

PACE

A Journal of Research of
Prestige Institute of Management
Dewas

RESEARCH PAPERS

Buyers Perceptual Study on Fresh Food and grocery in Organized Convenience Retail Store

Ajit Upadhyaya, Rajeev K Shukla & Kratika Shrivastav

Cost-Benefit Analysis against Computerization of Organisation

Anand K. Tripathi & Monica Tripathi

Depression - An Indication of Work Life Conflict : An Exploration of the Competing Role Demands when Work and Family Collide.

SS Rao & Aiswarya Ramasundaram

Job Content and occupational Stress: Study with reference to Women Workers in Garment Industries

Dileep Kumar M & Srtota Pandya

Operational Efficiency of Indian Banks: A Comparative Study

Swarnjeet Arora, HB Singh & Rajendra Jain

Resource Based View (RBV) of Competitive Advantage: A Critique

Pankaj Madhani

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CR Chavan & Ashish Sharma

Simulation and Synthesis of Synchronous Optical Network Standard Synchronous Transport Signal STS-12 Transmitter

Vaishali Bhale, Parag Parandkar & Sumant Katiyal

The Role of Pro Training Factors in Measuring the Effectiveness of Training Programmes

RK Vyas & Praveen Saxena

Type A/B Behavior Pattern and Occupation as a Predictor of Coping Strategies: An Empirical Investigation

Manisha Singhal & Prashant Mishra

MANAGEMENT CASE

Competitive Strategy in Recession Economy: A case of Big Bazaar

Sancharan Roy

BOOK REVIEWS

Business Communication and Personality Development Lessons for Paradigm Change in Personality by Biswajit Das and Ipseeta Satpathy (2007), Excel Books, PP 331, Price Rs 250

Sukhjeet Matharu

Marketing Management: Global perspective- Indian Context by Dr. V.S. Ramaswamy and Ms. M.S. Namakumari (2009), New Delhi : Macmillan Publishers India Ltd., PP 912, Price 545.

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MANAGEMENT CASE

BOOK REVIEWS

Editorial

It is my immense pleasure to bring you the first issue of PACE. This issue covers a gamut of topics in the form of Research Papers, Management Case and Book Reviews. The papers include Buyers Perceptual Study on Fresh Food and grocery in Organized Convenience Retail Store, Cost-Benefit Analysis against Computerization of Organization, Depression - An Indication Of Work Life Conflict: An Exploration of the Competing Role Demands when Work and Family Collide, Job Content and occupational Stress: Study with reference to Women Workers in Garment Industries, Operational Efficiency of Indian Banks: A Comparative Study, Resource Based View (RBV) of Competitive Advantage: A Critique, Role of advertising and sales promotion in the purchase decision of consumer durable products, Simulation and Synthesis of Synchronous Optical Network Standard Synchronous transport Signal STS-12 Transmitter, The role of pro training factors in measuring the effectiveness of training programmes and Type A/B behavior pattern and Occupation as a predictor of coping strategies: An empirical investigation. One management case on Competitive Strategy in Recession Economy: A case of Big Bazaar is being published. Two book reviews on Business Communication and personality development lessons for paradigm change in personality by Biswajit Das and Ipseeta Satpathy and Marketing Management: Global perspective- Indian Context by Dr. V.S. Ramaswamy and Ms. M.S. Namakumari has been published.

I look forward to hearing from you on this issue.

With best wished

Prof. Dr. Rajendra Jain

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