

# Journal of Business and Management

(COES&RJ-JBM)

ISSN (E): 2306-7179

ISSN (P): 2306-8043

Volume 5 Number 1

January, 2017



SHAMSI

**Centre of Excellence**

for Scientific & Research Journalism

[www.centreofexcellence.net](http://www.centreofexcellence.net)



OPEN SOCIETY  
FOUNDATIONS



## About Us

Centre of Excellence for Scientific & Research Journalism (COES&RJ LLC.) is a private organization incorporated in the State of Texas, USA, aiming to provide a platform to innovative academicians of scientific and research fields. Further COES&RJ encourages research activities by organizing research training workshops, conferences and publishing high quality international journals.

It operates as an umbrella organization, promoting co-ordination and teamwork among economists and scholars in terms of the expertise of participants around the world.

### The core objectives of the organization includes:

Advancing and encouraging research in the field of science and Technology.

Publish high quality theoretical and empirical research papers.

Building networks among academicians and officials.

Integrating graduates at international level.

## Team

### Nasir Ali Shamsi

Chief Executive / President  
Centre of Excellence for Scientific & Research Journalism (COES&RJ LLC.)

### Farhat Tabassum Shamsi

Manager  
Centre of Excellence for Scientific & Research Journalism (COES&RJ LLC.)

### Dr. Neda Khan

Project Coordinator

### Dr. Fariha Loopa

Asstt. Project Coordinator

### Muhammad Rizwan

Asstt. Editor

### Muhammad Hayat

Asstt. Editor

## Information for Authors

### REVIEW PROCESS

Our Journal is has an initial acceptance rate of less than 18%.

**Type of Review:** Double Blind Review

**External Reviewers:** 32

**Internal Reviewers:** 3

**Time to Review:** 3-8 weeks

### PUBLICATION INFORMATION

**Publisher:** Centre of Excellence for Scientific & Research Journalism (COES&RJ LLC.)

**Limited Liability Company**

Filed in the office of the

**Secretary of State of Texas**

**Filing #:** 802039747 08/06/2014

**Document #:** 558923250002

**EIN:** 38-3940993

**Frequency of Issues:** Quarterly: 4 times a year

**Launch Date:** January 2013

**Article Submission Fee:** There is no article submission fee

**Article Processing Fee:** Yes, US\$150 per accepted article

**Printed Copy Fee:** US\$25 per copy

### MANUSCRIPT SPECIFICATIONS

**Manuscript Styles:** see "Submission Guidelines" page

**Manuscript length:** 20 pages

**Copies required:** Electronic only

### CONTACT INFORMATION

**Editor-in-Chief:** Dr. Ra'ed (Mo'hd Taisir) Abdelqader Masa'deh

**Editor:** Moiz Haider Shamsi

**Associate Editor:** Dr. Ephraim Okoro

**Address:** 10685-B Hazelhurst Dr., Houston, TX 77043, USA

**Phone:** +1-281-407-7509

**Fax:** +1-281-754-4941

**Email:** editor.jbm@centrefexcellence.net

**Website:** <http://www.centrefexcellence.net>

**Readers:** Academics, Universities, Research Institutions, Governmental, Non-Governmental Agencies and Individual Researchers.

### Board of Advisors

#### Dr. Waris H. Razvi

Author - Trainer - Consultant  
Sharjah U.A.E.

#### Dr. P. Jeyanthi

Govindammal Aditanar College for Women, Tiruchendur,  
Tamil Nadu, India

#### Dr. Bhupendra Kumar Sharma

Birla Institute of technology & Science (BITS), Pilani  
Rajasthan, India

#### Dr. K. Rameshkumar

Hindustan University, Chennai, Tamilnadu, India

#### Dr. Muhammad Atif,

Assistant Professor,  
Department of Computer Science,  
CIIT-Lahore,

#### Dr. Aftab Ahmed

Balochistan University of Information Technology  
Engineering & Management Sciences (BUIITEMS),  
Pakistan

#### Rakesh Kumar Yadav

College of Engg. & Technology  
IFTM, Lodhipur-Rajput, Mordabad, India

#### Engr. Sasitharan Nagapan

Universiti Tun Hussein Onn Malaysia

#### Dr. Vodnar Dan Cristian

University of Agricultural Sciences and Veterinary Medicine,  
Cluj Napoca, Romania

#### Dr.G. Roshan Deen

Nanyang Technological University, Singapore

## Journal of Business & Management (COES&RJ-JBM)

### Disciplines

Advertising, Accounting and Finance, Banking, Business and Retail Research, Business Economics, Business Environment, Business Ethics and Legal Issues, Business Policies, Strategies, and Performance, Business Research, Business Security and Privacy Issues, Communication, Consumer and Personal Selling, Consumer Behavior Consumer Buying Behavior, Corporate Finance, Demographics and Retail Business, E-Commerce, Economic Development, Emerging Advances in Business and its Applications, Enterprise Resource, Entrepreneurship, Equality, Diversity and Inclusion, Financial Management, General Management, Global Business Processes, Health Management, HRM and Retail Business, Human Resource Management, IMF Policies, Information Management, Innovation and Product Development, Innovation in Retail Management, Insurance and Risk Management, International Business, International Finance, International Marketing, International Trade, Islamic Banking, Islamic Finance, Knowledge Management, Law and Management, Leadership, Logistics / Supply Chain, Macro & Micro Economics, Management, Management and Retail Marketing, Marketing Communication Issues, Marketing Management, Marketing Management and Strategies, Methodologies, Micro Finance, MIS and Retail Management, New Venture start-up, Online Marketing, Operations Management, Organizational Behaviour, Organizational Development, Organizational Politics, Performance Management, Public Sector Management, R&D Management, Relationship Management, Research Method, Retail Buying, Risk Management, Risk Management, Selling and Marketing, Services Management, Services Marketing, Strategic Issues, Strategic Management, Strategic Management, Total Quality Management, Training and Development.

### Submission Guidelines

There is no submission fee.

### Submission

The articles submitted to Journals of the Centre of Excellence for Scientific and Research Journals should be in accordance with the aim and scope of the journal. Manuscripts must be written in good English and should be submitted through e-mail: editor.jbm@centreofexcellence.net Manuscripts should be submitted as a single MS-Word file including all materials. Any opinions expressed in articles are only those of authors and not necessarily those of the editor, the associate editors or the publisher.

### Manuscript

Manuscripts must be unpublished and according to sample article. The title page must include an abstract that is no longer than 400 words, key words and JEL classification numbers. Full contact information for all authors must also be provided on a separate page. References must strictly meet the journal's style requirements.

### Spelling and punctuation

Authors can use either the US or UK variety of English spelling and punctuation. The chosen variety has to be used consistently throughout the manuscript. It is unacceptable to mix different styles, spelling and punctuation.

### Title Page

The first page of the manuscript must contain: the full title; the affiliation and full address of all authors and the corresponding author; the second page must contain an abstract of 400 words or less.

### Abbreviations

Any word(s) to be abbreviated should be written in full when first mentioned followed by the abbreviation in parenthesis.

### Illustrations

All illustrations of any kind should be submitted as sequentially numbered figures, illustrations should not be inserted in the manuscript but supplied after the main body of the text.

### Tables and Supplementary Material

Data must be kept to a minimum. Tables should be numbered and headed with short titles. As with illustrations, they should not be inserted in the manuscript but supplied after the main body of the text.

### Acknowledgements

Acknowledgements should appear at the end of the text.

### References

Should be complete according to following guideline  
Arrow, K. (1970) "The Organization of Economic Activity: Issues Pertinent to the Choice of Market Versus Non-market Allocations" in Public Expenditure and Policy Analysis by R.H. Havenman and J. Margolis, Eds., Markham: Chicago, pp. 67-81  
Benabou, Roland (1994) "Education, Income Distribution, and Growth: The Local Connection" NBER working paper number 4798  
Berglas, E. (1976) "Distribution of tastes and skills and the provision of local public goods" Journal of Public Economics Vol. 6, No.2, pp.409-423.  
Edgeworth, F.Y. (1881) Mathematical Psychics, Kegan Paul: London.  
Mas-Colell, A and J. Silvestre (1991) "A Note on Cost-Share Equilibrium and Owner- Consumers" Journal of Economic Theory Vol.54, No.1, pp. 204-14.

### Footnotes

These should be numbered consecutively in the text.

### Appendix

At the end of paper.

### Revision

When advised by the language editor, the Publisher has the right to send back manuscripts to their authors for correction. The Publisher may also reject manuscripts for publication if the suggested corrections are not implemented.

### Publication Process Fee

A publication fee is **US \$150** or **GBP100** is payable for manuscript **ACCEPTED** for publication.

### Print Copy

copy of the printed journal can be purchased at the author's preferential rate of **US\$25.00 per copy**, and **US\$5 per off print** of article.

## Editorial Board

### Editor-in-Chief

**Dr. Ra'ed (Mo'hd Taisir) Abdelqader Masa'deh**  
Dean: Faculty of Tourism & Hospitality  
University of Jordan  
Aqaba, Jordan

### Editor

**Moiz Haider Shamsi**  
Institute of Cost & Management Accountancy  
Karachi, Pakistan

### Associate Editor

**Dr. Ephraim Okoro**  
Howard University,  
Washington, D.C. 20059, U.S.A.  
Dr. Bradley Anthony Jones  
International Monetary Fund (IMF)  
Washington DC, USA

### Dr. Minwoo Lee

Western Kentucky University  
Bowling Green, KY, 42101, U.S.A.

### Dr. Nermine Atteya

State University of New York,  
U.S.A.

### Dr. Mohammed T. Hussein

Prairie View A&M University  
Texas, USA

### Dr. Liping Gao

Georgia Southern University  
Statesboro, Georgia, USA

### Dr. Yvonne Downs

University of Huddersfield  
Queensgate, Huddersfield, UK

### Dr. Ashley Burrowes

University of Canterbury  
Christchurch, New Zealand

### Dr. MIGUEL ANGEL PEREZ BENEDITO

University of Valencia  
Spain

### Dr. Mostafa.H.Deldoost

Ferrara University  
Ferrara, Italy

### Prof. Dr. José António Filipe

Instituto Universitário de Lisboa (ISCTE-IUL),  
Lisboa, Portugal

### Dr. Mariantonietta Fiore

University of Foggia  
Italy

### Dr. Ionel Bostan

University of Iasi  
Romania  
Dr. Harun Kaya  
Istanbul Universitesi  
Isteme Fakultesi. Turkey

### Dr. Noor Mohammad

Universiti Kebangsaan  
Malaysia

### Dr. Puspa Liza Ghazali

University of Sultan Zainal Abidin  
Malaysia

### Dr. Munadil K. Faaeq - PhD.

University Utara Malaysia (UUM)  
Malaysia

### Dr. Elsadig Musa Ahmed

Multimedia University  
Malacca, Malaysia

### Dr. Anabelie Villa-Valdez, MST, Ph.D.

Mindanao State University  
Marawi City, Philippines

### Dr. Ajayeb Salama Abu Daabes

Emirates College of Technology  
Dubai, U.A.E.

### Dr. Safiat Ali Saber Ali

Taibah University  
Al Madina al Monoraa, Saudi Arabia

### Dr. Iyad A. Alnsour

Imam Muhammed Ibn Saud Islamic University  
Riyadh, Saudi Arabia

### Dr. Safiat Ali Saber Ali

University of Gezira  
Sudan

### Dr. Ibrahim Hamza

Giza, Cairo, Egypt

### Dr. Omneya Mokhtar Yacout

Alexandria University  
Alesandria, Egypt

### Dr. Akmal Shahzad

Iqra University, Islamabad  
Islamabad, Pakistan  
Dr. Naila Iqbal  
Barkatullah University, CRIM,  
Bhopal, India

### Dr. Ravikant Swami

Arni University  
Kathgarh (Indora), India

### Dr. Roli Pradhan

Barkatullah University,  
Bhopal, India

### Dr. S. Saravanakumar

JKK Nattraja College of Engineering & Technology,  
Tamilnadu, India

### Dr.V. Maha Lakshmi

Panimalar Engg College,  
Chennai, India

### Dr. R. Shashi Kumar

Bangalore University  
Bangalore, India

### Prof Dr Rao P C K

Sakun Educational Consultants Pvt Ltd  
New Delhi, India

### **Indexed/ Abstracted**

Important institutional repositories that are indexed and abstracted in field specific indexes.

PubMed, Research-ID (Thomson Reuters), EndNote-Basic (Thomson Reuters), SPZ, NEP, Issuu, vLex, nereus, J-Gate, Scribd, RePEc, IDEAS, EDIRC, LogEC, MyAIS, ORCID, OAlster, SciVerse, Socionet, Citeseerx, Mendeley, PressPad, getCITED, Globethics, RSS (Feed), EconPapers, BaikalGlobal, IEEE-Explore, Research Bible, Google Scholar, AcademicKeys, AcademicIndex, Jour Informatics, PublishersGlobal, OCLC-WorldCat, Economists Online, Web of Knowledge, Iqra Research World, Connect Journals, India, Tudományos konferenciák, Harvard Dataverse Network, Citations in Economics (CitEc), Social Sciences Research Network (SSRN), Global Health Studies Thammasat University, New Jour Electronic Journals & Newsletters, DRJI, Directory of Research Journals Indexing, National Center for Biotechnology Information (NCBI).

### **Open Access Policy**

All COES&RJ-JBM is committed to real and immediate open access for academic work. All of the COES&RJ-JBM articles and reviews are free to access immediately from the date of publication. There are no author charges (commonly known as APCs) prior to publication, and no charge for any reader to download articles and reviews for their own scholarly use. The COES&RJ-JBM does not, therefore, operate either a Gold or Green model of open access, but is free to all at any time and in perpetuity. To facilitate this the COES&RJ-JBM depends upon the financial underwriting provided by the Centre of Excellence for Scientific & Research Journalism (COES&RJ-LLC), the goodwill of its editorial team and advisory board, and the continuing support of its network of peer reviewers.



### **Creative Commons License**

This work is licensed under a Creative Commons Attribution 4.0 International License.

The COES&RJ-JBM also operates under the Creative Commons Licence. This allows for the reproduction of articles, free of charge, for non-commercial use only and with the appropriate citation information. All authors publishing with the COES&RJ-JBM accept these as the terms of publication. Please note that copyright of the content of all articles and reviews remains with the designated author of the article or review. Copyright of the layout and design of COES&RJ-JBMs' articles and reviews remains with the COES&RJ-JBM and cannot be used in other publications.