SCMS Journal of Indian Management
A Quarterly Publication of
SCMS-COCHIN

Editor-in-Chief : Dr.G.P.C.Nayar
Chairman
SCMS Group of Educational Institutions

Editor : Dr.D.Radakrishnan Nair
Professor, SCMS-COCHIN

Editorial Advisory Board

Dr.Subramanian Swamy : Professor, Harvard University, Cambridge, MA, US. Formerly, Professor of Economics, IIT, Delhi.

Dr.V.Raman Nair : Director, SCMS-COCHIN.

Dr.Radha Thevannoor : Director, SCMS School of Technology and Management, Kochi.

Dr.Thomas Steger : Professor of European Management, Chemnitz University of Technology, Chemnitz, Germany.

Dr.Kishore G.Kulkarni : Professor, Metropolitan State College of Denver and Editor - Indian Journal of Economics and Business, Denver, US.

Dr.Naoyuki Yoshino : Professor of Economics, Keio University, Tokyo, Japan.

Dr.Mathew J.Manimala : Professor of Organization Behaviour and Jamuna Raghavan Chair Professor of Entrepreneurship at the Indian Institute of Management, Bangalore.

Dr.Tapan K.Panda : Professor of Marketing, Indian Institute of Management, Indore.

Dr.Azhar Kazmi : Professor, Department of Management and Marketing, King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia.

Dr.Jose Maria Cubillo-Pinilla : Professor, International Marketing, Polytechnic University of Madrid, Spain.

Dr.I.M.Pandey : Director, Pearl School of Business, Gurgaon.

Dr.George Sleeba : Asst. Managing Director, V-Guard Industries.

Mr.Jiji Thomson IAS : Agricultural Marketing Adviser, Government of India.