ABOUT D B JAIN COLLEGE

The Tamilnadu Educational & Medical Trust was founded in 1972 as a public Charitable Trust with a view to provide high quality technical & medical education in Tamilnadu. Late Sri.Ratanchand Savansukha, the Founder Trustee and Late Sri.Sundarlal Nahata, Late Sri.S.Suganmal Srisrimal, Late Sri.Dr.C.L.Metha and Sri.Dayachand Savansukha, all promoter Trustees contributed Rs.101/- each towards and for the purpose of founding and maintaining educational Institutions and medical and health centre in the city of Madras and elsewhere together with donations, contributions and collection to be secured and collected and realized by them.

THE JOURNAL

` The DBJC Journal of Business Research is a quarterly journal brought out by Dhanraj Baid Jain College (Autonomous). The Aim of the Journal is to address the contemporary issues relating to practices of Business as it happens Worldwide.

Our journal is a platform for the interaction of the scholars of management and its allied areas. Through this journal, we wish to inspire students for research by publishing their articles, in print format. We also expect to offer solutions to the various education related problems by inviting the opinions of thinkers and scholars.