily in the vision of the common man very frequently. The main growth areas of playgrounds, airports, shopping malls, retail stores, so-called digital outside home advertising market, including the entire are or the market locations out of home. In today's*

changing consumer attitudes and with the intention of the media landscape, it is far more challenging to find advertisers to take the next step in the buying process, breaking the confusion of advertising competition.

Keywords: *Strategy, Marketing, Finances, Market Dominance, Advertisement.*

Role of Knowledge Management in E-Commerce

Sachin Kumar

Abstract: *Knowledge management is a practice that necessitates the appropriating and apportioning of an establishment or organization's selective information assets or material value or usefulness that is owned by a person or company. In addition to the accumulation of knowledge or skill that results from direct participation in events or activities of their employees that can be influenced to accomplish the strategically goals of the organization. It involves the sharing of tacit or inferred from actions or statements and expressed information that leads to enhanced excogitation and annihilates the recreating of the wheel with each project.*

Keywords: *Knowledge Management, Finances, E-Commerce, Organization Strategy.*

Techno-Innovation and Competition in the Innovative Economy Creation

Bhunendra Kumar and Mohaneesh Dev

Abstract: *Entrepreneurship knowledge is new ideas for business development, the technology itself and the efficiency of professional applications of employment. To create the duration of time for the appropriate human resources with multiple skills for entrepreneurship, change the opportunities offered, employment opportunities and needed societies to pursue growth through creating good economic, regional, national and global dimensions you can. There are three important characteristics of business activity that enter into economic viewpoint profit, innovation and risk taking on new production activities (basically required technologies).*

Keywords: *Entrepreneurship, Employment, Finances, Market Demand, Innovation, SMEs.*

Journal of Social Sciences & Multi Disciplinary Management Studies

A Process to be Conforming Livelihood: Job-Oriented Education Planning

Dr. Shyam Mishra

Abstract: *The meaning of vocational training is called a Training Center to train students for a specific career vocational education. Policy makers were placed, each play a different course, depending on the different perspectives advised to teach students a number of lessons. This form of education has been baptized in vocational education such as carpentry, secretarial education, forging and other training. This kind of reform could be carried out at our school / university / institute etc. This is done taking into account the increase in youth unemployment of the educated in India.*

Keywords: *Policy, Lifestyle, Planning, Job Oriented, Education*

Empowerment of Women in India: A Critical Analysis

Neeta Sarode

Abstract: *Women Empowerment was a matter of major debate and meditation around the world for decades. This is also included in the list of most of the plans and programs as a government agenda. Coping with this problem has made periodic efforts throughout the country to improve women's socio-economic status. However, most of the policies and programs that found that looking at the license in economic terms only in the belief that economic independence of the ability to ignore other variables such as healthcare, education and literacy are granted.*

Keywords: *Empowerment, Critical Analysis, Planning,*

Indo-Pak relations in the Postwar Era In reference to Lahore Bus Service, 1999

Shiv Poojan Mathur

Abstract: *On 11th and 13th May, 1998, India conducted a series of five nuclear tests under Poshharan and after the trials conducted by Pakistan in Chagai on May 28 and 30, 1998, there was a new turning point in the bilateral relations of the two countries. Where on the one hand both nations have developed nuclear-powered nations, nuclear proliferation and the promotion of nuclear weapons in South Asia, the same process can be called a new beginning in the relations between the two countries.*

Keywords: *Indo-Pak Relation, United Nations General Assembly's, Disputes.*

International Relations in South Asia and Attitudes of United America

Shiv Poojan Mathur

Abstract: *The South Asian countries have been suffering from controversy even though they are mutual. Indo-Pak dispute over Kashmir, India-Sri Lanka dispute over Tamil migrants, India-Bangladesh relations have been bitterly related to the Farakka controversy. For this reason, America has been showing interest in South Asia with the supply of arms and military services.*

Keywords: *Domination, Strategies, Conflicts, Dominance, Operations.*

Nature of Pre-Independence Gram Panchayats And Gandhian Ideology

Dr. Neelam Gupta

Abstract: *The history of local self government in India is very old. Gram Panchayats are popular in Bharat since ancient times they were called rural governments. And these were 'miniature republics themselves'. They used to regulate various areas of rural life, industry trade, promotion and religious activities.1. In 1830 CE, the head of the movement was written, "Rural society is a small republic, they get everything they wish they desire - they are stagnant where nothing remains stable. Dynasty one is destroyed after one. The second revolution comes after a revolution. Hindus, Pathans, Mughals, Marathas, Sikhs and the British have alternately established their ownership. But the villages have remained the same. "Thus, the villages of every state have a lot of respect in their area.*

Keywords: *Panchayati Raj, Gandhian Ideology, Rural Villages, Indian Constitution*

Authors Guidelines

NRJP journals are the unit of the *Swaranjali Publication* which deals with the rapid publication of the journals based on commerce and management studies. **NRJP Journal** publishes Research Papers, Review Paper, Case study, Short article, Book reviews and Synopsis (Thesis). Publication frequency is **triannual** but the acceptance of the manuscript is continuous.

Steps for submitting a paper:

1. Click on the title of the Journal (Select Journal from www.nrjp.co.in)
2. Register as an **Author**
3. Create Username and Password
4. **Login** with the same Username and Password
5. **Submit your Paper** by filling the details

Paper format

Title page: Title of the paper, author details along with the affiliations, email ids of all the authors. Please

indicate the corresponding author and contact number.

Abstract: Minimum 150 to 200 words

Keywords: Minimum 3 to 5

INTRODUCTION

The introduction clearly states the objective of your work, its scope and the main advances you are reporting. It gives reference to relevant results of previously published work. A theoretical and experimental methods section gives sufficient information about the research carried out by the researcher.

The references in the paper should be cited according to the Vancouver/Numbered style. There should be minimum 10 references in article. Reference citation should be always in square brackets and before the punctuation [1]. The references should be arranged in proper numeral [2] sequence.

SECTION MAIN HEADINGS

Subheadings

The main headings or the first level headings should be written in all caps.

The subheadings or the second level headings should be in Title case.

Further Subsequent Headings: should be made run on with the text separated by a column.

FIGURES AND TABLES

Carefully chosen and well prepared figures, such as diagrams and photos, can greatly enhance the quality of the paper. We encourage you to prepare figures that are clear, easy to read, and of the best possible quality.

RESULTS AND DISCUSSION

The results and discussion section states your results and their potential implications. In the discussion you should state the impact of your results compared with recent work.

CONCLUSIONS

Conclusions summarize key results and may include any plans for relevant future work.

ACKNOWLEDGMENTS

Acknowledgments recognize the contribution of funding bodies and anyone who has assisted in the work.

REFERENCES

References list relevant papers referred to in the other sections, citing original works both historical and recent.

Referencing in the Manuscript

All the references should be well cited on the appropriated text. Kindly note, that the publication team of NRJP journal will re-evaluate the proper reference via *Google Scholar Citation* and finally cited in the final manuscript via *Endnote Citation Process*, which follow the *Vancouver style* of formatting of the citation.

Here we will provide you guideline to author's referencing style, which will be:

Journal Article

Author(s) – Family name and initials. Title of article. *Title of journal (Abbreviated and italic)*; Volume (Issue): pages, Publication year.

Book

Author(s) – Family name and initials, Multiple authors separated by a comma. *Title of Book*. Edition of book if later than 1st ed. Place of Publication: Publisher Name; Year of Publication.

Conference Papers

Author(s) of paper – Family name and initials. Title of paper. In: Editor(s) Family name and initials, editor(s). *Title of Conference*; Date of conference; Place of conference. Place of publication: Publisher's name; Year of publication. Page numbers.

Newspaper and Magazine Articles

Author(s) – family name and initials. Article title. Newspaper title (edition of paper eg. Weekend edition). Date of publication – year month (3 letter abbreviation) day: Sect. Location eg. A:12 or Business 5 (5 is the page number) column number is applicable eg. col. 1)

Reports and other Government Publications

Author(s). Title of report. Place of publication: Publisher; Date of publication – year month if applicable. Total number of pages if applicable e.g. 24 p. Report No.: (if applicable)

Thesis

Printed Thesis: Author. Thesis title [type of thesis]. Place of publication: Publisher; Year.

Online Thesis: Author. Thesis title [type of thesis on the internet]. Place of publication: Publisher; Year [cited date – year month day]. Available from: Name of database/web address

For further queries mail us at info@nrjp.co.in

Pre-Submission Checklist

In order to reduce the chance of your manuscript being returned to you, please check:

- **Author information:** Have you provided details of all of your co-authors? Is the information that you have entered into Scholar One the same as the information on the manuscript title page?
- **Manuscript Length and Formatting:** Have you checked that your manuscript doesn't exceed the requirements for word count, number of tables and/or figures, and number of references? Have you provided your abstract in the correct format? Have you supplied any required additional information for your article type, such as key messages?
- **Tables:** Have you embedded any tables into the main text? Have they been cited in the text? Have you provided appropriate table legends? Have you uploaded any lengthy tables as supplementary files for online publication?
- **Figures:** Have you uploaded any figures separately from the text? Have they been supplied in an acceptable format and are they of sufficient quality? Are they suitable for black and white reproduction (unless you intend to pay any required fees for colour printing)? Have the files been labelled appropriately? Have the figures been cited in the text? Have you provided appropriate figure legends?
- **References:** Have all of the references been cited in the text?
- **Supplementary Files and Appendices:** Have you supplied these in an acceptable format? Have they been cited in the main text?
- **Statements:** Have you included the necessary statements relating to contributorship, competing interests, data sharing and ethical approval?
- **Research Reporting Checklists:** Have you either provided the appropriate statement for your study type, or explained why a checklist isn't required?
- **Permissions:** Have you obtained from the copyright holder to re-use any previously published material? Has the source been acknowledged?
- **Reviewers:** Have you provided the names of any preferred and non-preferred reviewers?
- **Revised manuscripts:** Have you supplied both a marked copy and a clean copy of your manuscript? Have you provided a point by point response to the reviewer and editor comments?

Editorial Information

NRJP journals on behalf of Swaranjali publications; cordially invite you as EDITOR in the respective journal of your expertise field, According to your area of interests and specialization; We are happy to know about you, your rich experience and the areas of interests/ scientific work, that encompass to a big extent. We shall really feel fortunate by having you as an Editor; your joining will certainly enhance our expert representation in the esteemed editorial board.

To Join The NRJP Editorial Team:

1. Click on the title of the Journal (Select Journal from www.nrjp.co.in)
2. Register as an **Editor** and **Author**
3. Create Username and Password
4. **Login** with the same Username and Password
5. **Submit your Paper** by filling the details or go with the paper assigned to your with editorial responsibility.

You may also join the editorial Board directly by mailing us your CV and short biography on info.nrjp@gmail.com .

In General standard on suitability of Manuscripts should be keep during reviewing the manuscripts:

- Originality- Novel that has potential to significantly add / support the research already published / known to us through available literature.
- Subject relevance and scientific reliability.
- Importance in terms of application or otherwise to scientific/ business community in particular and the society in general of the subject dealt.
- Adequacy of abstract, key words.
- Appropriateness of approach or experimental design, adequacy of experimental techniques (including statistics where appropriate, need for statistical assessment). Methods adequately described/ appropriate or not.
- Results relevant to the problem posed/ credible or not.
- Answers to questions- Soundness of conclusions and interpretation, interpretation and conclusions warranted by the data, reasonable speculation and clarity of the message.
- Relevance of citations and their up to date inclusion. Obvious omission(s) if any.
- Relevance of the figures and table, clarity of legends and titles.
- Presentation in entirety, considering writing style, clarity in expression.

*PS: For your convenience we have done the plagiarism checking, proofreading of the manuscript and formatting at our end and yes free of cost. Your role as an editor is to go through the technicality and relevancy of the paper according with the journal criterions. We are subscription based Journals we does not cost from authors and we did not providing any reviewing fees, rather we are providing a **letter of the Reviewing** for your academic add-ons which enlisted the number of paper reviewed by you.*

You are also requested to provide us with the latest version of your CV or the URL of your online CV, at your convenience and a formal acceptance email regarding accepting the editorial board membership of the journal.

Hope We Had a Great Journey with Your Experience and Our Hard Work.

NATIONAL RESEARCH & JOURNAL PUBLICATION

Peer Review Process

Every author's draft undergoes a Double blind review process at NRJP Journals. The process, involves a closed review of the manuscript by two peers concealing the identities of the author and the reviewers. The sole reason for blind review is to avoid any conscious or sub conscious bias. We strive for a quick but thorough review which generally takes 12-14 days.

1. PRELIMINARY SUBMISSION

Author submits the research paper (manuscript) through online submission form available on our website. Receipt of the paper is issued to author

2. INITIAL SCREENING OF THE PAPER

Forwarded to the sub editor of the respective journal to review the paper submitted to ensure it fits with the standard. Plagiarism tests are performed in accordance with zero-plagiarism policy.

3. BLIND REVIEW BY PEERS

The paper from the sub editor is forwarded to two peers for a critical analysis to:

Judge the relevance of literature studied, Study the Methodology defined and adopted, Check on the integrity of the scientific work, Evaluate the study's findings and their significance to the academia, Ensure the accuracy of References.

A weighted score (out of 10) is calculated on the basis of criteria mentioned above and is assigned to the manuscript as the "Peer 1 Assessment Score" "Peer 2 Assessment Score"

Paper evaluation by referees consumes approximately 12-14 days, henceforth the assessment scores, with the review comments are forwarded to the Chief Editor of the respective journal for a final evaluation.

4. FINAL ASSESSMENT BY CHIEF EDITOR

Assessment scores are then shared by the referees with the Chief Editor

A quality check for Grammar, Language, Layout & Format, Style and Graphic Quality of Illustrations and Peers' score is performed by Chief Editor, his final judgment of whether the manuscript be published or not

ACCEPT AS IT IS

Manuscript may be accepted with no needed modifications if it is flawless on all aspects

Processed article is shared with the Author for review, upon which the same is published.

ACCEPTED WITH CHANGES

Your paper might call for some alterations with respect to the referees' comments after being assessed through the review process. Suggestions are also entailed for better portrayal of ideas.

Comments from Peers and Chief Editor are shared with the Author to revise accordingly.

REJECT

Irrelevant subject, inappropriate or flawed analysis, existence of plagiarism or incorrect references might lead to rejection of your paper. Rejection Email is sent to the Author.

Note: The final decision regarding the publication of journal is taken by the Chief Editor whether the manuscript will be accepted, rejected or any changes are to be made in it.

If any discrepancy or plagiarism is founded in the submitted paper, the manuscript stands rejected (or subjected to revision by the author)

Website: www.nrjp.co.in

Email: info.nrjp@gmail.com, info@nrjp.co.in

NATIONAL RESEARCH & JOURNAL PUBLICATION

LIBRARY RECOMMENDATION FORM

Please forward this form to your Librarian or Library Acquisition Committee

Dear Librarian:

I would like to recommend the NRJP Journals below:

- Journal of Retail Marketing & Distribution Management
- Journal of Business Management & Quality Assurance
- Journal of Public Policy & Environmental Management
- Journal of Accounting, Finance & Marketing Technology
- Journal of Commerce, Economics & Management
- Journal of Management Science, Operations & strategies
- Journal of HR, Organizational Behavior & Entrepreneurship Development
- Journal of Bank Management & Financial Strategies
- Journal of Social Sciences & Multi Disciplinary Management Studies
- Journal of Industrial Relationship, Corporate Governance & Management Explorer

I recommend the journals for the following reasons:

- **REFERENCE:** NRJP Journals is directly related to my field and is an important source of reference for my research. I need to refer to articles from NRJP Journals frequently in the course of my work.
- **STUDENT REFERRAL:** It is critical that students have access to this information to best facilitate their course work and academic pursuits. I will be referring my students to NRJP Journals regularly.
- **BENEFIT FOR LIBRARY:** NRJP Journals will be a valuable addition to the library's collection of scientific resources. Its acquisition will assist the library in fulfilling departmental, faculty and student needs.
- **OWN AFFILIATION:** I am a member of the editorial or advisory board and strongly support NRJP Journals as essential scientific resources. I regularly recommend articles to students and colleagues.
- **Additional Reasons:**.....

.....

Name: Position:.....

Department:

Email: Tel:

Signature: Date:

To order NRJP Journals

National Research & Journal Publication

A Unit of Swaranjali Publication

FF1, Plot No1-B, Sector10 B, Vasundhara, Ghaziabad UP-201012.

Mobile: +91- 8700124880, 9560298789

E-mail: info.nrjp@gmail.com, info@nrjp.co.in

Website: www.nrjp.co.in

INFORMATION FOR LIBRARIANS

We support research librarians to catalog NRJP journal in the midst of their library's electronic journal assets. As well, it may be noting that NRJP journal's open source publishing system is suitable for libraries to host for their faculty members to use with journals they are involved in editing.

Subscription Details:

Online Mode:

Register with the NRJP journals as reader and pay using NEFT Transfer of Fund in NRJP account (Details provided in Subscription Form).

Offline mode:

Subscribers may download, print, fill out, and attach cheque or demand draft and duly filled Subscription form stating the name of NRJP Journals and duration of subscription to the postal address given below by a secured post.

To,

National Research & Journal Publication

A Unit of Swaranjali Publication

FF1, Plot No1-B, Sector 10 B, Vasundhara, Ghaziabad UP-201012.

Mobile: +91- 8700124880, 9560298789

Subscription and Access Norms General

Journal strives to bring- out its issues regularly, but we cannot guarantee on its uninterrupted publication. Journal is not liable for any loss or consequences that might occur owing to the delay or non- publication of a manuscript in a scheduled issue of this journal. The Director, NRJP Journals, who is also a chairman of the Publication Management Team of the NRJP Journals, is empowered to change the subscription rates of the Journals for an ensuing subscription year with or without a notice to the subscribers. NRJP Journals, reserves all rights for any change in policy without prior notice.

Individuals

NRJP Journals online access has been provided solely on individual basis, hence a user is not supposed to share log-in id and password with anyone. A user needs to ensure that logs-out after completing work, else access will be denied in the next session. In case your log-in id and password are compromised, please intimate us at the earliest.

NRJP SUBSCRIPTION FORM 2017

Subscribe Our Print Journal and One Year Online Subscription will be FREE

S. no.	Name of the Journal	Institutional /Year (3 issue)	Tick
1	Journal of Retail Marketing & Distribution Management	1500	
2	Journal of Business Management & Quality Assurance	1500	
3	Journal of Public Policy & Environmental Management	1500	
4	Journal of Accounting, Finance & Marketing Technology	1500	
5	Journal of Commerce, Economics & Management	1500	
6	Journal of Management Science, Operations & strategies	1500	
7	Journal of HR, Organizational Behaviour & Entrepreneurship Development	1500	
8	Journal of Bank Management & Financial Strategies	1500	
9	Journal of Social Sciences & Multi Disciplinary Management Studies	1500	
10	Journal of Industrial Relationship, Corporate Governance & Management Explorer	1500	

* Along with the Journal Subscription of the ***First Issue*** the NRJP provides every subscriber one year online subscription of the particular journal ***Free Of Cost***.

****All subscriptions are payable in advance and all rates include postage and taxes.** Subscribers are requested to send payment with their order whenever possible. Issues will be sent on receipt of payment. Subscriptions are entered on an annual basis, i.e. January to December and are subject to renewal in subsequent years. Prices are subject to change without notice.

Please find our Banking details for making NEFT / RTGS:

Bank Name : IDBI Bank

Bank Location : IDBI Bank Ltd, Sector-9, Vasundhara, U.P-201012. India

Account Number : 1990102000001359

Account Name : Swaranjali publication

IFSC Code : IBKL0001990

Swift Code : IBKLINBBA83

Please Send Demand Draft / Cheque to following address:

National Research & Journal Publication

A Unit of Swaranjali Publication

FF1, Plot No1B, Sector10 B, Vasundhara, Ghaziabad UP-201012.

Mobile: +91- 8700124880, 9560298789

E-mail: info@nrjp.co.in, info.nrjp@gmail.com,

swaranjalipublication@gmail.com

*NOTE: Cheques / Demand Draft should be in favour of Swaranjali Publication

After making the transfer, please send an email to: **info@nrjp.co.in**, with the Following details:

- The NEFT UTR Number:
- Date of Transfer :
- Amount Transferred :
- Journals you wish to subscribe :
- Subscription Period :
- Your complete address for sending the journals (with pin code)

Key Features

- Subscription Period: January to December
- Annual Subscription for Print (Online Free for that year)
- Frequency - 3 times a year

Terms and Conditions for Subscriptions:

- The Indian Rupee (INR) prices quoted are definitive and fix.
- Please contact our subscription address and department for details.
- All listed journals are available in print editions. For back volumes, contact our subscription department for pricing and availability.

- Each subscription/access right is personal to the subscriber, and is a non exclusive, non transferable right of access from the date of contract.
- NRJP Journal strives to bring- out its issues regularly, but we cannot guarantee for on its uninterrupted publication. The Journal cannot be held responsible for postal or customs delays.
- All subscription orders must be prepaid. Orders will be processed only upon the realization of full subscription amount
- These rates are only applicable for printed Journal sales in India.
- The subscription charges are for the print edition of the journal and are not linked to online access which is offered free of cost to the Indian subscribers
- Subscription rates for NRJP Journals are reviewed yearly and come into effect on 1st January for that year corresponding January to December subscription
- The right to amend/change access and subscription policies rests with NRJP Journals
- Change of address of dispatch should be intimated to NRJP Journals at least 2 months prior to the dispatch schedule as per the frequency by mentioning subscriber id and the subscription id
- If due to any reason a journal ceases its publication during the period of subscription, subscriber is given an option to select any other journal at no additional cost. Subscriber may also claim a refund for the said journal only.

To subscribe, please contact us at: **info@nrjp.co.in**

Write any query or send your orders

To,
National Research & Journal Publication
FF1, Plot No1B, Sector10 B
Vasundhara, Ghaziabad UP-201012.
Mobile: +91- 8700124880, 9560298789
E-mail: **info@nrjp.co.in**,
swaranjalipublication@gmail.com,
info.nrjp@gmail.com

Subscription Information

Particulars of Subscriber

Contact Person's Name:

Designation.....

Organization:

Mailing Address.....

.....Pin Code.....

Phone (Librarian):.....Mobile:

Phone (Principal):

E-mail (librarian):.....

E-mail (principal).....

Website.....

Complete Dispatch Address:

.....

.....Pin Code.....

NEFT / RTGS Remittance Details

Bank Name:

Amount Rs.....

Dated.....

Subscription Period.....

Publish your Book with ISBN

Swaranjali Publication; the sister company of NRJP Journals, invites you to publish your

Publish your **Thesis** in the form of book & get 20 API,

Publish your **Projects** in the form of book & get 15 API,

Publish your **Dissertation** in the form of book & get 15 API,

Publish your **Proceedings** in the form of book & get 15 API,

Publish your **Edited Book** in the form of book & get 20 API,

Publish your **Course Books** in the form of book & get 20 API,

Publish your **Reference Books** in the form of book & get 20 API,

Publish your books with ISBN to increase your academic API, with minimum processing charge. The service provided from our end is

- ✚ Cover Page Designing
- ✚ Formatting and Styling of the Book
- ✚ Certificate after Book Publication
- ✚ Maximum circulation of Books

For more details write us on

info.nrjp@gmail.com

or

info@nrjp.co.in