

PACE

A Journal of Research of
Prestige Institute of Management
Dewas

RESEARCH ARTICLES

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Ghanshyam Das Soni, Manju Rajoriya, Martha Namrata Parmar, Deepak Yadav

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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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EDITORIAL

It gives me immense pleasure to present the volume 4, Number 01 of PACE A Journal of Prestige Institute of Management Dewas. This 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.

Carl Osunde's study specifically analyzes the strategic planning adopted in selected Small and Medium Enterprises (SMEs) in Delta state, Nigeria. The key implication of this study for future research is the investigation of the relationship between strategic planning and small & medium enterprise growth to determine a firm's performance. Kundan Kumar, Sandeep Gupta and Ankit Jain investigates the Performance of Dual-Hop Amplify-and-Forward (AF) relaying scheme over mixed Rayleigh and Generalized gamma fading channels. Rahul Deo and Sandeep Malu's paper has focused on the measuring electronic service quality provided by homeshop18 website with respect to demographic variables like gender and occupation. Vikas Sharma and coauthors has executed a study to get the insight related to the perception of mobile apps in terms of uses and effects of mobile applications in individual, social and business area. In the next study Sanjay Dubey and coauthors has tried to discover perception of customers as well as impact of factors on purchasing intention of the customers. Richa Soni and coauthors research attempts to identify determinants of life insurance ownership in India. Yogendra Singh Rajavat and coauthors paper attempts to find out the important factors which are affecting the US Dollar directly or indirectly. Ashwini Kumar Sharma and coauthors research focuses on the important attributes of academic environment which are essential for job satisfaction for school teachers. Abhishek Tripathi and coauthors has executed a rigorous analysis related to the impact of celebrity endorsement on customer's brand perception in cell phone brands. In another research they have analyzed the impact of Infrastructural and Technological Factors on Export Performance from Madhya Pradesh. Ashima Joshi and Coauthors research attempts to identify the conflict handling style used predominantly by academicians of Management Institute of Indore city to resolve disputes that occur in organization. Deepak Yadav and Coauthors study explored social networking technologies being used in higher education, their uses, extent of use, benefits and skills which learners acquire from use of these technologies.

I thank the authors for contributing the valuable inputs in the form of articles and reviews, and the referees for their timely and critical reviews.

Dr. Amitabh Joshi

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Dated:

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NINTH NATIONAL CASE WRITING WORKSHOP

01-02 May 2015

Prestige Institute of Management, Dewas is organizing "Ninth National Case Writing Workshop" on 01 -02 May 2015. The case method is an important pedagogical tool now organized as an alternative to the lecture method in imparting management education and is being used in varying degrees by various management Institutes/ training centers. The case method provides real life business solutions and simulates business decision making environment having exhaustive or limited data/facts. The lack of adequate case studies, reflecting Indian business environment often makes it difficult for the students/ trainees to realize the uniqueness of Indian business environment and challenges faced by corporate India.

Objectives:

- To facilitate the development of case writing skills in the participants.
- To encourage use of case study method as a pedagogical tool and enriching the analytical skills of participants.
- To enrich the participants with analytical skills for using case methods.
- To provide an opportunity for an organizational visit and identifying, analyzing together with solving relevant real world problems.
- To develop case study reflecting Indian situations for use in teaching and training.

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