

Trends and Challenges in Global Business Management

Organized by

**Department of Management Studies
Sree Narayana Gurukulam College of
Engineering (SNGCE)
Kolenchery, Kerala**



Technically Co-Sponsored by



Editors

**Dr. Huong Ha
Dr. Hari Sundar.G.Ram**

Trends and Challenges in Global Business Management

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ISBN 978-93-82338-84-0

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Editors Message

The Department of Management Studies, Sree Narayana Gurukulam College of Engineering, Kadayiruppu, Kolenchery, Kerala takes great pride and pleasure in hosting the 2nd International conference on Trends and Challenges in Global Business Management - PLACITUM 2013 and publishing its proceedings in the form of an edited book.

This theme of Trends and Challenges in Global Business and Management has been chosen as there is an increased realization by many management professionals and academicians that the new trends and concepts evolving in the world of management and business based on empirical realities and global business scenario, grounded in the economic, social and cultural contexts, need to be developed and validated empirically for a better understanding of the issues prevailing around us.

Such works add value by supplementing and extending the conventional management and business thinking and research that is grounded in the present economy. The attempt is to develop a body of knowledge on the business aspects based on empirical research.

We hope that this edited book would be of help to the academic world especially for the researchers and research scholars from across the country to share and disseminate their ideas. The second edition of this conference on management PLACITUM has been able to gain popularity among academic circles by way of the quality of research works presented in the conference. This year, the conference received as many as 116 papers of which were selected for presentation and this edited book includes as many as papers which were selected for publication in the wider spectrum of General Management, Marketing, Human Resources Management and Finance.

We are extremely thankful to the managing committee members of the SNG Trust Kunnathunadu for extending their support for this International conference and also for enabling

us to come out with this edited version. Our thanks to all the Governing committee members of the SNGCE especially, Sri.K.K. Karnan, President, SNG Trust, Sri.T.A. Vijayan, Secretary, SNG Trust, Sri.M.A. Raju, Executive Director, SNGCE, Dr.C.E. Krishnan, Director, SNGCE, Prof. Dr. Saji. C. B, Principal, SNGCE and also to Prof. Dr. Kemthose.P. Paul, Vice principal and Director- MBA for their wholehearted support in this venture.

We are also thankful for the reviewing committee members, Dr. Rajendra Kumar, London School of Commerce, UK, Dr. Gamini Herath, Monash University, Dr.D. Sudharani, Prof. Balamurugan.R.N of PSG IM, Coimbatore, Dr. Siby Zachariahs, SMBS Mahathma Gandhi University, Kerala, Prof. Gemini Joy, VIT University, Dr.C.K. Chandrasekar, Dean, Indian Institute of Knowledge Management, Dr.N. Ramkumar, PSG Institute of Management and Dr. GVRK Acharyulu, University of Hyderabad for helping us to select the best articles.

We also thank M/s Bonfring Publications for helping us to come out with the book in a good format. We hope you will enjoy PLACITUM 2013 and these proceedings

Dr. Huong Ha
Dr. Hari Sundar.G.Ram

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