

MSRUAS



Journal of Management and Commerce

**An Official Publication of
M. S. Ramaiah University of Applied Sciences**

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GENERAL INFORMATION

Aim and Scope of the Journal

Journal of Management and Commerce is an official publication of M. S. Ramaiah University of Applied Sciences. The aim of this journal is to provide an arena for portraying original research, case studies, articles and reviews in the field of Management and Commerce.

The scope of the journal covers national research and welcomes manuscripts for publishing in the following fields of:

- Business Management
- Hospitality Management
- Hospital Management
- Commerce &
- Humanities

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Publication

MSRUAS- JMC is published biannually. (January and August)

Editorial

Lokesh AC,
Editor in Chief- MSRUAS- JMC

Research on Management and Commerce dates to back to Chanakya (370 - 283 BC), who authored “Arthashastra” an ancient Indian treatise on statecraft, economic policy and military strategy. Although Chanakya’s principles and methods of management in general stand good even till date, it has evolved over time. Management and Commerce studies over time have grown into many verticals. This has opened many vistas for education and research in the fields of business management, hospitality, healthcare, finance, trading, humanities and many more for contributing to knowledge base

Facts and figures according to a latest report by Price Waterhouse Coopers claim that, India is all set to become the world's third largest economy by the year 2030. It has been estimated that health care industry is contributing to more than 5% of GDP with 4 million jobs. Similarly it is estimated that the tourism and hospitality sector’s contribution to the country’s Gross Domestic Product (GDP) will grow at the rate of 7.8 % yearly in the following decade (2013–2023). A joint report by FICCI and KPMG claims that the medical tourism market in India is projected to hit US\$ 3.9 billion mark this year having grown at a Compounded Annual Growth Rate (CAGR) of 27 % over the last three years.

The above mentioned growth is possible only with help of well educated quality manpower. This calls for quality education with strong knowledge base, which is developed by systematic research in the respective fields. With this in view MSRUAS – JMC has been envisioned to provide a platform for publishing quality research and strengthen the knowledge base in the broad domain of Management Sciences.

The journal will publish original research papers on the topics listed in “Scope of the Journal.” We are convinced that with the wholehearted support from MSRUAS, this humble beginning will blossom into a prestigious journal in due course.

Finally, the Editor-in-Chief would like to thank the authors who submitted papers to this second issue of the journal. Many thanks are due to external reviewers and editorial board members for their valuable feedback and timely advice.

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