WAYS TO HIRE AND RETAIN GENERATION Y EMPLOYEES

DR. NITASHA KHATRI
ASST. PROFESSOR
DEPARTMENT OF ACCOUNTING & TAXATION
ICG COLLEGE
IIS UNIVERSITY
JAIPUR

ABSTRACT

Generation Y's characteristics put them in high demand in today's job market, but managers and employers are having an extremely difficult time understanding how to incorporate them in the work environment. Following are some of their most unique characteristics, which are proving to be beneficial on one hand, yet extremely challenging on the other. Y'ers want fair and direct managers who are highly engaged in their professional development. Generation Y'ers are known for their ability to multitask. They seek out creative challenges and view colleagues as vast resources from whom to gain knowledge. It is important for employers to continue giving them challenging projects in order to prevent boredom and attrition. Y'ers are not eager to bury themselves in a cubicle and take orders from others in the workforce. They want ownership and control of their own fate. Y'ers wants small goals with tight deadlines so that they can build ownership of tasks. They should be challenged to find technological solutions to everyday issues. They want to make an important impact immediately on projects they are involved with. They are looking for immediate gratification and an opportunity to excel. The more psychologists and social scientists study this generation, the more they realize that Generation Y members are most drawn to flexibility and balance in their day-to-day life, so it's important for employers to understand how to incorporate flexibility and work life balance into their recruiting strategies. Even in this time of lean staffing, Generation Y workers like to have a life outside work. Generation Y'ers don't want to repeat what they perceive to be the mistakes their parents made. Unlike the boomers, they don't want to work long hours at the expense of family, friends, and personal pursuits. Whereas the boomers put a high priority on career, today's youngest workers are more interested in making their jobs accommodate their family and personal lives. Money is important to them but maintaining work-life balance outranks money. In most cases, it's not the corner office or a large paycheck that drives.

KEYWORDS

Generation Y; Tick; Hiring; Retention; Mentor; Goals.

INTRODUCTION

The present study reveals with the very common problem of HR department of many employers who are trying to understand GenerationY. Who are they? What makes them tick? How do we recruit them—and more important, how do we retain them?

Generation Y (known to many as echo-boomers, boomer babies, millennials, the entitlement generation, or the digital generation), by the broadest definition, numbers more than 70 million Indians born between 1977 and 2000 and accounts for approximately 21 percent of the overall workforce. They are the fastest-growing segment of the workforce. Known for their optimism, education, collaborative ability, open-mindedness, and drive, Generation Y are the hottest commodities on the job market.

Generation Y'ers have always felt sought after, needed, and indispensable, and they are arriving at the workplace with higher expectations than any other generation before them. When Generation Y made their initial foray in the workforce, their positive reputation was built early because employers loved their energy, drive, and skills. However, many managers were a little taken aback by what they perceived as a short attention span and reluctance to perform tasks that lacked depth.

Today, as the demand for intelligent workers intensifies, employers need to understand what motivates and inspires the loyalty of these high-performing employees.

WHAT MAKES GENERATION Y SUSTAINED

Hiring Generation Y Employees: Generation Y is only one of four workforce generations. In addition, today's workforce includes the Traditionalists (pre-1946), Baby Boomers (1946-1964), and Generation X (1964-1977). Each group has its own distinct set of values, view of authority, and orientation to the world, loyalty, expectations of their leadership, and ideal work environment. Every generation is uniquely shaped by its own location in history, and this formative influence has enduring effects and brings something new and important to the workforce. That is why it is so important for high-level managers and executives to understand, respect, and regularly address generational differences that manifest themselves in the workplace.

Everyone desires a workplace and culture that not only allows, but also encourages, him or her to be a productive and influential contributor. The challenge facing employers in the public and private sectors is to create an environment that meets the needs and expectations of all employees, regardless of the generation to which they belong. Thus the following can be the important parameters for hiring or recruiting **Generation Y** Employees:-

- **Organizations get people with a good sales pitch**

Organizations that are the most successful in hiring young workers are willing to use high-level marketing tactics that include high-end company videos with good graphics, great editing and an exciting story line based on a fast track to success.

- **Use the promise of skill-building as a recruiting tool when organization interview Gen Y applicants**

Successful recruiters understand the "I want it all now" mentality of Gen Y and focus on **signing bonuses**, **perks** and **instant rewards** rather than long-term opportunity. (Workers under 30 have an idea that a good job last three to five years.) So armed with the information that their company may be viewed as stepping stone, they **load benefits on the front end** and let recruits know how bright the future is even if that future is with another company.

- **Create easy online job applications (Post available positions on your web site)**

Generation Y job seekers like the fact that they can fill out an application for employment from the comfort of their house at all hours of the day.

However, don't leave out personal contact altogether. Generation Y expects to be able to interact with recruiters who are knowledgeable and skillful. They want specifics about the company and the opportunities.

- **Make organization green?**

More than two-thirds of Generation Y workers wanted to work for an environmentally responsible company as compared with 52 percent of baby boomers.

- **Work-life balance - Revisit your vacation policy.**

Some of America's largest businesses are experimenting with unconventional time-off rules and benefits. New Brunswick, N.J., health-care giant Johnson & Johnson has an ever-expanding stable of work-life balance programs, including an extra week's paid vacation for new moms and dads and for parents adopting. Read more about what Netflix has done. Similarly, Netflix has embraced an attitude of employee autonomy that, as the company describes it, "means leaving the office for as long as you want, as often as you want, if the work gets done."

Retaining Generation Y Employees: - Generation Y has always been familiar with the Internet, CDs, DVDs, cellular phones, and digital cameras. This generation is more affluent, more technologically savvy, better educated, and more ethnically diverse than any previous generation. They're always looking to develop new

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

IJRCM

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:
Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.
as well as in Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)]
Registered & Listed at: Index Copernicus Publishers Panel, Poland
Circulated all over the world & Google has verified that scholars of more than Hundred & Thirty Two countries/territories are visiting our journal on regular basis.
Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA
www.ijrcm.org.in

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF ____.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '____' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:
Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:
a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
d) The total size of the file containing the manuscript is required to be below **500 KB**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS**: The author (s) **full name**, **designation**, **affiliation** (s), **address**, **mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

6. **MANUSCRIPT**: Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT**: The main text should follow the following sequence:

   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

skills and embrace a challenge. They strive for success, and therefore measure that success in terms of what they've learned and the skills they've developed from each experience. Generation Y often takes longer to find stable careers and settle into lifelong relationships. Though Generation Y'ers often take longer to emerge into the professional world, they are more likely to obtain graduate degrees than previous generations because of their high regard for education.
Generation Y's characteristics put them in high demand in today's job market, but managers and employers are having an extremely difficult time understanding how to incorporate them in the work environment. i.e ***What Makes Generation Y Tick?***
Following are some of their most unique characteristics, which are proving to be beneficial on one hand, yet extremely challenging on the other.
High Expectation of Employers:- Y'ers want fair and direct managers who are highly engaged in their professional development.

- **Let them talk:** Meetings that allow innovative ideas and creative input prove that your company is a forward-thinking organization. If your young employees can see their input in company solutions, they have total buy-in for the mission.
- **Communicate:** Find out what they want. Communicate openly and give honest feedback on their performance and development. Corporate double-speak is a dead language. Train managers to address these new challenges and to acquire Generation Y employee management skills.
- **Give immediate feedback:** Having real-time feedback sessions and short performance-review cycles supported by coaching or mentoring will help them to fine-tune their behavior.
- **Instant recognition:** Do not save recognition for a year-end banquet, but show honest appreciation with a card, nomination for an award, movie tickets, dinner or even a simple "thank you" to make people feel valued. Avoid drive-by or insincere praise.
- **Provide developmental opportunities:** Offer opportunities for growth and development according to individual needs. Show them a path that will allow them to change jobs within the same company. Internal mobility programs that support movement should be encouraged.
- **Provide a fast track**: Make sure you have a performance-based fast track to success. It should at least be **possible** that if they perform very well, they can rapidly increase their position and pay.

Need for Ongoing Learning:- Generation Y'ers are known for their ability to multitask. They seek out creative challenges and view colleagues as vast resources from whom to gain knowledge. It is important for employers to continue giving them challenging projects in order to prevent boredom and attrition. Y'ers aren't eager to bury themselves in a cubicle and take orders from others in the workforce. They want ownership and control of their own fate.

- The big issue is **leadership**. Generation Y employees don't work for companies; they work for their direct supervisors. The importance of relationships and the quality of those relationships can't be stressed enough. Leadership styles that include a heavy dose of negative feedback or military-style management techniques are simply not working. In exit interviews of workers ages 19 to 29 people revealed they left their jobs because of their boss, not because they disagreed with company beliefs, philosophies or culture. **Young, talented employees will leave because they have options.** The young people who stink are with you for life. (The No.1 reason that people in this age group left their jobs was that "the boss doesn't pay enough attention to me and I don't get enough positive feedback.")

Goal, Goals, Goals:- Y'ers wants small goals with tight deadlines so that they can build ownership of tasks. They should be challenged to find technological solutions to everyday issues.

- **Mentor them:** Don't just give orders; give the reasoning behind them. If you want Gen Y workers to do something, tell them why, in a way that lets them know the importance of the task to the company.
- **Green goals:** Company goals that are connected to causes like the environment and world peace attract and keep talented young workers, according to recent surveys.

Desire for Immediate Responsibility:- They want to make an important impact immediately on projects they are involved with. They are looking for immediate gratification and an opportunity to excel.

- **Encourage their values:** Any avenue to show appreciation for their individuality and let them be expressive will keep them around. Allow them to have input into the decision-making process. They want to be heard.
- **Don't be afraid to add responsibilities:** Generation Y workers want to take up more responsibility sooner. They like to explore a variety of different jobs and have a thirst for growth and knowledge. Give them new responsibilities and the right training programs and set them on their way.
- **Give more ownership:** Give them more ownership on the tasks they are doing and challenge them. Gen Y employees want small goals with tight deadlines so that they can build ownership of tasks.

Balance and Flexibility:-The more psychologists and social scientists study this generation, the more they realize that Generation Y members are most drawn to flexibility and balance in their day-to-day life, so it's important for employers to understand how to incorporate flexibility and work life balance into their recruiting strategies. Even in this time of lean staffing, Generation Y workers like to have a life outside work. Generation Y'ers don't want to repeat what they perceive to be the mistakes their parents made. Unlike the boomers, they don't want to work long hours at the expense of family, friends, and personal pursuits. Whereas the boomers put a high priority on career, today's youngest workers are more interested in making their jobs accommodate their family and personal lives. Money is important to them but maintaining work-life balance outranks money. In most cases, it's not the corner office or a large paycheck that drives.

- **Offer flexibility at work:** Be accommodating, both in terms of having flexible working hours and trusting them to work from home. Money is important to them, but maintaining work-life balance outranks money.

FINDINGS AND SUGGESTIONS

Generation Y will most likely prove, if capitalized on, to be one of the greatest assets of companies today; however, many organizations are failing to formulate strategies to recruit and especially to retain this talent. The challenge that lies ahead is to find a balance between a work environment that leverages the benefits of Generation Y but does not alienate the rest of the workforce Generation Y employees accept that they cannot rely on their employers to take care of their careers, but they appreciate all the help they can get. In addition to required annual appraisals, feedback from managers is best when given frequently and in a constructive manner. This helps employees better understand what they're doing well and how they can improve upon their skills.
Generation Y is a powerful group of young individuals with unique attributes and a potential considered by most social scientists and researchers to be infinite. It is vital for organizations inside and outside government to take the necessary steps to better understand Y'ers. Above all,
Generation Y wants to—and has what it takes to—balance workplace success with a healthy lifestyle. The challenge is now on organizations to provide the environment in which that can happen. ***The key is for employers to work with these young employees, to listen to them, and to understand what makes them tick.***

REFERENCES

1. Armour, Stephanie. "USATODAY.com - Generation Y: They've arrived at work with a new attitude." 12 October 2007.
2. Bens, Ingrid. Facilitating to Lead!: Leadership Strategies for a Networked World. 1st ed. San Francisco: Jossey-Bass, 2006.
3. Facilitating with Ease!: Core Skills for Facilitators, Team Leaders, and Members, Managers, Consultants, and Trainers. New and rev. [ed. San Francisco, Calif.: Jossey Bass, 2005.
4. Blanchard, Kenneth H., Patricia Zigarmi, and Drea Zigarmi. Leadership and the One Minute Manager: Increasing Effectiveness through Situational Leadership. 1st ed. New York: Morrow, 1985.
5. Bridgeford, Lydell C. "The Young & Not so Restless: Helping Employers Understand, Retain Generation Y Workers." Employee Benefit News (2007): 1.
6. Chester, Eric. Employing Generation Why? Understanding, Managing, and Motivating Your New Workforce. Ed. Linda Carlson. Tucker House Books, 2002.
7. Deloitte Development LLC., "Who Are the Millenials." 2005. 16 October 2007
8. Dolan, Jenny. "Take a test on work-life generations." Knight Ridder Tribune Business News. 28 March 2007.
9. Earley, Christopher P., and Elaine Mosakowski. "Cultural Intelligence." Harvard Business Review 82.10 (2004): 139-146.

10. Howe, Neil, and William Strauss. "The Next 20 Years: How Customer and Workforce Attitudes Will Evolve." Harvard Business Review 85.7/8 (2007): 41-52.
11. Lancaster, Lynne C., and David Stillman. When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work. New York: HarperCollins, 2002.
12. Martin, Carolyn A., and Bruce Tulgan. Managing the Generation Mix: From Urgency to Opportunity. Amherst, Mass.: HRD Press, 2006.
13. NAS. "Generation Y: The Millenials, Ready or Not, Here they Come." 2006. 15 October 2007.
14. Steiner, Julius. "Six steps for guaranteeing generation y productivity." Supervision 68.7 (July 2007): 6-7. Business Source Elite. EBSCO. Charles County Public Library, MD. 14 October 2007
15. Tulgan, Bruce. Managing Generation Y: Global Citizens Born in the Late Seventies and Early Eighties. Amherst, Mass.: HRD Press, 2001.
16. Tyler, Kathryn. "The Tethered Generation."
17. HRMagazine 52.5 (2007): 40. Zemke, Ron, et al. Generations at Work. New York: Amacom, 1999.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals