

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*

# CONTENTS

## RESEARCH ARTICLES

A Study of Correlation between BSE Sensex and Nifty50 Index <i>Amitabh Joshi, Neha Choudhry, 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 Rajavat, 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

# 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](mailto:info@pimd.edu.in); Website : <http://www.pimd.edu.in>

---

Published, Printed and Edited by Prof. Dr. Amitabh Joshi  
for Prestige Institute of Management, Dewas at  
UWC Print Solutions Pvt. Ltd., 1st Floor, Shri Krishna Chamber,  
23-24, Dhenu Market, Indore (M.P.) Mob : 73899 07273, 98262 97949