

Issue : Second

Erudite

Knowledge Beyond Limits

(An Annual Publication of Research Oriented Articles on various
Current Business and Management Issues)

Department of Bachelor of Business Administration (BBA)
in association with Research and Publication Cell

Chief Editor

Dr. Homeswar Kalita

Editor

Dr. Bidisha Lahkar Das



Gauhati Commerce College, R.G. Barooah Road,
Guwahati- 781021, Assam

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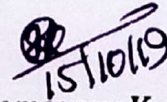
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Message from the Principal

It takes immense pleasure to know that the Department of BBA is going to publish the second issue of its research oriented business publication named Erudite- Knowledge Beyond limits. This publication has opened up a platform for the students, alumnus and teachers to show their investigative attitude and knowledge in various areas of business, management and commerce. The publication includes various visionary research papers by many contributors from the department of BBA. I hope that the publication will be of much significance and will play a pivotal role for the researchers, students, professionals and the society at large.

I am confident that the publication will carry on its good work and will receive wide acceptance and appreciation from the academicians and other business community.



Dr. Homeswar Kalita

Principal

Gauhati Commerce College



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MESSAGE FROM VICE-PRINCIPAL



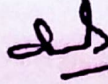
I am immensely pleased to know that the Department of BBA, Gauhati Commerce College is going to publish the 2nd issue of the Research Journal "ERUDITE".

The research oriented articles on current business issues will certainly encourage the researchers, teachers, students and the society to explore various business related activities.

My best wishes to Bidisha, the Editor of the Journal and others involved in this publication and wish you all a grand success.

Hope that, 'ERUDITE' will continue to provide knowledge beyond limits. Once again, wishing you "All the Best" in all your endeavours.

Date : 19-10-2019


19/10/2019
(Prof. Dilip Kumar Sharma)
(Vice-Principal)
Gauhati Commerce College
Guwahati-781021

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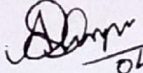
Message from the Co-ordinator's Desk



It gives me immense pleasure that the second edition of Erudite -Knowledge Beyond Limits (an Annual Research Oriented Publication) is being brought out by the Department of Business Administration, Gauhati Commerce College to promote research and investigation in various current business and management related issues.

I hope the contents of the "Erudite" will be of substantial scholastic interest and succeed in generating research ideas and thoughts amongst the students and scholars.

I extend my appreciation to Dr. Bidisha Lahkar Das, Editor and her team entrusted with the preparation and Publication of "Erudite" I also extend my warm greetings to all the paper contributors and my best wishes for the continued success of "Erudite".


04/10/2019

(Dr. Anjali Bhuyan Deka)

Co- Ordinator,

BBA Department

Gauhati Commerce College



GAUHATI COMMERCE COLLEGE

R.G. BAROOAH ROAD, GUWAHATI - 781021

MESSAGE



Dr. R. K. Pathak, M.Com. Ph.D.
Co-ordinator,
Department of M.Com.

I am extremely happy to know that the Department of BBA, Gauhati Commerce College, is going to bring out the 2nd Issue of its research journal "Erudite". It is undoubtedly a very sincere endeavour in the field of research. The various articles contained in the journal might be able to throw light on some current socio-economic issue of our society.

Research can provide new frameworks to guide thinking and action. Hope the topics in this journal will induce new ideas, help different stakeholders identifying their problems and finding appropriate situations in new ways.

DR. R. K. PATHAK



GAUHATI COMMERCE COLLEGE

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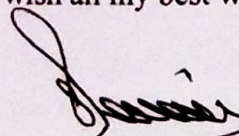
Message from the Director, GCMS (MBA)

Erudite - Knowledge Beyond Limits

I want to congratulate the members of BBA Department, Gauhati Commerce College for taking the initiative to publish the “Erudite” providing an opportunity to the academicians and students to focus mainly on research. It will be an add-on to the catalogue of college publications and academic literature

I would like to congratulate the authors whose papers are published in this issue and encourage them to continue their research works in future.

I wish all my best wishes.


19/10/2019

Dr. Sunil Kr Saikia

Director

GCC Centre of Management Studies (GCMS)

Gauhati Commerce College, Guwahati-781021

Editorial

Business and Commerce are an integral and core part of any country's progress and development. Research in business and commerce is of immense importance as it helps in searching new opportunities in the market, investigating new problem areas and also finding the solution to the same. Taking into account the importance of research and investigation in the field of commerce, management and other related areas of business the Department of Bachelor of Business Administration (BBA) of Gauhati Commerce College (GCC) in association with the Research and Publication Cell, GCC had taken an initiative of publishing a research and investigation oriented publication, *Erudite- Knowledge Beyond Limits* in the year 2018. *Erudite's* motive is not only to investigate the problems, finding out the solutions and search for new opportunities and threats but it also gives an opportunity and platform to the students, alumni of the Department and the faculty members of the department to adopt an investigative approach and contribute to the well being of the society.



The publication is purely an academic pursuit to explore various business and management disciplines and provide an opportunity to the contributors to publish their original and quality papers.

It gives the Department an immense pleasure that in the second issue of *Erudite- Knowledge beyond limits* we have tried to focus on various fields of business and management. We are very much confident that the papers in this issue would help the future researchers in exploring more new areas and the society in one way or the other. Here I take this opportunity to provide a glimpse of some of the papers published in its second issue.

The paper entitled “Attitude of Small Scale Retailers towards Electronic Payment System: A Study with Special Reference to the Grocery Shops of Guwahati City” attempted to highlight the e-payment scenario prevailing in the small scale retailing in the study area to get an insight into the real picture of e-payment system adapted by the retailers.

The paper titled “Consumer Attitude towards Asia's Largest All Women Market- IMA Keithal Manipur: A Study in Guwahati City” focuses on consumers' attitude towards IMA KEITHEL and find out the major factors which influence the customer to visit the market.

The research paper “A Study on Socio- Economic Conditions of Weavers of Sualkuchi” tried to present the current conditions of the weavers of this silk industry and also to determine the satisfaction level of the weavers regarding their profession.

The paper called “A Study on Occupational Stress Among Police Officials of Assam Police” made an attempt to understand and analyze the stress level of the police officials working under the Government of Assam.

Besides the above the other research papers included in this issue of *Erudite* highlights the various important and emerging issues in the field of business, management and commerce.

We are very much delighted that the second issue of '*Erudite- Knowledge beyond limits*' tried to focus on some of the major insights and progresses taking place in various areas of business and management.

Dr. Bidisha Lahkar Das

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