SILVER JUBILEE YEAR 1994-2019



ABOUT MANAGEMENT RESEARCHER

Management Researcher is a quarterly publication of IMDR. The journal was launched in 1994 with the objective of communicating the results of research, consultancy and educational activities. Management Researcher is approved by the Board of Studies of several Universities in India and therefore continues to be a research publication widely in demand among researchers and academicians.

Chief Editor Dr.C.V.Jayamani

Former Professor, School of Management Studies, CUSAT, Kochi: Former Governing Board Member, IIM Kozhikode: Independent Director HIL (India) Limited, New Delhi Mob 9447059320, E-mail cyjayamani@gmail.com

Managing Editor Dr.K.Sasikumar

Chairman, IMDR; Former Professor & Director, School of Management and Legal Studies, University of Kerala

Executive Editor Dr.V.Harikumar

Secretary, IMDR: Former Professor of Commerce, Mahatma Gandhi College, Trivandrum

Chief Associate Editor Dr.B.Chandrachoodan Nair

Former Chief. State Planning Board

Associate Editors

Dr.V.S.Santhosh

Former Associate Professor & Head Dept. of Commerce, M G College, Trivandrum

Dr. G.S.Sumesh

Assistant Professor, VTM NSS College, Dhanuvachapuram

Advisory cum Reviewer's Board

Dr.T.G.Arun

Professor & Dean, Lancashire Business School, United Kingdom

Dr.K.P.Muraleedharan

Academic Dean, University of West London, RAKE2, Academic Zon UAE

Dr.Suresh Paul Antony

Professor, Indian Institute of Management (IIM) Trichi

Dr.I.M.Pandev

Former Professor, Indian Institute of Management (IIM) Lucknow

Dr. S. Vijayadurai

Director, Directorate of Distance Education, Madurai Kamaraj University, Madurai (TN)

Dr.K.S Chandrasekar

Professor & Dean, School of Management and Legal Studies, University of Kerala

Dr. C.Ganesh

Professor & Director, School of Management and Legal Studies, University of Kerala

Dr. K.G.Chandrasekharan Nair

Former Professor, Mar Ivanios college, Trivandrum

Dr.S.Jayadev

Associate Professor, Mahatma Gandhi College, Thiruvananthapuram

Eme Suzila Kassim

Faculty of Business and Management, University of Technology, MARA, Malaysia

Dr. Fasila Jameel Ashan

Professor, University of Colombo Srilanka **Dr. Rina Fitriana ST, MM, IPM, AER**

Head of Industrial Engineering Department, Trisakti University, Jakarta, Indonesia

Prof (Dr)J.L.Gupta

Former Professor of Accounting
Universityof Delhi, CP-18, Maurya Enclave,
Pitampura

Dr. T.N.Mathur

Former Professor & Dean Dept. of Economic Administration and Fin. Management, Rajasthan University, Jaipur

Dr. B Vijayachandran Pillai

Professor, Department of Commerce and Management Studies, Calicu University

Dr.G.Gopakumar

Former Vice Chancellor, Central University of Kerala, Kasargod

Dr.M.Sivaraman

Distinguished Professor, Centre for Management Development (CMD), Trivandrum

Dr. Javashankar Prasad

Director,

International Centre for Free and Open Source Software (ICFOSS), Technopark

Dr.Jaya S.Matadeen

Professor & Dean, Faculty of Law and Management, University of Mauritius

Dr. Kavil Ramachandran

Professor, Indian School of Business, Hyderabad

Dr. M.B Shukla

Former Dean and Director, School of Management Studies, Kasi Vidyapeeth, Varanasi IIP

Dr.V.Shekhar

Professor of Management Usmania University, Hyderabad

Dr.Mayooth.D

Professor & Director,

School of Management Studies, CUSAT, Kochi

Dr.Gabriel Simon Thattil

Professor, School of Management and Legal Studies, University of Kerala

Dr. Baiju Ramachandran

Company Secretary & Director, Indian Chamber of commerce & Industry

Dr.B.Raiendran

Principal, KITTS, Thiruvananthapuram.



INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

Mylam, Cheriakonni P.O., Thiruvananthapuram, Pin: 695013 Mobile: 8281107488 E-mail: imdr.research@gmail.com