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PACE

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EDITORIAL

It gives me immense pleasure to present the Volume 4, Number 02 of PACE A Journal of Prestige Institute of Management Dewas. PACE is a professional Journal stanchd to 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 inculcating 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 and book review.

Satam Ubeja and Neha Godbole through their study highlighted that infrastructure development plays a very important role towards the growth of companies in 3PL Industry. Lack of trust & awareness is a factor which has the least negative impact on the 3PL industry. Deepak Yadav and coauthors made a fine attempt towards analysis of faculty evaluation by students. Kedar Shukla through his research made an attempt to understand the industry from its historic perspective and its situation in current economic conditions in India. Asha Sharma made an effort towards analysing potential of renewable energy in India. Munira Habibullaha's study on customer's buying behaviour towards levi's jeans –a study of Surat city made an excellent effort to know the grievances if any of the customers and identified the factors that influence the customer buying decision so the parameters which are considered by them can be known and lead to provide better service. Namrata N. Khatri through her research on customer's preference for Kotak Mahindra life insurance company –a study of surat city propounded that the most important factor considered by the customers is security and peace. Yogendra Singh Rajavat and coauthors made an excellent study on Indian stock Market. Chhavi Rani Saxena and Tasleem Ansari studied impact of organisational stress on job satisfaction amongst employees of banking sector . Subhash Sharma through his research highlighted that upgrading employability skills is the prime and moral responsibility of academicians.

Dr. Amitabh Joshi

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