



BVIMSR's
JOURNAL OF MANAGEMENT RESEARCH

ISSN: 0976 - 4739

VOLUME - 8

NUMBER - 2

October, 2016

In This Issue:

An Empirical Investigation into Market Risk and Investment Performance of Mutual Funds in India

Dr. Kavita Arora

Job Satisfaction, Turnover Intention And Organizational Commitment

Azeez, Rasheed Olawale, Jayeoba, Foluso Ilesanmi and Adeoye, Abayomi Olarewaju

Effectiveness Of Mobile Banking Technology-Enabled Financial Services In The Private Sector Banks (Growth And Customer Perception)

Dr. B. Angamuthu

Validating RSQS In Organised Electronics Retail Market In India

Prachi Jain and Dr. Vijita Singh Aggarwal

Analysis of IPO Performance Wealth Creators or Destroyers: An Indian Perspective

Dr. Simmi Khurana, Dr. Shalini Aggarwal and Dr. Amita Bagga

Influence of Children in Family Buying Process

Shefali Khurana and Dr. Vijita Singh Aggarwal

Impact of Celebrity Endorsed Advertisements on Gender in Attitude Formation

Dr. Abhishek Soni

Transformational Leadership and Organizational Oommitment: Testing the Moderating Role of Emotional Intelligence in Indian IT Sector

Priyanka Jain and Dr. Taranjeet Duggal

Bharati Vidyapeeth's Institute of Management Studies & Research
Sector 8, CBD-Belapur, Navi Mumbai-400614

022-27572433/ 27562582, email: editor_bjmr@bvimsr.com
www.bvimsr.com

BVIMSR's JOURNAL OF MANAGEMENT RESEARCH

Patron:

Hon'ble Dr. Patangraoji Kadam,

Founder - Bharati Vidyapeeth and Chancellor - Bharati Vidyapeeth University

Advisory Board

Dr. Shivajirao Kadam	: Vice-Chancellor, Bharati Vidyapeeth University, Pune
Dr. Vishwajit Kadam	: Secretary, Bharati Vidyapeeth, Pune
Dr. Uttamrao Bhoite	: Executive Director, Bharati Vidyapeeth, Pune
Dr. S. F. Patil	: Former Vice-Chancellor, Bharati Vidyapeeth University, Pune
Padmashri Dr. Pritam Singh	: Director General, IMI, New Delhi
Prof. G. M. Chowdhary	: Director, Institute of Business Administration, University of Dhaka, Bangladesh
Dr. Y. K. Bhushan	: Sr. Advisor, ICFAI Business School, Mumbai
Dr. B. R. Singh	: Former Director- HR, Ispat Industries Ltd.
Dr. A. B. Rao	: Former Director, BVIMSR, Navi Mumbai
Dr. D. Y. Patil	: Director, BVIMSR, Navi Mumbai

Editorial Board

Dr. D. Y. Patil	: Editor-in-Chief
Dr. P. S. Rao	: Dean - Quality Systems and New Business Initiatives, Welingkar Institute of Management Development & Research, Mumbai
Dr. R. K. Hebsur	: Former Deputy Director, TATA Institute of Social Sciences, Mumbai
Dr. Upinder Dhar	: Gr. Addl. Vice Chancellor, Amity University, NOIDA.
Dr. Satish C. Sharma	: Professor and CMD, Maharaja Group of Colleges, Udaipur
Dr. S. Prakash	: Professor, Department of Management Studies, SNS College of Technology, Coimbatore, Tamil Nadu
Dr. V. Mahalakshmi	: Dean, Panimalar Engineering College, Chennai
Dr. Dick Oluku Mukoro	: Senior Lecturer Department of Accounting, Covenant University, Ota, Nigeria
Dr. Emmanuel Amoo	: Lecturer-1 School of Social Sciences, Covenant University, Ota, Nigeria

Editorial Committee

Prof. J. C. Sharma	: Executive Editor
Dr. Manisha Dubey Shukla	: Co-editor
Prof. Pooja Kadam	: Member

Editorial Support Committee

Prof. Pratibha Deshmukh	Prof. Kuldeep Bhalerao	Prof. Ritu Goswami
-------------------------	------------------------	--------------------

Review Committee (Internal)

Dr. Anjali Kalse	Prof. Deepak Jakate	Prof. J. C. Sharma
Dr. Sharukh Tara	Dr. Vishal Chavan	Dr. Manisha Dubey Shukla
Dr. Amol Gore	Dr. Prachi Murkute	Dr. Jyoti Kharade
Dr. Govind P. Shinde	Dr. Kamini Khanna	

External Reviewers

Experts from Teaching and Research Institutes and Industry.

The views expressed in the journal by the authors are of their own and not of the editors nor of the publisher.

It is the sole responsibility of the authors that the article submitted by them is their original work and that the article has not been published anywhere else.

The legal jurisdiction for any dispute arising from this publication will be Navi Mumbai.

Copyright © BVIMSR's Journal of Management Research. All rights reserved.

Contents should not be copied, emailed or reproduced without the written permission of the copyright holder.

GUIDELINES FOR CONTRIBUTORS

1. For submission :

- ▶ **Covering Letter:** Title of the paper, Author's Name, Designation, Organization, Official Address, Personal Address, Contact Number (Official & Personal) and e-mail address.
- ▶ **Abstract :** Should contain in brief – Objective, Research Questions/ Hypothesis, Methodology, Findings and 5-6 keywords.
Word Limit: 250-500 words
- ▶ **Full Paper**
 - o Copies: Softcopy by e-mail
 - o Format: A-4 Size, MS-Word
 - o Word Limit : Not to exceed 5000 words
 - o Font : Times New Roman
 - o Font Size : Heading-14, Text-12
 - o Margin : 1.5-inch on all four sides
 - o Line Spacing : 1.5

2. Format of the paper :

- ▶ **Title:** Title should not be more than 6-8 words.
- ▶ **Sections:** Introduction, Review of Literature, Definitions of specialized terms Objectives, Research, Questions / Hypothesis, Methodology, Findings / Results, Conclusions/Recommendations and Limitations.
- ▶ **Annexure:** Tables, Charts, Graphs, Quotations, Equations, Articles, should be numbered, cited and referenced properly.
- ▶ **Abbreviations:** Any Abbreviations used should be written in full at first followed by the abbreviations in the parenthesis.
- ▶ **Referencing:** The Harvard System should be used in referencing.
- ▶ **Foot Notes:** Should be numbered consecutively in the text and should be typed on the same page they are denoted.

- 3. **Declaration:** Author must declare originality of work. The article should not have been published or submitted for publication elsewhere.
- 4. The Journal neither charges any processing fee nor pays any honorarium to the authors.
- 5. Author will receive one complementary copy of the journal.
- 6. Editorial Board's decision will be final.
- 7. The copyright of all accepted papers will vest with BJMR.

Address For Correspondence: e-mail ID: editor_bjmr@bvimsr.com

The Editor, BJMR
Bharati Vidyapeeth's
Institute Of Management Studies & Research
Sector-8, CBD, Belapur, Navi Mumbai-400614.
Ph. 022-27572433/27562582
Website: www.bvimsr.com

Journal Listed in



Google Scholar



Indian Citation Index



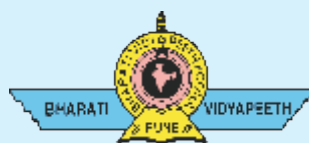
Google Scholar



Indian Citation Index



Academia



Bharati Vidyapeeth's
Institute of Management Studies & Research
Sector 8, CBD-Belapur, Navi Mumbai-400614
022-27572433/ 27562582, email: editor_bjmr@bvimsr.com,
www.bvimsr.com