SEMAR

IJEMS

Patron

Prof. J. A. K. Tareen, Vice-Chancellor, Pondicherry University

Executive Editor

Prof. M. Ramadass. Director - SEIRR.

Pondicherry University. Pondicherry

International Advisory **Editorial Board**

National Advisory **Editorial Board**

P E R I O D I C I T Y O F T H E J O U R N A L :

ANNUAL

MEMBERSHIP

- · Life members : (Rs.2000 one membership fee)
- Ordinary members: (Rs 500 p.a)
- Corporate members (Corporate-Rs.10000 Rs.5000 for Government Institutions.)
- **Associate** Members (Rs.250 p. a)

SOCIETY FOR ECONOMICS AND MANAGEMENT RESEARCH (SEMAR)

(Registration Number: S. No. 695 of 2010)

INTERNATIONAL JOURNAL OF ECONOMICS AND MANAGEMENT SCIENCE (IJEMS)

(ISSN: 2229-4430)

CALL FOR: SOCIETY MEMBERSHIP AND RESEARCH PAPERS

PURPOSE

To provide a forum for scholarly research, studies and discussion on Economics, commerce and Management

Activities of the Society

- to organize meetings, lectures, seminars, symposia and conferences
- to conduct refresher courses, summer school, field work and such other courses which are considered necessary by the authorities of the Society
- to invite economist, finance and management experts and others from different countries of the world to deliver lectures or conduct research
- to start, conduct, print, publish and exhibit any magazines, periodicals. newspapers, books, pamphlets, monographs or posters desirable for the the society
- + to collaborate with other aca-

demic and learned, industrial tion, apart from economic or governmental bodies for perspective, policies and the dissemination of knowledge and promotion of the work and governance. objective of the society

Objective of the Journal

The Journalaims to provide a specialized forum for the exchange of academic research and professional practice in general pertaining to broad areas of management with wider scope of national and international importance.

Special emphasis will be placed to encourage original research and analysisto achieve deeper understanding in various aspects business and management promotion of the objects of including banking and finance, commerce and tourism, marketing and human resource management, and technology applica-

strategies, regulatory frame-

Executive Council

Prof. R. Prabhara Raya Prof. G. Anjaneya Swamy Prof. K. Chandrasekara Rao Prof. Mohan. K. Pillai

Prof. Malabika Deo

Dr. D. Lazar

Dr. Y. Venkata Rao

Dr. Amaresh Samantaraya

Dr. B. Charumathi

Dr. S. Sudalaimuthu

Dr. Bushan D. Sudhakar

REGISTERED OFFICE: "SOCIETY FOR ECONOMICS AND MANAGEMENT RESEARCH", The office of the Dean,

School of Management, Pondicherry University, Pondicherry, India -605 014. Phone: 0413-2654547, Fax: 0413-2654799 E-mail: somsemar@gmail.com, website:www.pondiuni.edu.in/semar/

Content of the Journal:

- Research article
- * Case Studies / Commentaries / Interviews
- * Review of Books
- * Outstanding Research Abstract (Preferably Ph.D. work)
- * Bibliography on specific topics
- Commentaries
- * Innovative Ideas (Communication)

The authors may send soft copies of their submissions directly to the Executive Editor, Prof. M. Ramadass. They should be typed in Times New Roman font size 12, with 1.5 line spacing and with margins of one inch on all sides. The normal size of a paper is about 8,000-10,000 words.

GUIDELINES TO AUTHORS

GENESIS, OBJECTIVE AND SCOPE

School of Management is one of the Schools of Excellence in the campus primarily focusing on

the business related courses since the very inception of the University. The School offers the

programs with a total placement focus. The school consists of six departments viz: Department

of Economics, Department of Commerce, Department of Management Studies, Department of

Tourism Studies, Department of Banking Technology and Department of International Business.

As part of its ongoing quest for knowledge and sharing of acquired knowledge, school of

management has formed registered Society for Economics and Management Research

(SEMAR). SEMAR publishes bi annual International Journal of Economics and Management

Science (IJEMS).

Objectives of the Journal:

IJEMS aims to provide a specialised forum for the exchange of academic research and

professional practice pertaining to broad areas of management with wider scope of national and

international importance. Special emphasis will be placed to encourage original research and

analysis to achieve deeper understanding in various aspects of business and management

including economic perspective, policies and strategies, regulatory framework and governance,

banking and finance, commerce and tourism, marketing and human resource management and

technology application. It envisage that research papers, book reviews, case studies,

commentaries, bibliography on specific topic and innovative ideas published in this journal will

contribute for building knowledge base for advancing business and management practices across

the globe.

IJEMS welcomes articles on issues of current interest in Economics, Commerce,

Management, Tourism Studies, International Business and Banking Technology and

especially in the India and abroad. The Official editorial address of IJEMS is:

The Managing Editor

International Journal of Economics and Management Science

School of Management

Pondicherry University

Pondicherry - 605 014

PH# 91-413 - 2654369 / 26545457

Fax: 91-413- 2654799

E-mail: somsemar@gmail.com

website: www.pondiuni.edu.in

However, the authors may send soft copies of their submissions directly to the

Managing Editor, Prof. M. Ramadass. Manuscripts should be submitted as soft copies.

They should be typed in Times New Roman font size 12, with 1.5 line spacing and with margins of one inch on all sides. The normal size of a paper is about 8,000-10,000 words.

Cover Page: Manuscript of a paper should have a cover page providing the title of the paper, the name(s), address(es), phone, fax numbers and e-mail address(es) of all authors and acknowledgements if any. In order to facilitate anonymous review of the papers, please restrict the author-related information only to the cover page.

Abstract: Following the cover page, there should be an 'abstract' page, which should contain the title of the paper, the subtitle 'Abstract' and a summary of the paper in single space, not exceeding 150 words. The text of the paper should not start on this page, but on a fresh page with the title of the paper repeated.

References: References should be cited in the style prescribed in the Publication Manual of the American Psychological Association (4th ed.). Indicate the position of the reference in the text within brackets by the author's last name and the year of publication; e.g.: '(Porter, 1980)' or incorporate it into a sentence, eg: 'as pointed out by Hannan and Freeman (1977)'. At the end of the text, references should be listed in the alphabetical order of the last names of the authors, with a title REFERENCES. Examples of how the references are to be listed at the end of the paper are given below.

- (If it is a book): Porter, M.E. (1980) *Competitive Strategy*, New York: Free Press.
- (If it is an article in a journal): Hannan, M.T. and Freeman, J. (1977) The Population Ecology of Organizations, *American journal of Sociology*, 82 (5): 929-964.
- (If it is an article in an edited book): Kanter, R.M. (1988) When a Thousand Flowers Bloom. In B. Staw and L. Cummings (eds), *Research in Organizational Behaviour*, pp.169-211, Greenwich, CT: JAI Press.

Notes: Do not use footnotes. Minimize endnotes. If they are unavoidable, number them serially in the text using superscript and list them together on a separate sheet under the heading NOTES immediately following the text of the paper. Notes are not for citing a reference but for offering a significant explanation, which is important for understanding the text, but is tangential to the main idea discussed therein.

Figures and Tables: Each Figure/Table should be printed on a separate sheet. Figures and tables are to be separately numbered, titled and attached at the end of the text serially. The position of the figure or table should be indicated in the text on a separate line with the words "Table 1 about here".

Revised manuscripts: At the end of the blind review process, the editor informs the author about the acceptance or rejection of the manuscript. On acceptance, the author is expected to incorporate the modifications suggested by the reviewers, if any, and submit a soft copy of the final revised manuscript.

Policy against simultaneous submission: Authors should ensure that the manuscript submitted to IJEMS is not simultaneously submitted to any other journal or publisher. Similarly, it should not be submitted anywhere else during the pendency of the review process which will take about 3-6 months. Once a manuscript is accepted by or published in IJEMS, it becomes the property of Society for Economics and Management Research (SEMAR), whose permission is required for any operations covered by the Copyright Act.

Copyright Notice

The copyright of the contribution submitted is transferred to SEMAR as and when it has been accepted for publication. The copyright transfer covers the exclusive right to reproduce and distribute the contribution, including reprints, translations, photographic reproductions, microform, electronic form (offline, online), or any other reproductions of similar nature.

The Author may not publish his/her contribution anywhere else without the prior written permission of the SEMAR unless it has been changed substantially.

The Author warrants that his/her contribution is original, except for such excerpts from copyrighted works as may be included with the permission of the copyright holder and author thereof, that it contains no libelous statements, and does not infringe on any copyright, trademark, patent, statutory right, or propriety right of others.

*