ISSN -0000-0000

Volume-1 Issue-1

RESEAF

January - June 2019

New Horizon International Journal of Management and Research

www.newhorizonindia.edu

RNI Reference No- 1322949 Title Code- KARENG04880

NH- International Journal of Management and Research

New Horizon International Journal of Management and Research (NHIJMR) is a bi-annual international, open access, peer-review journal devoted to Business, Management and Research. NHIJMR is managed by Department of Management Studies at New Horizon College of Engineering.

The Journal publishes original, innovative and high quality research papers that advance conceptual and empirical knowledge that adds value in the areas of Marketing, analytics, finance, human resources, organization behaviour, operations, entrepreneurship, supply chain, international business, e-business, business environment, services management, small businesses, technology, banking, insurance, infrastructure management, case analysis and hosts of other related areas.

NHIJMR calls for quality Research Papers (Conceptual and Empirical)/Case Studies/Book Reviews/Executive Experiences for Publication.

CONTACT ADDRESS

NEW HORIZON COLLEGE OF ENGINEERING Department Of Management Studies Outer Ring Road, Marathalli Bangalore – 560 103, India. www.newhorizonindia.edu

The views expressed in the articles and other material published in NHIJMR do not reflect the opinions of the institute.

Published by: Dr. Mohan Manghnani, New Horizon College of Engineering, Bangalore, on behalf of New Horizon College of Engineering, Marathalli, Bangalore.

Printed at: Nithya Enterprises, 52, G Street, Jogupalaya, Ulsoor, Bengaluru- 560068. Ph:+91- 9845053949

NEW HORIZON COLLEGE OF ENGINEERING

Chief Patron

Dr. Mohan Manghnani Chairman, NHEI

Patron

Dr. Manjunatha Principal, NHCE

Editor - in - Chief

Dr. Sheelan Misra HOD-MBA, New Horizon College of Engineering Hod_mba@newhorizonindia.edu

Associate Editor

Dr. A. R. Sainath Professor- Finance, NHCE arsainath@ newhorizonindia.edu Dr. Smita Harwani Faculty- Marketing, NHCE smitah@newhorizonindia.edu

International Editorial Committee

Dr. Muhammad Mahaboob Ali Professor, Dhaka School of Economics, Bangaladesh mahboob@diu.edu.bd Ms. Deelipa M Endagamage Sr Lecturer, University of Sri Jayewardenepura, Sri Lanka dileepaendagamage@sjp.ac.lk Dr. K. Ravichandran Director of Experiential Education Associate Professor, New York Institute of Technology, Dubai kravicha@nyit.edu Prof. Daniel Khan COO Institute of Productivity UK danielkhan@live.co.uk Dr. Dileep Kumar Mohanachandran Professor, Berjaya Business School, Malaysia Prof.dr.dil@unies.asia

Internal Editorial Committee

Dr. Prashanth C S R Dean- Academics, NHCE Dean.academics@newhorizonindia.edu

Dr. Gopal Krishna Dean R & D, NHCE Dean_research@newhorizonindia.edu Dr. M.S.Vijaya Rao Faculty- Human Resource, MBA, NHCE Dr.vijayaraoms@newhorizonindia.edu Prof. Santosh Kumar Faculty- ERP & Finance, MBA, NHCE santoshk@newhorizonindia.edu Prof. Pavithra Salanke Faculty- Human Resource, MBA, NHCE pavithras@newhorizonindia.edu Prof. Sheshu A.N. Faculty- Finance, MBA, NHCE ashesho@newhorizonindia.edu

Consulting Editor

Dr. Mathew Mannimala Former Professor, IIM Bangalore Ex Dean, XIME, Bangalore manimala@iimb.ac.in Dr. Anil Rao Pillia Director- Welingkar School of Business, Bangalore anil.rao@welinkar.org



New Horizon International Journal of

Management and Research

Recognised By







Accredited By:





Aim & Scope of NHIJMR

New Horizon International Journal of Management and Research encourages multi – functional problem oriented approach, addressing the challenges faced by the businesses in dynamic environment. The Journal is inclusive and encourages contributions from academicians, managers and consultants and is open to a wide range of methodologies and approaches. The criteria for a paper's acceptability is that it should contribute significantly to the development of coherent bodies of knowledge, and that a reader is likely to learn something new from it.

Publishing ethics

All the articles received by the journal will be first reviewed by the chief-editor and a review committee for their appropriateness and completeness in terms of the requirement of the journal. Once the papers are cleared by the committee they will go for final publication in the journal. This is keeping in with the standards stipulated by any international refereed journal.

Researchers should conduct their research from research proposal to publication in line with best practices and codes of conduct of relevant professional bodies. The research papers and the case study should be in line with the guidelines available at the below URL. http://newhorizonindia.edu/nhengineering/international-journal/

Editor's Responsibilities:

- Clearly communicating all other editorial policies and standards
- The editor should assess manuscripts for their quality and intellectual content, free from any bias. The editor shall evaluate manuscripts objectively based on their academic merit free of any commercial orself-interest.
- The editor shall not disclose any information on submitted manuscripts before publication of the manuscripts.
- If at any stage the publisher suspects any kind of misconduct in the research, it should be investigated promptly; and if any act of misconduct is observed in the peer review, it should be resolved with diligence.

Reviewer's Responsibilities:

- Providing clear, constructive and unbiased feedback in anappropriate manner on the value of the work submitted by the authors. Maintain the documented basis for the reviewer's opinion
- Signifying whether the research paper is clear, concise, and relevant with the theme of the journal; assessing the work in terms of its composition, scientific accuracy, originality, and interest to the journal's readers
- Offer an un biased comments or criticism, which is in best interest of the journal.

• Maintaining the confidentiality of the review process and not disclosing any information from the reviewed paper

Author's Responsibility

- All the work reported in the manuscripts must be an original piece of work and should be free from any kind of plagiarism
- The work should not have been published elsewhere or submitted to any other journal at the same time.
- Any potential conflict of interest must be clearly acknowledged.
- Due references of other work that is reported must be given. Authors should also cite publications that have been influential in determining the nature of the reported work. Permission should be obtained for any content used from other sources.
- Only those who have contributed substantially to the composition of the submitted work should be listed as 'Authors'. While other contributors should be mentioned as 'Co Authors'.

Index

Sl. No.	Title and Name of the Author	Page No.
1	Livestock marketing in India: a case study	1-10
	Dr.Debarun Chakraborty	
2	A study on relationship between work culture & work	11-25
	<u>life balance</u>	
	<u>Dr.Sheeja Krishnakumar</u>	
3	Study of buying behavior of the TV viewers for the	26-39
	products specifically related to clothing that is advertised	
	on the TV	
	Sunil S. Patalbansi, Dr. M. K. Khupse, Dr. M.D. Jadhav	
4	A review on problems faced by women of India in	40-49
	farming	
	<u>Ms. Babita P. Gadve, Parag A. Gadve, Dr. Manish D. Jadhav</u>	7 0 <i>c</i> 4
5	A study on entrepreneurial challenges faced by women	50-64
	SHG members with special reference to Kolar district	
	<u>K Poornima, Dr Ramanaiah G</u>	
6	Technological impact on performance management	65-77
	(Focus on evolving role of universities in innovation	
	<u>system)</u>	
	Ms Sunidhi Sumedha Bhosekar, Dr. Anupama Ghoshal	
7	Challenges in integrated supply chain	78-90
	<u>Abhilasha Tiwari</u>	

NEWHORIZON INTERNATIONAL JOURNAL OF MANAGEMENT AND RESEARCH

SUBSCRIPTION FORM

I wish to subscribe toNHIJMR for a period of 1/2/3 year(s). a cheque / draft bearing No. _______dated______for INR/USD______drawninfavour of "**New Horizon College of Engineering, Bangalore**" is enclosed.

Name:	SUBSCRIPTION RATES			
		1	2	3
Address:		Year	Year	Year
	Indian (in Rs)			
	Companies	1,000	1,800	2,600
	Academic	800	1,500	2,100
	Institutions			
City: Pin	 Individuals 	600	1,100	1,600
Country:	 Students* 	400	750	1,100
oounuy.	 Alumni 	550	1,000	1,400
Email Address:	Foreign (in US \$)			
	Companies	60	110	150
Subscription No. (If Renewal):	Academic	50	90	125
	Institutions			
	 Individuals 	40	70	100
	 Students* 	25	45	70
	Alumni	35	60	85

Signature

Kindlysenddomesticsubscriptionsbydemanddraftorchequeinfavourof NewHorizon college of Engineering, Bangalore. Send foreign subscriptions through US dollar pay orders infavour of NewHorizon college of Engineering, Bangalore and drawn on a bank in India. Please add USD 5 if the pay order in not payable in Bangalore.



Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC Accredited by NAAC with 'A' Grade. Accredited by NBA

www.newhorizonindia.edu +91 98880534935, +91 8066297777