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Janab U. Mohamed Khalilullah Sahib

I am delighted to present you the Third issue of MIM International Journal of Management Research, a half-yearly management journal published by MEASI Institute of Management, Chennai, India.

This International journal seek to publish innovative, original, and stimulative research based articles in different functional areas of management, case studies and research abstracts which will guide Indian and International research scholars.

Looking forward to you're contribution and wishing you well.

EXECUTIVE DIRECTOR'S DESK.....



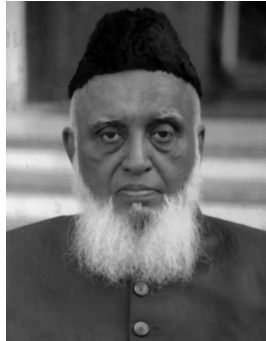
Janab A. Mohamed Ashraf Sahib

This is very exciting and inclusive change that we think will strongly diversify the journal content, impact and international reputation. The main objective of this MIM International Journal for Management Research is to keep the readers updated about the latest developments, theories and techniques in the field of management sciences.

I hope our reader's and patrons share a similar vision, and we look forward to a productive, challenging, and a successful 2016 ahead. I also hope that our esteemed readers, patrons, and authors will continue to support by reading, discussing, recommending, citing our journals, and submit high-quality manuscripts.

This Journal will provide a platform for the student's Researcher's and practitioner's of management to facilitate discussions and to disseminate their works and thoughts to the research community at large.

FINANCE DIRECTOR'S DESK.....



Janab C. Abdul Malick Sahib

Successful accomplishment of the MIM International Journal of Management Research mission depends upon the willingness of authors to submit their Research work to the journal. We pledge to do our best to review all submissions appropriately and are eager to become an outlet for writings based on research evidence.

DIRECTOR'S DESK.....



Dr. D. Nisar Ahmed

We are happy to release the Third issue of our MIM International Journal of Management Research. I am indebted to Academic and Industry experts who made significant contributions to this issue.

Since the beginning our aim has been to maintain integrity and to increase the reputation of our journals. Our consistent efforts are aimed towards increasing the visibility, impact, editorial cycle time, and the overall quality of our journal. All articles will be fundamentally based on research evidence, which can be quantitative or qualitative.

Many thanks to the authors for submitting their quality work as well as the many reviewers who contributed their intellectual energy towards making this third issue a success. Very special thanks to the Peer Reviewers who have given final shape to all the articles.

FROM THE EDITOR'S DESK



Dr. B. LATHA LAVANYA
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R. AKBAR ANSARI
Editor

MIM International Journal of Management Research (MIM IJMR), a Bi-Annual, Refereed, peer reviewed, international research journal from MEASI Institute of Management, set to hit the third issue in February, 2016 with an objective to share the research and expert acquaintance among faculty members, students and the corporate.

We express our heartfelt gratitude to our chief patrons Janab. U. Mohamed Khalilullah Sahib, Janab. A. Mohamed Ashraf Sahib and Janab. C. Abdul Malick Sahib for their encouragement and continuous support to Successfully Release bring this MIM International Journal of Management Research.

While we thank the authors who contributed their research articles for this issue, We also request the International Faculty members, Research scholars, Practicing Managers, Executives to contribute their research work in the areas of Production, HR, Marketing, Finance and other related Management disciplines. An humble appeal from the editorial desk to the prospective authors is to send only research articles which are unpublished and are original. We request the authors to send the empirical papers and not to send the oretical papers, book reviews and case studies.

We thank the Editorial advisory committee for their valuable guidance and suggestions given. We also thank editorial desk members for their support to review articles published.

We look forward for your valuable suggestions, comments and contributions.

Happy Research!

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