

# Sustaining Growth in the Era of Global Competition

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## **PREFACE**

NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai is a premier management institute, ranked 'A' grade – by AIMA and Business India. The institute is organizing its annual National Conference on 22<sup>nd</sup> March 2014, on the theme "Sustaining Growth in the Era of Global Competition." We take great pleasure in bringing out a volume of selected papers presented at the conference.

Highly competitive business environment, knowledgeable internal as well as external customers, unpredictable advancements in technology and management are keeping today's business enterprises on their toes. Common challenges faced by today's organizations are - threats to effectiveness, efficiency, and profitability; challenges from turbulent environments, increased competition, and changing customer demands; and the constant challenge to maintain congruence among organizational dimensions such as technology, strategy, culture, and processes. Keeping organizations healthy and viable in today's world is a daunting task. Under this backdrop this conference aims to bring out the information to develop newer strategies to handle managerial dilemmas in all functional areas.

This book is a collection of papers presented at the National Conference organized by Sterling Institute of Management Studies on 22<sup>nd</sup> March 2014. This book is divided into four sections-Sections I: Marketing, Section II: Finance, Section III: Human Resource t, Section IV: Technology & Information Management. The collection of papers published in this book reflects the high quality research work in the field of business and technology. It would hopefully stimulate further thinking and research orientation among budding research scholars.

We hope that this would add value to the field of Information technology and Management. We appreciate your valuable suggestions for any improvements and comments on the usefulness of this publication. You can write to us at [director@ncrdsims.edu.in](mailto:director@ncrdsims.edu.in)

## **ACKNOWLEDGEMENT**

This conference is the result of extensive planning and teamwork. It provided a common platform for corporate professionals, academicians and research scholars for deliberations on the theme “Sustaining Growth in the Era of Global Competition.”

On behalf of the team of National Conference 2014 we wish to thank National Centre for Rural Development (NCRD), for facilitating, supporting and enabling the planning & organizing of this conference.

Our heartfelt thanks to the authors of the papers submitted for the conference. We are grateful for their interest and efforts in making this conference meaningful and successful.

We express our sincere gratitude to our Chairman, Hon’ble Shri Dilip Walse-Patil and Smt. Kiran Patil for their support and blessings.

We express our sincere thanks to Mr. P.H. Kshirsagar, Director and Mr. Amarjit S. Kharade, Chief Administrative Officer of National Centre for Rural Development for guiding us throughout this endeavor.

We also extend a very sincere gratitude to all the eminent speakers and guests for honoring us with their presence. We especially appreciate the efforts put in by all the coordinators, faculty members, students and entire staff of Sterling Institute of Management Studies for their unconditional support and encouragement throughout the planning and execution of the event.

Finally, we express our thanks to Himalaya Publishing House for making this book a reality.

## **Coordinators**

**Marketing:** Prof. Purshottam Patil,

**Finance:** Prof. Jyoti Singhal

**Human Resource:** Dr. Arjita Jain

**Technology & Information Management:** Prof. Megha Wankhede

**General Management:** Prof. Rakhi Shrivastava

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