

Volume 5 No. 2

July-2016

ISSN 0976-0938

PACE

A Journal of Research of
Prestige Institute of Management
Dewas

PACE

*A Journal of
Prestige Institute
of Management,
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.*

PATRON

Dr. N. N. Jain

Founder Chairman,
Prestige Group of Industries, Indore &
Prestige Education Society, Indore

Dr. Davish Jain,

Group Managing Director,
Prestige Group of Industries, Indore &
Vice Chairman,
Prestige Education Society, Indore

Shri Dipin Jain

Joint Managing Director,
Prestige Group of Industries, Indore,
Chairman PIMD & Treasurer,
Prestige Education Society, Indore

EDITORIAL BOARD

Editor-in-Chief

Dr. Amitabh Joshi

Managing Editor

Dr. Ashima Joshi

PACE

*A
Journal
of
Research
of*

*Prestige Institute of Management
Dewas*

Volume 5 No. 2

Editor in Chief
Dr. Amitabh Joshi

Managing Editor
Dr. Ashima Joshi

PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

PATRON

Dr. N.N. Jain

Founder Chairman

*Prestige Group of Industries &
Prestige Education Society, Indore*

Dr. Davish Jain

Group Managing Director

*Prestige Group of Industries, Indore
&*

Vice Chairman

Prestige Education Society, Indore

Shri Dipin Jain

Joint Managing Director

*Prestige Group of Industries, Indore
&*

Treasurer

Prestige Education Society, Indore

EDITORIAL BOARD

Dr. Amitabh Joshi

Editor-in-Chief

Dr. Ashima Joshi

Managing Editor

ADVISORY BOARD

Prof. Dr. Nageshwar Rao

Vice Chancellor

Uttarakhand Open University

Prof. Dr. P. K. Mishra

Professor

*Department of Business Management
Barkatullah University, Bhopal*

Prof. Dr. Prabhakar Singh

Director

EMRC, DAVV, Indore

Prof. Dr. Pawan Kumar Singh

IIM Indore

Prof. Dr. Shefali Gautam

Director

SIM, Gaziabad

Prof. Dr. A. K. Singh

Research Officer

EMRC, DAVV, Indore

Prof. Dr. P. K. Sharma

Vardhaman Mahaveer Open University

Prof. Dr. Yogeshwari Phatak

Director

Prestige Institute of Management and Research Indore

Prof. Dr. S. S. Bhakar

Director

Prestige Institute of Management Gwalior

PIMD GOVERNING BODY

Shri Dipin Jain
Chairman
PIMD Governing Body

Dr. Davish Jain
Member, Nominee of the society

Prof. Dr. Nageshwar Rao
Vice Chancellor
Uttrakhand Open University

Dr. B.Laxminarayan
Deputy Director
Directorate of Technical Education
Bhopal

Dr. Usha Shrivastav
Add. Director Higher Education
Ujjain Division

Dr. Sandeep Salodkar
Regional Officer
Central Regional Office, AICTE, Bhopal

Dr. Deepak Gupta
Professor
Pt. Jawaharlal Nehru Institute of
Business Management Vikram University
Ujjain

Shri Deepak Yadav
Member of Governing Body
PIMD

Shri Abhishek Thripathi
Member of Governing Body
PIMD

Dr. Amitabh Joshi
Ex. Officio Member Secretary
Governing Body, PIMD

PIMD CORPORATE **ADVISORY BOARD**

Shri Ashok Khandeliya
Chairman
Association of Industries, Dewas

Shri L.K. Shah
Vice Chairman
MD, Dewas Metal Sections Ltd., Dewas

Shri S.C. Gandhi
Hon'ble Member
Vice Chairman, Gajra Gears Ltd., Dewas

Shri G.M. Maheshwari
Hon'ble Member
Management Consultant

Shri Piyush Mutha
Hon'ble Member
Director, Vippy Industries Ltd., Dewas

Shri Girish Mangala
Hon'ble Member
MD, Mangala Engineering Ltd.

Shri Asim Dutta Gupta
Hon'ble Member
GM, Gajra Differential Gears Ltd.

Shri Amarjeet Singh Khanuja
Hon'ble Member
Khanuja Wood Works Pvt. Ltd.

Dr. Amitabh Joshi
Member
Director, PIMD

Shri Devendra Pawar
Member
Faculty, PIMD

RESEARCH ARTICLES

A Study of Correlation between BSE Sensex and Nifty50 Index <i>Amitabh Joshi, Neha Choudhry, Sanjay Dubey, Sanskriti Pagare, Shubham Ghadge, Shreya Tawar and Mukul Mandloi</i>	1
A Study of Demographic Variables and Job Satisfaction in Private Management Academic Institutions in Indore City <i>Ashima Joshi, Ajay Kale, Arvind Vyas, Shivani Dubey, Sumit Rajbhatt and Rajkumari Vaishnav</i>	4
A Study on Employees Satisfaction with HRD Practices in Banking Sector in Rajasthan <i>Asha Sharma</i>	16
A Study on Impact of Packaging on Consumers: Specific Reference to Management Students <i>Abhishek Tripathi, Sanjay Ghadge, Ankit Pujari, Parul Dubey, Jagrati Mankar, Divyani Soni and Sonali Joshi</i>	25
An Empirical Analysis of Perceived Stress among Professional Students at Dewas City <i>Amitabh Joshi, Amit Chauhan, R. Maratha, Lubna Arshi Pathan, Rahul Panchal, Ruchi Kumar and Samidha Jain</i>	30
Consumer Perception towards the use of Mobile Banking with Reference to Dewas City <i>Yogendra Singh Rajawat, Samira Nayeem, G.D. Soni, Garish Mimrot, Rohan Patni, Jigyasa Ratnparkhi, Shikha Gupta and Yashwant Soni</i>	36
Demand Forecasting of Electricity For Different sector in M.P. <i>Vandit Hedau and Rinku Singh</i>	42
HR Branding: Analyzing the Role of HR in Strategic Value Creation <i>Pallavi Kapooria and Satish Sumbria</i>	51
Impact of Demographic Variables on Consumer Buying Behaviour for Beauty Products in Indore <i>Shweta Pandit, Surbhi Dubey, Nainy Solanki, Rakshit Chhajed, Shivani Parmar, Ashuma Dubey and Suryaprakash Chouhan</i>	56
Internet of Things IoT : The New Era- Issues and Challenges <i>Jumana Barwaniwala</i>	61
Motivational Need Profile of Technical and Managerial Personnel: An Exploratory Study <i>Aditi Gaur</i>	64
Perception of Young People towards online shopping through website and App <i>Vikas Sharma, Sanjay Baronia, Palak Maheshwari, Vaishali Kamle, Vaishali Shah, Virendra Songara and Sonu Thakur</i>	70
Whether Euthanasia should be included as a part of Article 21 (Right to Life) of constitution of India-An analysis. <i>Sonal Gupta and Aditya Mishra</i>	76

It gives me immense pleasure to present the Volume 5, Number 02 of PACE A Journal of Prestige Institute of Management Dewas. PACE is a professional Journal that encourages the analysis and portrayal of Management and Information Technology perspectives. It endeavor at fostering objective analysis based on scientific concepts including statistical analysis and encourages discussion on issues that radically contribute to the ongoing globalization progression and verifies the importance of understanding the concepts of management, business and technology from an International perspectives. The Journal is a scholastic platform to share ideas, nourish and endorse the culture of academic and industrial research. This biannual journal invites and attracts preeminent quality research papers from all parts of the globe and reaches to a wide array of readers and it reiterates the commitment to bridge the gap between academic world of educators and the world of practitioners.

Prestige Institute of Management Dewas focuses upon creating new avenues for Researchers in the area of Empirical Research by Addressing practical issues faced by the Industries today. The Journal has been well received by the international research and academic community.

This issue covers a wide range of topics in the form of research articles.

Amitabh Joshi and co-authors studied the correlation between BSE sensx and NIFTY50 index and concluded that there exists high degree of positive correlation between moving trend of Nifty and Sensex. Ashima Joshi and co-authors researched on demographic variables and job satisfaction in private management academic institutions of Indore city. Asha Sharma through her study on HRD practices in Banking Sector in Rajasthan concludes that Banks have a strong industrial relation orientation which necessitates more and more focus on improving the HRD. Abhishek Tripath and co-authors made a fine attempt towards analysis of impact of packaging on consumers with specific reference to management students. Through this study he suggested that Package plays an important role in marketing communication. Amitabh Joshi and co-authors empirically analyzed perceived stress among professional students of Dewas city and discovered that most of the students scored low on the scale indicating that they are leading a comparatively less stressful college life. Yogendra Singh Rajavat and co-authors studied consumer's perception towards the use of mobile banking with reference to Dewas city and suggested that there is no significance difference between graduates and post graduates perception towards the security, advantage, risk and additional cost of mobile banking. Vandit Hedau and Rinku Singh's study focused on prediction of future demand of electricity and trend of increasing demand. Pallavi Kapooria and Satish Sumbria introduced the concept of HR branding and described how human resource management can draw on lessons to influence human capital and can manage their HR brand. Shweta Pandit and co-authors studied the impact of demographic variables on consumer buying behaviour for beauty products in Indore city and observed that demographic variables have considerable bearing over the consumer buying behaviour. Jumana Barwaniwala through her research threw a light on Internet of Things IOT. Aditi Gaur found that Work-life Balance is the most preferable need factor amongst higher grade level respondents whereas Self Growth and Development has been ranked first amongst lower grade level respondents. Vikas Sharma and co-authors studied the perception of young people towards online shopping through website and app. Sonal Gupta and Aditya Mishra through their research analysed various aspects of law on Euthanasia of different countries and India whether the Euthanasia can be legalised in India; who are the persons which can access it; who should be given the right to assist in Euthanasia; what should be the punishments if there is violation of law?

Dr. Amitabh Joshi

*Editor-in-Chief & Director
Prestige Institute of Management, Dewas
Madhya Pradesh, India.
director@pimd.edu.in*

Statement of Ownership and Other Particulars About the Journal
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* : Bhaiya Printers
269, Jawahar Marg,
Indore

I, Dr. Amitabh Joshi, do hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated :

Sd/
Dr. Amitabh Joshi

SUBSCRIPTION ORDER FORM

I wish to subscribe PACE – A Research Journal of Prestige Institute of Management Dewas, for 1/3/5 years(s).

A draft/cheque bearing No. dated for

Rs.

(in words)

drawn in favor of "Prestige Institute of Management Dewas" is enclosed.

SUBSCRIBER'S DETAIL FORM

Name and Designation

Organization

Mailing Address

.....

.....

PIN Phone (with STD / ISD code)

Fax Email :

Date

Place

Signature and Seal

PACE

A Journal of Research of Prestige Institute of
Management Dewas

Subscription Rates

PERIOD	INDIA	FOREIGN Air Mail US\$
ONE YEAR	700	200
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.

PACE, its Editorial Board, Publisher and the Institute disclaim responsibility and liability for any statement of fact or opinion made by the contributors.

Copyright © 2016 by Prestige Institute of Management Dewas.
All Rights Reserved.

Our Associations

- All India Management Association (AIMA), New Delhi
- Association of Indian Management Schools (AIMS), Secundarabad
- Association of Management Development in South Asia (AMDISA), Hyderabad
- The Institute is Accredited by JAS-ANZ [Joint Accreditation System of Australia and New Zealand (Accreditation No. M464021DIL)] and LMS Certifications Private Limited.
- The Institute is Certified Training Center for ITI, Dewas
- Indore Management Association (IMA), Indore
- Member of Association of Industries, Dewas

PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

Vikas Nagar, A.B. Road, Dewas - 455001 (M.P.)

Tel. : 07272-259059, 426200; Fax : 07272-426208

E-mail : info@pimd.edu.in; Website : <http://www.pimd.edu.in>