

# PACE

A Journal of Research of  
Prestige Institute of Management  
Dewas

## RESEARCH ARTICLES

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*Kedar Shukla*

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Dewas*

**PACE in English Language carries a rich repository of meanings: (Noun):** A Single step taken when Walking or Running; **(Verb):** Walk at a steady and consistent speed, esp. back and forth and as an expression of one's anxiety or annoyance. **(Preposition):** With due respect to (someone or their opinion), used to express polite disagreement or contradiction. *PACE seeks to reflect all these in Management Research, Managerial Problem Solving and Decision Making. PACE- A Journal of Research of Prestige Institute of Management Dewas is a Bi-Annual publication of Prestige Institute of Management Dewas. Its objective is to contribute in the area of Management Research which are relevant to practicing managers and meet the standard of academic rigour.*

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Research  
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*Prestige Institute of Management  
Dewas*

Volume 6 No. 1

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# EDITORIAL

On behalf of editorial team, with immense pleasure, I present Volume 6, Number 01 of PACE: A Journal of Prestige Institute of Management Dewas. Globalisation, mounting technology and its development sway education in the society, thus escalating the need for managing education and learning. A range of studies revealed that, the quality of management and organisation is the most important variable in determining the success and effectiveness of education systems. By introducing new forms of research based education in the fields of economy, law, information technology and management, practical issues faced by the industries can be addressed. PACE is a professional academic review biannual journal, covering all fields of Management and Information Technology which addresses the issues arising from these developments. The journal aims to present the latest thinking in the form of articles that meet high academic quality standards and has been well received by the international research and academic community. This issue comprises of contemporary articles which are very pertinent in the changing business environment.

I congratulate the authors for their effort and hope this issue provides an enriching reading and learning experience.

Kedar Shukla attempted to study the various product segments of the plastic industry, the factor affecting customer satisfaction in the industry, customer satisfaction and perception towards the product and services quality. Garima Mathur and Richa Banerjee researched on abusive supervision and found out how abusive supervision affects employee's loyalty towards organization. Apurva Agrawal and Sonal Gupta studied the organic approach to Human Resource Management. Pallavi Kapooria's research suggests that Companies need sound strategic framework for innovation. Blue Ocean strategy and Disruptive Innovation are ideal approaches that may help companies identify high-potential areas for innovation. Asha Sharma through her research describes the existing practices of Corporate Social Responsibility in Public Sector Enterprises in India. Renu Bhadoria made an attempt to discuss the impact of EFT services on Customer Satisfaction in net banking environment and through her another research article she identifies the perception of employees' towards the performance appraisal. Ghanshyam Das Soni empirically analyzed the important factors those are affecting the Indian Bond Return directly or indirectly. Namrata Khatri studied factors influencing the investment behaviour (financial planning) of individual investors. Munira Habibullah's study focused on the impact of mergers and acquisitions of financial performance of Indian banks. Rajeev K Shukla and Ajit Upadhyaya researched on occupation effect upon consumers' perception towards marketing mix of ice creams. Suresh Jain and co-authors presented the study of structure of compiler viz. Analysis and Synthesis Model of Compiler.

**Dr. Amitabh Joshi**

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PACE: A Journal of Research of Prestige Institute of  
Management Dewas**

Form V  
(Rule 8)

**Prestige Institute of Management Dewas  
Rambagh, Vikas Nagar  
A.B. Road, Dewas - 455 001**

1. *Place of Publication* : Dewas
2. *Periodicity of Publication* : Bi-Annual
3. *Printer's Name* : Dr. Amitabh Joshi  
*Nationality* : Indian  
*Address* : PIMD
4. *Publisher's Name* : Dr. Amitabh Joshi  
*Nationality* : Indian  
*Address* : PIMD
5. *Editor's Name* : Dr. Amitabh Joshi  
*Nationality* : Indian  
*Address* : PIMD
6. *Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital* : Prestige Institute of Management Dewas,  
Rambagh, Vikas Nagar,  
AB Road, Dewas - 455 001
7. *Printed at* : UWC Print Solutions Pvt. Ltd.  
34 Shanti Nagar, Shrinagar Extn.  
Behind Mataji Mandir,  
Near SNS Hospital, Indore (M.P.)  
M: 73899 07273, 98262 97949

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THREE YEARS	2000	500
SINGLE COPY	425	100

All correspondence on subscription, change of address, non-receipt of copies, etc should be addressed to the Chief Editor, PACE, Prestige Institute of Management Dewas, A.B. Road Dewas-MP 455001.

While corresponding with us, write your subscription number which is mentioned on the cover containing Journal.

Subscription may be sent through Crossed Cheque / Bank Draft in favour of Prestige Institute of Management Dewas.

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Published, Printed and Edited by Dr. Amitabh Joshi for Prestige Institute of Management Dewas at UWC Print Solutions Pvt. Ltd., 34 Shanti Nagar, Shrinagar Extn., Near SNS Hospital, Indore