Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ
Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD
Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi
PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modares University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modares University, Tehran, Iran
Young Researchers’ Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.
Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA
Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN
Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA
Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM
Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA
Dr. Krishan kumar
Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh
Certified Manager - Cambridge Association of Managers, England, Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu
Associate Professor,
Faculty of Finance and Accounting, “ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare
Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta
Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

Editor-in-chief

Chieh-Yu Lin
Professor,
Department of International Business, Chang Jung Christian University
Guiren District, Tainan City, Taiwan 71101

International Editorial Board

Prof. S. Saravanakumar
Associate Professor, Department Of Management Studies,
JKK Nattraja College Of Engineering & Technology, Komarapalayam

Dr. Jayasankaraprasad
Asst.Professor (Marketing), Dept. Of Business Management,
Krishna University (State Govt. Of A.P.) Machilipatnam, A.P.-521001, INDIA

Dr Roli Pradhan
Assistant Professor , Department Of Management Studies ,
Maulana Azad National Institute Of Technology , Bhopal MP, INDIA

Dr. K. Chandrasekar
Assistant Professor,
Alagappa Institute Of Management, Alagappa University, Karaikudi. INDIA
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Asoke Nath</td>
<td>Assistant Professor</td>
<td>Department Of Computer Science, St. Xavier's College(Autonomous), Bengal, India</td>
</tr>
<tr>
<td>Qader Vazifeh Damirchi</td>
<td>Faculty Member</td>
<td>Islamic Azad University In Iran</td>
</tr>
<tr>
<td>Dr. Abdul Majeeb Pasha</td>
<td>Professor</td>
<td>Vice- Principal, Nimra College Of Bus. Mgt, Nirma Nagar Ibrahimpatnam Vijayawada, INDIA</td>
</tr>
<tr>
<td>Dr. Yogendra Nath Mann</td>
<td>Former Associate Professor</td>
<td>Dr. Gaur Hari Singhania Institute Of Management &amp; Research, Kanpur</td>
</tr>
<tr>
<td>Rajalakshmi Shreenath</td>
<td>Associate Professor</td>
<td>Maharshi Arvind Institute Of Science &amp; Management, Jaipur, INDIA</td>
</tr>
<tr>
<td>Dr. Murali Krishna Sivvam</td>
<td>Professor In HRM</td>
<td>Dept. Of Management, College Of Business &amp; Economics, Mekelle University, Mekelle, Ethiopia</td>
</tr>
<tr>
<td>Dr. Sangeeta Mohanty</td>
<td>Assistant Professor</td>
<td>Biju Pattanaik University Of Technology, Academy Of Business Administration, Balasore, Odisha, INDIA</td>
</tr>
<tr>
<td>Dr. Vuda Sreenivasarao</td>
<td>Professor &amp; Head</td>
<td>Department Of Computer Science &amp; Engineering, St. Mary's College Of Engineering &amp; Technology, INDIA</td>
</tr>
<tr>
<td>Dr. Noor Afza</td>
<td>DOS &amp; Research In Business Administration</td>
<td>Tumkur University, Tumkur</td>
</tr>
<tr>
<td>Prof.(Dr.) Bharat Raj Singh</td>
<td>Associate Director &amp; Hod-ME, SMS Institute Of Technology</td>
<td>Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, INDIA</td>
</tr>
<tr>
<td>Dr. A. G. Matani</td>
<td>Associate Professor</td>
<td>Department of Mech. Engg, Govt. College Of Engg, Amravati -444604 [M.S.], INDIA</td>
</tr>
<tr>
<td>Dr. Kaushik Kumar</td>
<td>Assistant Professor</td>
<td>Birla Institute Of Technology, Mesra, Ranchi, Jharkhand, INDIA</td>
</tr>
<tr>
<td>Prasenjit Chatterjee</td>
<td>Assistant Professor</td>
<td>Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA</td>
</tr>
</tbody>
</table>
Dr. Shobana Nelasco  
Associate Professor,  
Dept. Of Economics, Bharathidasan University, Khajamalai Campus, Trichirappalli.

Dr. Ahmed Nabih Zaki Rashed  
Ph. D In Electronic Engineering, Menoufia University,  
Faculty Of Electronic Engineering, Menouf 32951, Menoufia University, Egypt.

Dr. S. Prakash  
Professor,  
Department Of MBA, SNS College Of Technology, Coimbatore, Tamilnadu, INDIA

Prasenjit Chatterjee  
Assistant Professor,  
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA

Dr. Mohammed Ali Hussain  
Professor & Head, Dept. Of Computer Science & Engineering,  
Sri Sai Madhavi Institute Of Science & Technology, Mallampudi, Rajahmundry, A.P., INDIA

Michael D. Bernacchi  
Professor Of Marketing,  
University Of Detroit Mercy, 4001 West Mcnichols Rd., Detroit, Michigan 48221

Dr. (Mrs.) Archana Arjun Ghatule  
Director, SPSPM  
Skn Sinhgad Business School, Pandharpur Korti, Pandharpur, Dist. Solapur, (Maharashtra), INDIA

Prof. Sumanta Dutta  
Assistant Professor,  
Dinabandhu Andrews Institute of Technology & Management, Kolkata, Visiting Faculty, St. Xavier's College (morning division), Kolkata, INDIA

Technical Advisors

Mr. Rajan Verma  
Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain  
Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra  
Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra  
Asst. Professor - MCA, K. J. Somaiya's SIMSR, univeristy of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh  
Department of Biotechnology, Kurukshestra University, Kurukshestra, INDIA
## Associate Editors

**Dr. SANJAY J. BHAYANI**  
Associate Professor, Department of Business Management, RAJKOT, INDIA

**MOID UDDIN AHMAD**  
Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**  
Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**  
Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**  
Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**  
Assistant Professor, Bhilai Institute Of Technology, DURG

**Ms. MONIKA BHATNAGAR**  
Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**  
Assistant Professor, CSE Department of ITM University, GURGAON
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Title &amp; Name of the Author(s)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Effect Of Strategic Performance Management On Organisational Niche In A Challenging Economy. Olusanya Olufunso and Oluwasanya Adewale Tony</td>
<td>1-18</td>
</tr>
<tr>
<td>2</td>
<td>Giftedness And Gifted Underachievement In Educational Institutions. DR. (MRS) Funmilola Bosede Alokan</td>
<td>19-36</td>
</tr>
<tr>
<td>3</td>
<td>Information Technology And Banking Services: Synergy That Drives Niche Quality Customer Driven Services In Nigerian Banks. Olusanya Olufunso and Oluwasanya Adewale Tony</td>
<td>37-56</td>
</tr>
<tr>
<td>4</td>
<td>The Survey Of The Relationship Between Organizational Structure &quot;Stephen Robbins&quot; And Effectiveness Of Managers. Babak Alem, Dr. Hussein Ali Pur and Dr. Mohammad Faizi</td>
<td>57-77</td>
</tr>
<tr>
<td>5</td>
<td>Entrepreneurship And Small Business Management: Inseparable Drivers Of Economic Growth And Development In Nigeria. Oluwasanya Adewale Tony</td>
<td>78-95</td>
</tr>
<tr>
<td>6</td>
<td>Maize As A Staple Carbohydrate In Ghana: Encompassing Political, Economic, Social, Technological, Environmental (Peste) And Gastronomic Context Of Food And Drink. Tsatsu MacCarthy</td>
<td>96-105</td>
</tr>
<tr>
<td>7</td>
<td>Green Entrepreneurs. Anjali Singh</td>
<td>106-107</td>
</tr>
<tr>
<td>8</td>
<td>Perceptions Of Stakeholders On Tourism Turn-Around Strategies In Zimbabwe. Nelson Zengeni and Dorothy Monica Fungai Zengeni</td>
<td>108-126</td>
</tr>
<tr>
<td>9</td>
<td>Retro Branding: Cases From Indian Scenario. Sumanta Dutta</td>
<td>127-135</td>
</tr>
<tr>
<td>10</td>
<td>A Study On Digital Marketing Opportunities And Challenges . M. Umrez</td>
<td>136-143</td>
</tr>
<tr>
<td>11</td>
<td>Employee Motivation And Retention- Key To Organisational Performance- In Indian Perspective. Prateek Pandey</td>
<td>144-153</td>
</tr>
<tr>
<td>12</td>
<td>An impact of Equity Shares. Mrs. A. Kavitha and Dr. K. Murugadoss</td>
<td>153-160</td>
</tr>
</tbody>
</table>
| 13 | The Impact Of Pricing Strategy In Retail Sector .  
Rohit Kumar | 161-174 |
| 14 | Impact of Cultural Variables: An Exploratory Study on Omani Women Consumers.  
Thomas P Chandy and B Sriram | 175-188 |
Dr. Siba Sankar Mohanty and Atul Singh | 189-203 |
Muhammad Aqil, Syed Siraj Munir, Dr. Rizwan Raheem Ahmed and Seemab Qadeer | 204-212 |