



BUSINESS ANALYST

A REFEREED JOURNAL OF SHRI RAM COLLEGE OF COMMERCE
Volume 40 Issue 1 January - June 2019 ISSN 0973-211X

Ethical Conduct of Educated Youth in India- A Study of MBA Students
MALA SINHA AND ANISHA

A Study of Organisational Justice Dimensions among Bank Employees
NIDHI AND KRISHNA KUMARI

The Marvel of Taj: A Competitive Advantage in Brand Positioning in Tourism
KALPANA BHAKUNI AND SHEETAL KAPOOR

Corporate Governance and Sustainability Tourism Marketing: An Analysis and Review of Recent Literature
JATIN VAID, DAVINDER KUMAR VAID AND SUBODH KESHARWANI

Proactive Approach to Corporate Social Responsibilities (CSR) Spending Post-Legislation Mandating CSR
JYOTIKA BAHL AND VIJAY KUMAR KAUL

Political Marketing: An Emerging Theory
SUMAN SI

Culture and Economic Growth: A Survey of the Literature
PRIYANKA ARORA

Supremacy Towards the Control of the Level of Rahim's Organisational Conflict Inventory Between Public and Private Sector Commercial Banks of Punjab
SHIVANI NISCHAL

BUSINESS ANALYST

A REFEREED JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

Volume 40 Issue 1 January - June 2019 ISSN 0973-211X

Patron

Ajay S. Shriram
Chairman, Governing Body

Chief Editor and Principal

Simrit Kaur

Editor

Santosh Kumar

Associate Editors

Anil Kumar: Associate Professor, Department of Commerce, Shri Ram College of Commerce
Annavaiah J.C. Bose: Associate Professor, Department of Economics, Shri Ram College of Commerce
Rajiv Jha: Associate Professor, Department of Economics, Shri Ram College of Commerce

Editorial Advisory Board

Aditya Bhattacharjea: Professor, Department of Economics, Delhi School of Economics, University of Delhi, Delhi.
Arup Mitra: Director General, National Institute of Labour Economics Research and Development (An Autonomous Institute under NITI Aayog)
C.P. Gupta: Professor, Department of Financial Studies, University of Delhi, Delhi
Parthapratim Pal: Professor, Indian Institute of Management, Kolkata
R.K.Singh: HOD and Dean, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi
Prithvi Raj Guha: Assistant Professor, Presidency University, Kolkata
Tilokie Depoo: Dean and Professor, School of Business, Metropolitan College of New York, USA

Editorial Assistance Committee

Anil Kumar, Assistant Professor, Department of Commerce, Shri Ram College of Commerce
Asha Rani, Assistant Professor, Department of Commerce, Shri Ram College of Commerce
Pankaj Shah, Assistant Professor, Department of Commerce, Shri Ram College of Commerce
Sudhanshu Yadav, Assistant Professor, Department of Commerce, Shri Ram College of Commerce

Website Management and Technical Officer

Neha Sharma

Marketing, Sale and Office Assistant

Rupesh Gupta

All correspondence relating to publication and circulation of the journal should be addressed to :

*The Editor
Business Analyst
Shri Ram College of Commerce
University of Delhi, Maurice Nagar
Delhi - 110 007
Email: business.analyst@srcc.du.ac.in
Phone: 11 - 27667905; Fax: 11 - 27666510*

Sr. No.	Title	Registration No.	Title Code	State	Periodicity	State	Publication City	Owner Name
1	Business Analyst	16409/1968	DELENG00667	Delhi	Half Yearly	Delhi	Delhi	Shri Ram College of Commerce

BUSINESS ANALYST

A REFEREED JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

Volume 40

Issue 1

January - June 2019

ISSN 0973-211X

CONTENTS

ARTICLES

- Ethical Conduct of Educated Youth in India- A Study of MBA Students.....3-28
Mala Sinha and Anisha
- A Study of Organisational Justice Dimensions among Bank Employees.....29-44
Nidhi and Krishna Kumari
- The Marvel of Taj: A Competitive Advantage in Brand Positioning in Tourism.....45-57
Kalpana Bhakuni and Sheetal Kapoor
- Corporate Governance and Sustainability Tourism Marketing: An Analysis and Review of
Recent Literature.....59-85
Jatin Vaid, Davinder Kumar Vaid and Subodh Kesharwani
- Proactive Approach to Corporate Social Responsibilities (CSR) Spending Post-Legislation
Mandating CSR.....87-101
Jyotika Bahl and Vijay Kumar Kaul
- Political Marketing: An Emerging Theory.....103-113
Suman Si
- Culture and Economic Growth: A Survey of the Literature.....115-122
Priyanka Arora
- Supremacy Towards the Control of the Level of Rahim's Organisational Conflict Inventory
Between Public and Private Sector Commercial Banks of Punjab.....123-144
Shivani Nischal

BOOK REVIEW

- An Introduction to Ecological Economics.....145-150
Annabhula J.C. Bose
- Leapfrogging to Pole-Vaulting Creating the Magic of Radical yet Sustainable Transformation.....151-155
Vibhor Verma

Format / Style

1. Paper should be submitted online with the declaration that the paper has not been published or submitted for publication elsewhere. The length of the paper normally should not exceed 6000 words with running text font size 12 of Times New Roman.
2. The soft copy of the manuscript should be sent through email at business.analyst@srcc.du.ac.in or santosh.kumar@srcc.du.ac.in. Paper without a soft copy shall not be accepted.
3. Format of the article on the front page should be:
 - i) Title,
 - ii) Name(s) of the contributor(s),
 - iii) Abstract
 - iv) Keywords
4. A research article should be ideally divided across five sections which consist of (a) Introduction (b) Review of literature (c) Research methodology (d) Analysis of data and interpretatry discussion (e) Conclusion and policy implication.
4. The designation of the author(s) should be mentioned in footnote style on the first page of the article.

Abstract

It should capture the essence of the article and entice the reader. Abstract should typically be of 100-200 words. It should be in italics.

Endnotes

Endnotes should be serially arranged at the end of the article well before the references and after conclusion.

Table / Figures

The first letter of the caption for table, figure and graph should be in capital letter and the other words to be in small letter, e.g. **Table 1 and Figure 1**.

References

The contributors are advised to follow Harvard system of citing the in-text referencing. References actually cited should be placed immediately after endnotes in accordance with the following examples:

Bhagwati, Jagdish (1995). "U.S. trade policies: The Infatuation with Free Trade Areas." in Jagdish Bhagwati and Anne O. Krueger, eds. *The Dangerous Drift to Preferential Trade Agreements*, Washington: AEI Press

Bhagwati, Jagdish, and T.N. Srinivasan (2002). "Trade and poverty in the Poor Countries" *American Economic Review* 92(2), 180-183.

International Monetary Fund (1998). "Financial Crisis: Causes and Indicators", *World Economic Outlook*, Washington, DC.

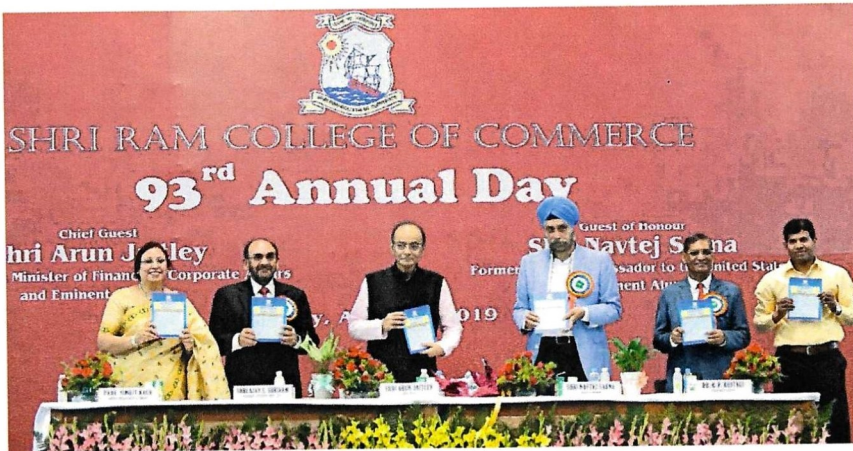
Book Review

Book Review must provide the following information: name of the author, title of the book, place of publication, year of publication, name of the publisher, number of pages (Roman and Arabic figure to include preliminary pages), and price with binding specification (soft or hard).

BUSINESS ANALYST

A REFEREED JOURNAL OF SHRI RAM COLLEGE OF COMMERCE
Volume 40 Issue 1 January - June 2019 ISSN 0973-211X

Business Analyst makes an effort to expose business and economic phenomena to modern techniques of theoretical analysis and objective appraisal. It aims to promote research in these fields and to encourage empirical and inductive writings. Persons engaged in studying complex business and economic problems are invited to send their research papers for publication. Since the Journal provides full analytical freedom to writers, the Editor and Editorial Board do not accept any responsibility for conclusions and findings derived from factual data or via empirical reasoning. Business Analyst is catalogued in the Library of Congress, Washington, D.C. Copyrights of the articles published in Business Analyst remain with Shri Ram College of Commerce.



Business Analyst, Vol. 39, Issue-1 being released by former Finance Minister of Govt. of India Mr. Arun Jaitly

Subscription

Soft copy of Business Analyst is freely available with online portal of Business Analyst at <https://www.srcc.edu/business-analyst> through login process. Annual subscription of hard copy of Business Analyst is available at Rs. 500 for two issues. Single issue is priced at Rs. 250. Those who wish to subscribe to hard copy of Business Analyst may send DD favouring Principal, Shri Ram College of Commerce, payable at Delhi.

Note: Facility of mutual exchange of journal is also available.

Advertisement Tariff

Inside back cover page: Rs. 4000

Regular page (Full): Rs. 2500

Regular page (Half): Rs. 1500

Published by : Principal on behalf of Shri Ram College of Commerce, Delhi - 110 007.

Printed by : Sudha Printing Press

B-21/3, Okhla Industrial Area, Phase -II, New Delhi - 110020

E-mail: sudhapp@gmail.com



SHRI RAM COLLEGE OF COMMERCE

University of Delhi, Maurice Nagar Delhi - 110 007

Phone: 11 - 27667905 Fax: 11 - 27666510