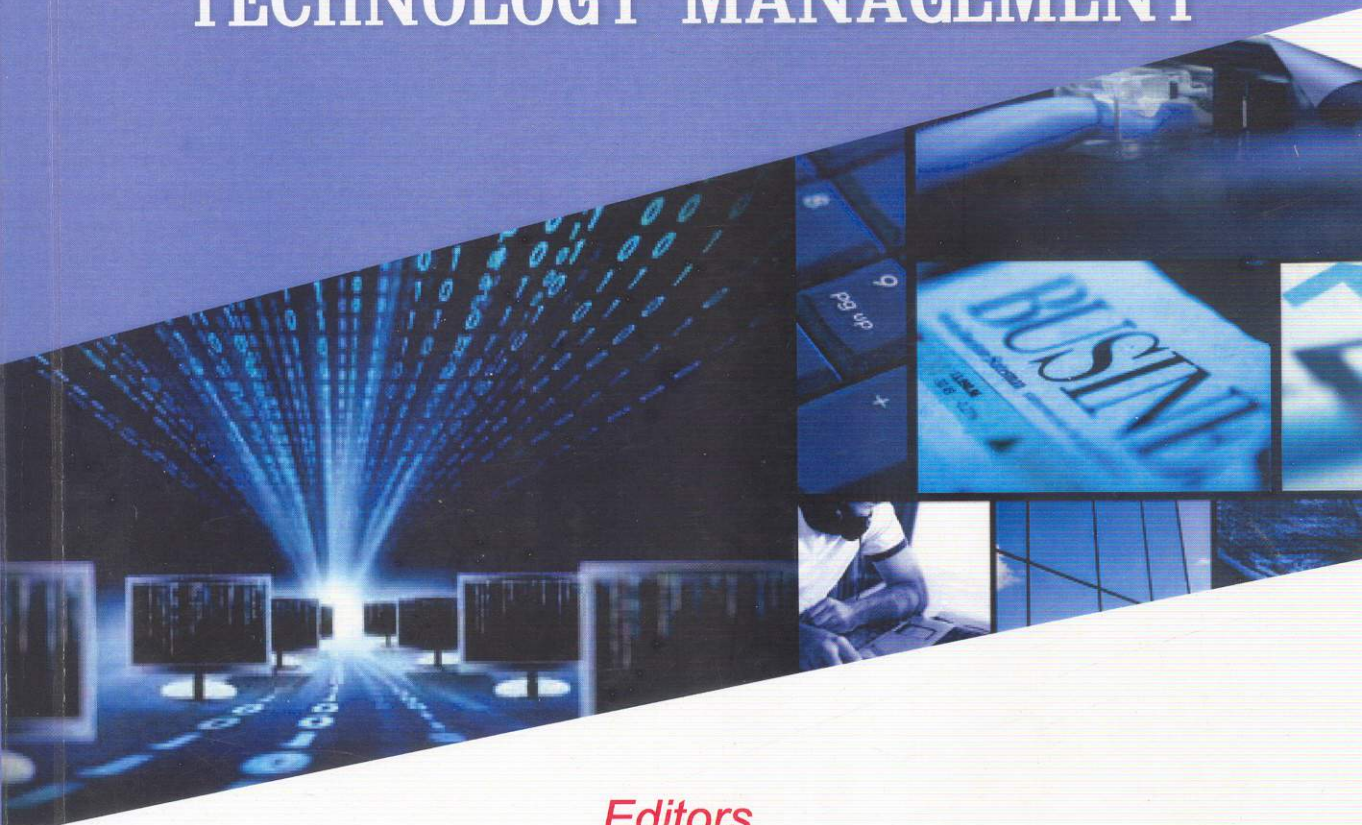


RECENT TRENDS IN BUSINESS AND TECHNOLOGY MANAGEMENT



Editors

Dr. Arjita Jain
Seema Laddha

Dr. Navneet Baveja
Jayalekshmi K.R.



NCRD's

Sterling INSTITUTE OF MANAGEMENT STUDIES

NERUL, NAVI MUMBAI

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Dedicated to

Hon'ble Shri Dilip Walse-Patil

Founder Chairman

National Centre for Rural Development

&

Speaker, Legislative Assembly, Maharashtra State

*(Formerly Minister for Higher & Technical Education,
Finance & Planning, Energy and Medical Education)*

For Being a Constant Source of Strength & Inspiration

PREFACE

NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai is a premier management institute, ranked 'A' grade – by AIMA and Business India. The institute organized its first National Conference on 2nd February 2013, on the theme **“Recent Trends in Business and Technology Management”**. We take great pleasure in bringing out a volume of selected papers presented at the conference.

In today's globalized world of business, every organization needs to compete internationally to survive and grow. Effective management equipped with advanced technology is widely accepted to be a key factor in making organizations successful. Management and technology both are truly two pillars of success, not just for business, but for all organizations, government, public sector, non-profit, and others.

Under this backdrop, this conference aims to consider a wide gamut of emerging recent trends in business and technology management. Our vision of this conference is to study the changing business trends and taking these to new heights through the deliberations of research scholars, academicians and corporates.

Globalization, expanded capacity, and advancements in technology are forcing organizations to be fast and flexible. In this increasingly competitive and demanding business world, organizations are in a state of flux. Whether it is HR, Marketing, Finance or IT, practices are continuously changing and evolving newer working patterns. The National Conference organized by Sterling Institute of Management Studies, discussed and deliberated recent business and technology trends.

This book is a collection of papers presented at the National Conference organized by Sterling Institute of Management Studies on 2nd February 2013. This book is divided into four sections: Section I: Human Resource Management, Section II: Marketing Management, Section III: Financial Management, and Section IV: Information Technology and Operations Management. The collection of papers published in this book reflects the prevailing business and technology trends. It would hopefully stimulate further thinking and research orientation among research scholars.

We hope that this would add value to the field of Information Technology and Management. We appreciate your valuable suggestions for any improvements and comments on the usefulness of this publication. You can write to us at conference@ncrdsims.org.

Editors

ACKNOWLEDGEMENTS

The seeds for the first National Conference were sown months ago. This conference is the result of extensive planning and teamwork. It provided a common platform for corporates, academicians and research scholars for deliberations on the theme **“Recent Trends in Business and Technology Management”**.

On behalf of the team of National Conference 2013, we wish to thank National Centre for Rural Development (NCRD), for facilitating, supporting and enabling the planning and organizing of the conference.

Our heartfelt thanks to the authors of the papers submitted for the conference. We are grateful for their interest and efforts in making this conference meaningful and successful.

We express our sincere gratitude to our Chairman, Hon'ble Shri Dilip Walse-Patil and Smt. Kiran Patil for their support and blessings.

We express our sincere thanks to Mr. P.H. Kshirsagar, Director and Mr. Amarjit S. Kharade, Chief Administrative Officer of National Centre for Rural Development for guiding us throughout this endeavor.

We thank and acknowledge the inspiration and direction provided by Dr. D. Henry Babu, Director, Sterling Institute of Management Studies.

We wish to thank our librarian Ms. Renu Kumari Ranjan for her valuable contribution.

We also extend a very sincere gratitude to all the eminent speakers and guests for honoring us with their presence. We especially appreciate the efforts put in by all the faculty members, students and entire staff of Sterling Institute of Management Studies for their unconditional support and encouragement throughout the planning and execution of the event.

Finally, we express our thanks to Himalaya Publishing House Pvt. Ltd. for making this book a reality.

Editors

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