

PACE

A Journal of Research of
Prestige Institute of Management
Dewas

RESEARCH ARTICLES

A Comparative Study of Newspapers Reading Behaviour
Among Male and Females

Meenu Kumar and Shakti Prakash

Fourth-Party Logistics: A Knowledge Base Study

Subhash Desai

Rewards and Employee Motivation: An Empirical Study
on Public Management Institutions in Haryana

Annu Tomar

The Impact of University Curricula on Financial
Education of Millennials

José G. Vargas-Hernández and Daniela Iveth Méndez Zamora

CASE STUDIES

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Chhavi Rani Saxena

iphone - "A GAME - CHANGER"

Sapna Wadhvani Bhagtani

What to Expect/ Happen When Banks Enter into Mergers in
Present Scenario

C. Sowbhagya Lakshmi

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Dewas*

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EDITORIAL

On behalf of editorial team, with immense pleasure, I present Volume 8, 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. Meenu Kumar and Shakti Prakash conducted researched on, newspaper reading behavior of male and female respondents their research indicated that reading is independent of marital status and education but is associated with gender, occupation and income. Subhash Desai through his research on the topic Fourth-Party Logistics: A Knowledge Base Study and suggested that firms have realized that they can no longer compete alone. Instead, in order to remain competitive, firms need to become part of interdependent networks of specialist providers of resources and competencies, which compete against other networks. Annu Tomar found out the role of incentives in motivating employees and suggested the organizations to make suitable alterations in their rewards system. José G. Vargas-Hernández and Daniela Iveth Méndez Zamora analyzed the financial literacy knowledge of the Millennial generation. Chhavi Rani Saxena developed a case named Chaos in the Air, Sapna Wadhvani Bhagtani developed a case on ipone and C. Sowbhagya Lakshmi developed a case titled what to expect/happen when banks enter into mergers in present scenario.

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