

ARTICLE REVIEW REPORT



GOLDEN RESEARCH THOUGHTS

International Recognition Multidisciplinary Research Journal

ISSN: 2231-5063 Impact Factor:3.4052(UIF)

ORIGINAL ARTICLE

Vol. - IV,
Issue - XII, June 2015

Published:
1st June 2015

ROLE OF NEW MIDDLE CLASS ON RETAIL INDUSTRY WITH SPECIAL REFERENCE TO INDIA

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Dr. Sushma Bareja

ABSTRACT

The most striking feature of contemporary India is the rise of a confident new middle class. The middle class has been in existence since ages and it has always contributed to the social, political and economic development of India. The aim of my paper is to highlight the impact of middle class on retail, being a sunrise industry in India. During the last six decades, Indian middle class has been growing in numbers as a reflection of the process of development. The high rate of economic growth over the past decade has resulted in a large number of people moving from poverty into the middle class.

Article Indexed in



Correspondence to **Sushma Bareja**

Designation:- **Associate Professor, Department of Commerce,
Dyal Singh (Eve) College, University of Delhi,
Delhi.**

Review of the Article:

The present study focuses on Role Of New Middle Class On Retail Industry With Special Reference To India. The introduction builds a logical case and context for the problem statement. The problem statement is clear and well articulated.

Abstract:

The abstract is complete, essential details are presented. The results in the abstract are presented in sufficient and specific detail. The conclusions in the abstract are justified by the information in the abstract and the text. There are no inconsistencies in detail between the abstract and the text.

Reference to the Literature and Documentation:

The literature review is up-to-date. The number of references are appropriate and their selection is judicious. The review of the literature is well integrated..

Instrumentation, Data Collection:

The measurement instrument is appropriate given the study's variables; the scoring method is clearly defined. The data set is sufficiently described.

Data Analysis and Statistics:

Data analysis procedures are sufficiently described, and are sufficiently detailed.

Presentation and Documentation:

The text is well written and easy to follow. The vocabulary is appropriate. The content is complete and fully congruent. **Add figures and tables for more attractive presentation of the data collected.**

Scientific Conduct:

There are no instances of plagiarism. Ideas and materials of others are correctly attributed. There is no apparent conflict of interest.

Discussion and Conclusion:

The conclusions are clearly stated; key points stand out. .Personal perspectives or values related to interpretations are discussed

Relevance:

The study is relevant to the mission of the journal or its audience.The study addresses important problems or issues; the study is worth doing.

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No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

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Ph.: 0217-2372010 / +91-9595-359-435
Email: ayisrj2011@gmail.com
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T. N. Shinde

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Authorized Signature

T. N. Shinde

T. N. Shinde
Editor-in-Chief

Reviewed By :-

Mrs. Pallavi Chincholkar

Assistant Professor

Email : chincholkarpr@gmail.com

Mob : 09421044094

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+91-9595-359-435

Email: ayisrj2011@gmail.com

Website: www.isrj.org