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The Journal

International Journal of Applied Management Research (IJAMR) is a bi-annual, peer-reviewed international journal published by the Department of Management, North- Eastern Hill University, Tura Campus, Meghalaya (India) and is committed in providing a platform to the academicians and practitioners of the globe to present their academic understanding and development in management and its allied areas to their counterparts across the globe.

Publication Process

The manuscript (research papers/articles/case studies etc.) submitted by the authors for publication will be initially reviewed by a review committee for its suitability. The committee reserves the right to reject/return any manuscript if it is found not suitable for publication without specifically mentioning the reasons for doing so. Manuscript found suitable will be sent to two or more reviewers for blind review. The compiled comments of the reviewer will be sent to the first author (unless otherwise specified) to make necessary corrections and modifications. The revised paper should be resubmitted within one month for publication. On publication each author will receive a copy of the journal free of cost.

Submission Guidelines

1. The paper should be original and unpublished work of the author(s). The paper should not be under consideration elsewhere for publication
2. Paper should focus on management and its allied areas with sound and rigorous methodology and analysis. The paper should be either concept based or empirical with practical applicability or policy implications.
3. The author(s) should send a soft copy of the manuscript in MS Word to journalmbanehu2012@gmail.com
4. The manuscript with 1.5 spacing must be typed on a standard A-4 size paper, with 12 font size and in Times New Roman. The margin should be 2.5 cm on all sides.
5. The first page of the article should have only the title of the article; name, designation, affiliation, address and contact details of the author(s). Except first page author's reference should not be found on any other page.
6. Second page should have title of the article and an abstract (not exceeding 250 words) clearly depicting the theme, objective, methodology and key findings and policy implications of the research. Around 5- 6 key words of the article should be written below the abstract.
7. All tables, figures, pictures, illustrations should be clearly numbered and should be placed immediately below its reference in the text of the article.
8. For all bibliographical citations and references, APA style of referencing should be followed.

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International Journal of Applied Management Research

The Department

The Department aspires to be an eminent Institution in the field of Education and research in the Region, engaged in building and promoting contemporary Management knowledge, Development of Management skills and inculcating professional attitude among motivated individuals of North-East in particular and of other parts of country in general for preparing them to assume positions of responsibility and leadership in all walks of mercantile endeavors. This spirit is very much enshrined in its beautifully crafted mission. The Department is established with an objective to provide the students with an appropriate combination of conceptual framework and practical insight into managerial challenges and business opportunities for grooming Managers of 21st Century. The issues relating to faculty, research and quality education constitute the core of an educational process. Management Education is no exception. The competency and dedication of teachers, the constant upgradation of the syllabus, the level and quality of inputs, performance levels are some of the basic determinants putting litmus to our performance. Department continuously invites business academics and professionals from industries to update our students with the latest happenings in more holistic perspectives

In its continuous effort to enrich the management discipline, the department introduces IJAMR with the following objectives :

Objectives of IJAMR:

- * To promote empirical research in various functional areas of management
- * To provide a platform to researchers/practitioners of management and its allied areas to disseminate new management models and theories.
- * To develop and reorient management thought process from inter and trans- disciplinary perspective.
- * To encourage research towards developing culture and nation specific management interventions.

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Editorials



I feel delighted to present before you precisely compiled and diligently worked upon issue number two of volume four of the *International Journal of Applied Management Research*. The present issue of the journal assisted by undeniable confidence in its quality content and it has potential to provide the desired research impetus to the budding researchers.

Research paper work is certainly a painstaking and is a hard work in reality and it requires great patience and control. There can be several factors that affect the quality and the outcome of the research. Therefore, it requires meticulousness to maintain its quality. The research papers are meant to help researchers, both in industry and academics to first know what is going on in a particular field of research and second to innovate and solve problems that exist.

The present issue is an assemblage of eight number of research papers which after the review process have found a coveted place in the current issue of our journal of the department. These papers addressed diverse issues of relevance relating to management and social sciences. In our pursuit for quality and dedicated cause to bring about a revolution in management research, we have evolved dynamic and constructive efforts in the publication process. The embracing of the entire review process, right from submission of papers for publication, review procedures to final acceptance, the editorial board has acknowledged and shall remain grateful to the academic fraternity. Here, it is to put on record that without the untiring support and serious efforts offered by our editor, consulting editor, associate editors and editorial assistants, this issue of the journal would not have been published in the stipulated time.

I would like to place on record my earnest appreciation to our colleagues who have contributed their valuable research papers and who have shown overwhelming response and keenness to associate with us as our esteemed reviewers. These accomplishments on the road to excellence serve as a strong motivator for our vision. The editorial board has presumed the enormous responsibility of persistent commitment to the cause of academics in general and research work in particular. The quires, creative encouragements and sincere feedback can bring us closer to our goal.

With warm wishes

A handwritten signature in dark ink, appearing to be 'J. U. Ahmed'.

(J. U. Ahmed)
Chief Editor, IJAMR