

JIM QUEST

Journal of Management and Technology

A Bi-annual Referred Research Journal of Jaipuria Institute of Management, Indirapuram, Ghaziabad

Empowering Women through Financial Literacy in India: an Initiative towards Inclusive Growth

Dr. Anshu Yadav

Airline Business Models in India-A Strategic Approach

Chivukula Venkata Ramana

A Study on Emotional Intelligence and Self Esteem among Management and Engineering students

C. Vignesh, M.K.M. Manikandan

Women Empowerment - A Case Study of Mann Desi Mahila Sahakari Bank

Ms. Geetu Tuteja, Ms. Annu Kaushik, Mr. Ankit Verma

Measuring Financial Efficiency of Co-operative Supply and Marketing Federations of Punjab and Haryana in Context with Asset Management and Profitability

Dr. Jasmeet Kaur, Dr. Navkiranjit Kaur Dhaliwal

Organizational Commitment among Academicians: An Empirical study

Dr. Amardeep Kaur Ahluwalia, Kamal Preet

Key Factors in Determining the Profitability of Banks: A Study of Private and Foreign Banks

Dr. Kulpreet Kaur, Dr. Rajinder Kaur

An Analysis of Socio Economic Conditions of Female Waste Pickers:

A Study of Urban Amritsar

Ritu Arora, Dr. Sharanjit Singh Dhillon

Leader Behaviour and Emotional Intelligence as Predictors of Work Environment

Ms. Chinmaya Seth, Dr. Seema Singh

Indian Economy: Crown of Thorns to Sustainability

Dr. Shweta Arora, Ms. Anuradha Bharadwaj

Journey of Snapdeal: A Walk Through The Times of Ups and Downs

Sonam Sachdeva, Roopam Sachdeva, Anmol Krishan Sachdeva

Investigating The Relationship between Population and Economic Growth:

An Analytical Study of India

Susanta Kumar Sethy, Dr. Harihar Sahoo

The Role of ICT in Education: Moodle as A Pedagogical Tool in A Private University

Devesh Kumar



Jaipuria Institute of Management
Indirapuram, Ghaziabad

(Formerly Located at Vasundhara, Ghaziabad)

(Approved by All India Council for Technical Education and
Affiliated to Uttar Pradesh Technical University, Lucknow)

JIM QUEST

Journal of Management and Technology

Volume 11, No. 1, Jan. - June 2015

Patron

Mr. Shishir Jaipuria

Chief Editor

Dr. Daviender Narang

Director

Jaipuria Institute of Management, Ghaziabad.

Executive Editor

Dr. Ashwani Varshney

Associate Professor

Jaipuria Institute of Management, Ghaziabad.

Members - Editorial Board

- Prof. I. B. Singh

Professor, Jaipuria Institute of Mgmt., Ghaziabad

- Dr. Neelu Tiwari

Associate Professor, Jaipuria Institute of Mgmt., Ghaziabad

- Dr. Ajay Tripathi

Associate Professor, Jaipuria Institute of Mgmt., Ghaziabad

- Dr. Mamta Kumari

Associate Professor, Jaipuria Institute of Mgmt., Ghaziabad

- Dr Rajni Singh

Asstt. Professor, Jaipuria Institute of Mgmt., Ghaziabad

Editorial Advisory Body

- Dr. D. P. Goyal

Professor, MDI, Gurgaon

- Prof. Krishan Kumar

Former Director & Prof., IIM, Kozhikode

- Prof. Neera Verma

Chairperson Deptt. of Economics, Kurukshetra University

- Prof. Ajay Pandit

FMS, University of Delhi

- Mr. Ravi Kumar

Director, PEC Ltd., New Delhi

Disclaimer: The responsibility of the contents and the opinions expressed in JIMQUEST, Journal of Management & Technology is exclusively of the author/s concerned. The publisher, editor or the institute shall not be held responsible for errors in the contents or any consequence arising from the use of content and information. The contents of this journal are primarily meant for academic purposes only.

Address for Editorial Correspondence:

Chief Editor, JIMQUEST- A Journal of Management & Technology, Jaipuria Institute of Management, Block A, Gate No. 2, Shaktikhand IV, Indirapuram, Ghaziabad. (Formerly Located at Vasundhara, Ghaziabad)

Copyright © 2015 Jaipuria Institute of Management. All Rights reserved, reproducing any material published in JIMQUEST: A Journal of Management & Technology requires prior permission of chief editor.

Printed by: Fortune India Printers, C-5, Sector 8, Noida. (UP) India.



Jaipuria Institute of Management

Indirapuram, Ghaziabad

(Formerly Located at Vasundhara, Ghaziabad)

(Approved by All India Council for Technical Education, Ministry of HRD, New Delhi
and Affiliated to Uttar Pradesh Technical University, Lucknow)

Discover Why

Jaipuria Institute of Management MBA is ranked 1st amongst B-School in Delhi NCR.

- Two years full time MBA programme with dual specialization (Rural Development, Finance, HR, Marketing, IT, IB)
- **7700+** Alumni in top notch industries
- **160+** Recruiters on Campus
- **100%** Placement
- **100** Hrs Corporate Communication Training
- **9.6 Lacs** highest placement package
- **Best** ROI (Return on Investment)
- **Safe and Secure** Campus Environment
- **CSR** Excellence Award 2014
- **Ranked A+** in go-getter Education Survey
- **State of art** Infrastructure
- Industry based value added program in association with Liquid eLearning Services Pvt Ltd. and Copal Amba (A Moody's venture)

Jaipuria Academic Excellence Award to Batch Toppers

- 1st Prize - 1 lakh
- 2nd Prize - 51000/-
- 3rd Prize - 31000/-



The MBA THAT'S AHEAD OF THE BEST

60 Hrs

Corporate Training on Investment Banking in association with Copal Amba.

60 Hrs

Corporate Training on E-commerce and Digital Marketing in association with EduKart.

60 Hrs

Corporate Training on Employability Enhancement Programme

60 Hrs.

Corporate Training on Logistics & Supply Chain Management

Star Placements



PARUL TRIPATHI
Federal Bank



PUNEET SRIVASTAVA
Micromax



UTKARSH RASTOGI
Hindware (Hindustan Sanitary)



ARSHAD ALAM
Micromax

Our Academic Partners from Industry-



Our Recruiters



Jaipuria Institute of Management

Campus Address: Block A, Gate No 2, Shaktikhand IV, Indirapuram, Ghaziabad-201014 (Formerly Located at Vasundhara, Ghaziabad)

Toll Free No: 1800-102-3488 | 0120-4550100, 9958222099, 09958077088, 9818817739

www.jaipuria.edu.in/jim | www.facebook.com/jaipuriaaghaziabad | www.youtube.com/jaipuriaaghaziabad | admissions@jaipuria.edu.in
SMS MBAJIM AT 56677



Jaipuria Institute of Management

Block A, Gate No 2, Shaktikhand IV, Indirapuram, Ghaziabad - 201 012
(Formerly Located at Vasundhara, Ghaziabad)
Ph: 0120-4550100, Fax: 0120-2882804

www.jaipuria.edu.in/jim

Jaipuria Institute of Management:

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has sprawling campus spread over 5.5 acres on Delhi-Meerut link road within NCR. During this short span of 15 years, under the able guidance of the President, Dr. Rajaram Jaipuria, JIM, is being acclaimed as a leading business school in Northern India.

Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies. The Institute started a full time 2 years master degree course in Business Administration (MBA), from the academic session 2001. The course is duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Uttar Pradesh Technical University, Lucknow (UP).

Jaipuria Institute of Management, Indirapuram, Ghaziabad aims to provide quality management education to transform individuals into Business Leaders, Skilled Manager and Entrepreneurs.

Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established themselves as a leading management institute in Northern India.

