

# Erudite

## *Knowledge Beyond Limits*

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

Published by 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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R.G. Barooah Road, Guwahati- 781021



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Dr. Homeswar Kalita, M.Com., Ph.D.

Ref. No. : .....

Date : .....



**Message from the Principal**

*It takes immense pleasure to know that the Department of BBA has taken an initiative to publish a research oriented business publication named Erudite-Knowledge beyond limits. The publication will open up a platform for the students, alumnis and teachers to show their investigative talent and knowledge in various areas of business and management. The publication has included various visionary research papers by many contributors from the department of BBA and other colleges providing professional education. I hope that the publication will be of much importance and will play a pivotal role for the researchers, students, professionals and the society at large.*

*I am confident that the publication will receive acceptance and wide appreciation from the academicians and other business community.*



*Dr. Homeswar Kalita*  
(Dr. Homeswar Kalita)

Principal  
Gauhati Commerce College



**GAUHATI COMMERCE COLLEGE: GUWAHATI-21**  
R. G. Baruah Road

Prof. Ajanta Mazumdar, M.Sc., B.Ed.

Vice-Principal



**Message**

Business and commerce has always been the flip side of the same coin ever since man conceptualised the term "market". It was with this basic essence, the Bachelor of Business Administration Department was started in Gauhati Commerce College in the year 2007.

Today, with the launch of the 1st edition of 'Erudite', it is indeed a leap forward for the BBA Department and a great endeavour in promoting investigative attitude towards business, Commerce & Management.

It is indeed a matter of great delight and pleasure for me to witness the publication of this journal. I extend my heartfelt wishes to all those involved in this endeavour and wish this publication a great success.

*Ajanta Mazumdar*  
24/09/2018



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## Message from the Co-ordinator's Desk

I am extremely happy to inform all the stake holders of Gauhati Commerce College that the Department of BBA, Gauhati Commerce College has made an attempt to bring out an annual research - oriented publication "ERUDITE" to promote research and investigation in various current business related events. We hope, it will provide a platform to the research scholars, academicians, faculty members, business community and students to publish their research findings and also open up new vistas for further research project.

The Gauhati Commerce College, as a premier institution of commerce education has the responsibility to lead the professional courses and to serve the society in right earnest. Those who have seen this college would acknowledge that the college is one of the best of its kind in North Eastern region and is developing vertically and horizontally. The teachers, students and employees of the college are working hard in mobilising the college as an instrument of change in bringing about socio- economic upliftment of the state under the visionary and supportive leadership of the college.


The Bachelor of Business Administration is a three year self funding course. The Gauhati Commerce College had started the department of BBA in the year 2007. To-day it is a ten year old child which needs nutrient - dense food and proper nourishing for its all round development.

Most of the faculty members of GCC are Ph.D holder and others also are engaged in doing Ph.D research work and major and minor research project apart from their normal teaching and other duties of the college. I appreciate the effort of Dr. Bidisha Lahkar Das and her team entrusted with the preparation and publication of the first issue of "ERUDITE" a research oriented business publication. Thanks to them for doing the job well.

We are hopeful that "ERUDITE" will succeed in giving some research ideas, thinking in field of research to its readers.

As the Co-ordinator of the Department of BBA, I wish all the best for the mission and offer my heartfelt thanks and gratitude to all the paper contributors of "ERUDITE".



  
(Dr. Anjali Bhuyan Deka)

Co-Ordinator,  
BBA Department  
Gauhati Commerce College

## Message



Gauhati Commerce College, the premier institution imparting Commerce education in the North East decided to go for its horizontal expansion only after 45 years of its glorious existence. In the year 2007, the college took the pleasure of becoming the first college to introduce three years BBA course under Gauhati University. Initially, the faculty members of the undergraduate classes additionally took the classes in the department. But now, under the leadership of the Principal and a full-fledged Coordinator it is well equipped with a group of young, dynamic and professional teaching staff. Over the years the students of the BBA department have come out with excellent results in the final examinations and many of the passed out students are placed in suitable jobs in the corporate sector. The department is also engaged in some extension activities including the arrangement of educational tours and industrial visits for its students.

I am highly pleased to learn that the Department, for the first time, is going to publish a research journal called “ERUDITE”, which means having great knowledge or learning. I do believe that the journal will become an inevitable part of extending activities of the department to the field of research and enrichment of knowledge of the faculties as well as the students. I am fortunate enough to associate myself with the process of bringing out the journal.

Hope that the journey started by “ERUDITE” will not stop until it reaches its ultimate goals.

**Dr. R. K. Pathak**  
**Coordinator**  
**Department of M.Com**  
**Gauhati Commerce College**



# GAUHATI COMMERCE COLLEGE

*GCC CENTRE OF MANAGEMENT STUDIES*


APPROVED BY THE AICTE & AFFILIATED TO GAUHATI UNIVERSITY



## Message from the Director, GCMS (MBA)

I am glad to learn that the B.B.A. Department of Gauhati Commerce College is bringing out its annual research oriented publication—"Erudite". This type of publication is a mirror that reflects the research oriented activities, creative ideas and literary skills of the students. It also offers vast opportunity to the students to express their views on various relevant topics and creative talents. I earnestly, hope that entire student community of the department will make the best use of this opportunity by contributing to the publication and the readers will benefit from the knowledge content.

I wish the organisers, teachers and students of the B.B.A. Department all success in their endeavours and best wishes for successful publication of their "Erudite"

  
22/9/18  
(Dr. Sunil K. Saikia)

Director, GCMS

# Editorial

**E**rudite- Knowledge beyond limits is an attempt by the Department of BBA, Gauhati Commerce College to provide an investigating, research oriented platform to all its students, alumni, academicians as well as faculty members of the department and other colleges providing professional education to the society.

Erudite is an initiative with a mission to give an opportunity to researchers especially the students of the department and others pursuing professional education to undertake investigation and understand the various practical problems and situations relating to various business issues and disciplines of management.

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

Erudite- Knowledge beyond limits is an annual publication on various current business issues and in its inaugural issue, it included and tried to highlight areas from various disciplines. I take this opportunity to provide a glimpse of some of the papers published in its first issue.

The paper entitled " Social Media Advertising and its Impact on Youngsters- A Study with special reference to Guwahati City" made an attempt to understand the effect of social media on the purchase behaviour of the young generation.

The paper titled "Impact of Demonetisation on Farmers with special reference to Chandrapur Block, Kamrup District " tried to bring into light the insights of demonetisation and its impact on farmers' present day to day life and also tried to throw light on the present scenario of monthly expenditure before and after demonetisation.

The research paper "A Study on Work- Life Balance among Married Women Employees" discusses specifically the problems faced by married women in the process of balancing their work and family life. Prime factors that have been identified are work overload, longer working hours and high demand for performance.

The basic concept of Prey Predator dynamics using Lotka- Volterra and analyzing the population pattern variation by changing some critical parameters has been studied in the paper "Applications of Lotka- Volterra Model in case of Population Dynamics".

We are very much delighted that the first issue of 'Erudite- Knowledge beyond limits' tries to highlight some of the major insights and progresses taking place in various areas of business and management.



**Dr. Bidisha Lahkar Das**

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