

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- 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.

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CHALLENGES OF MANAGING DEVOLVED FUNDS IN THE DELIVERY OF SERVICES: A CASE STUDY OF MOMBASA COUNTY

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ABSTRACT

The study sought to investigate the challenges of managing devolved funds in the delivery of services. To identify measures and practices that can be employed in effective devolved fund management to harness development at the grassroots level. The constitution of Kenya stipulates the devolution agenda, explicitly giving road maps and time frames on how devolution should be conducted. The methodology involved a descriptive research study and interviewing was conducted in four constituencies that is Likoni, Kisauni, Changamwe and Mvita. This comprised of four (4) officers from each of the four (4) devolved funds i.e. Constituency Development Fund (CDF), Poverty Eradication Loan Fund (PELF), Community Development Trust Fund (CDTF), and Local Authority Transfer Fund (LATF). The views from the respondents were linked with published and unpublished documentation available in the secondary data. Independent views were sought from public oversight bodies; Muslim For Human Rights (MUHURI) and Kenya Community Support Centre (KECOSCE). Adequate information required was shared. The findings show that there is need for both the county and national governments to enact strict policies that will deal with transparency, corruption and the distribution of funds. This will go a long way in ensuring sound fund management practices are put into place and hence better and quality services deployed to the citizens at the grassroots level. The study thus discloses that there is a lot to be done in terms of fund management for efficient service delivery to the common man.

CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES FOR RETAIL BANKING IN INDIA

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ABSTRACT

The ability to maximize customer loyalty through close and durable relationships is critical to retail banks' ability to grow their businesses. As banks strive to create and manage customer relationships, several emerging trends affect the approach and tools banks employ to achieve sustainable growth. CRM is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The results of this research paper shows that the customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the CRM of the organization which will compel the customers to visit the retail outlet again and again.

STRATEGIC IMPLICATIONS OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

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ABSTRACT

In this article we try to analyze the strategic implications of Corporate Social Responsibility (CSR) initiatives on the two sample selected banks in India. We try to empirically investigate this by means of a sample of 205 executives. The estimation results show that for these two, sample selected banks, CSR is a strategic tool to achieve competitive advantage.

STUDENT MOTIVATION, STUDYING AT HIGHER EDUCATION: A CASE OF BOTHO UNIVERSITY

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ABSTRACT

The research investigates the factors that motivate the students at higher education in Botswana to study. Using Botho University level 1 and level 11 students as a case study, the research reveals that the students are mainly motivated by factors that are related to the classroom environment and the attitude of the tutor. This means that the classroom environment plays a crucial role in student motivation. These factors include the nature and quality of feedback, tutor's knowledge of the subject and the attitude of the tutor towards teaching, learning and assessment. Factors like student's life goals the general school environment also plays an important role in student motivation. Higher education as a means to an end motivates the students to study. This means that students at higher institutions of learning are extrinsically motivated which might be the reasons why most students use the surface approach to studying. It is imperative for tutors and school system to encourage the approaches that would have the learners to be intrinsically motivated. This helps the student to take ownership of their learning which would eventually lead to personal development.

INSTITUTIONAL ANALYSIS ON POVERTY REDUCTION PROGRAM IN THE SOCIETY: A CASE STUDY OF NATIONAL PROGRAM FOR COMMUNITY EMPOWERMENT OF INDEPENDENT URBAN (PNPM-MP) IN SEMARANG, INDONESIA

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ABSTRACT

Institutional PNPM-MP in Semarang put poverty alleviation as the main priority of the empowerment-based development policy. The strategy developed is to synergize government agencies with community institutions built by PNPM-MP program at the village and base level, that is, Community Institutional Agency (BKM) and the Community Self-Reliance Group (KSM). The problem studied in this research is: How does PNPM-MP institutional in society involve in poverty reduction, with the aim of describing and analyzing institutional programs in the community. The research approach used phenomenological qualitative, by conducting interviews, observation, focus group discussion to obtain data from informants (BKM / KSM). Informants include two BKM and ten KSM which is purposively selected (deliberately) from two villages in two districts. The analysis was performed interactively, that is, analysis techniques which are integral cycle among data collection, data reduction, data performance and conclusion withdrawal. Research conclusion: PNPM-MP institutional at the village and base level (BKM / KSM) has not been able to be a driving force in poverty reduction and is still seen by the community as a program requirement, not institutionalized on both horizontal and vertical level. Recommendation for the research result is that it needed awareness that poverty reduction requires a synergy between government agencies and community agencies embodied in the development planning of one village one planning.

PREDICTING DEFAULTS IN COMMERCIAL VEHICLE LOANS USING LOGISTIC REGRESSION: CASE OF AN INDIAN NBFC

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ABSTRACT

This study aims to test the significance and impact of contract specific variables as predictors of defaults in commercial vehicle loans. Two phased research was designed for this study. In-depth interviews of senior managers responsible to approve Commercial Vehicle loans provided a list of contract specific variables which are used to develop a binary logistic regression predictive model generated from data of 12081 commercial vehicle loan borrowers in India. In-depth interviews of senior managers resulted into generation of seventeen contract specific variables having potential impact on defaults. The binary logistic regression model retained eleven out of the seventeen variables. The model suggests that using contractual variables as predictors for default in commercial vehicle loans has potential to provide more benefits to the credit lending institutions. Various insights emerge from this study related to the use of contract specific variables in predicting the commercial vehicle loan defaults. Using the proposed variables has a direct benefit to the companies in question as they can focus on preparing their credit policies on the basis of feasible offers they can provide rather than losing out on business due to credit rationing based on borrowers' demographic characteristics only. Using contractual variables is different from the prevalent practice of considering demographic variables of customers as highly important in decisions for credit granting for commercial vehicles in emerging market like India.

RISK DISCLOSURE BY SELECT INDIAN BANKS WITH REFERENCE TO IFRS 7 / IND AS-32: A STUDY

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ABSTRACT

Although banks have always been risk-taking entities, the recent financial crisis resulted in an increased attention on the risks of banks and their financial instruments. This research therefore examines the disclosures of market, credit, and liquidity risks of a sample of Indian banks in their 2012-2013 annual reports. By constructing two disclosure index frameworks and applying these to the annual reports the quantity and quality of the risk disclosures are examined. Since the outcomes of the empirical research show that there are differences in disclosures scores between banks, several hypotheses are developed based on among others the political cost theory and the fact that new regulation on risk disclosures (IFRS 7) has been introduced in 2007 & Basel II Pillar III as well. The relationships that are examined are the following: (1) the quantity and quality of disclosures, (2) disclosures and bank size, (3) disclosures and bank profitability. The present study contributes to the accounting literature for several reasons, amongst others because it focuses on risk disclosures in a sector that has only been examined by a few other researchers before. Next to that, it provides a sound basis for future research like capital market research, event studies, and behavioral studies in relation to risk disclosures.

E-GOVERNANCE: EXPLORING CITIZEN'S BEHAVIOR IN INDIA

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ABSTRACT

Online working of a government or providing its services online to its citizens at their door step is known as E-Governance. Development of any country can be judge by the scope of E-Governance in that country. India is a developing nation having democratic decentralization and to enhance the participatory approach; e-governance was initiated in early seventies. The focus of this paper is at the current status of e-governance in India and some emerging areas where e-governance can play a vital role in betterment of the society. This paper also covers key challenges with possible remedial solutions and some strategies for successful implementation of e-governance. It also focused on initiatives adopted by the government at both national and state level. Finally an Indian citizen's behavior is explored that focused on maintaining trust in e-government, perceived risk and perceived behavioral control that are important in understanding a citizen's response to e-governance.

RECENT INITIATIVES TOWARDS CSR IN INDIA

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ABSTRACT

The Importance Of business in the society is well recognized and understood by the whole world. People are getting aware of the fact that business can play a significant role in betterment of the quality of life and in today's complex environment. It can lead to spread the long -lasting impacts on people, our planet and also able to help in aspire the sustainable development. But all these can be achieved only when the business functions with fairness, responsible and ethical manner. So the concern for the fair, transparent and ethical behavior adopted by the business has also increasing among the stakeholders. So to help the business houses and to motivate them to engage in socially responsible business the Indian Government also took an effective step by launching the voluntary guidelines on CSR in 2009. It was the first step towards the concept of Business Responsibility (BR). But after getting the useful feed backs from many diverse stakeholders, Ministry of corporate affairs launched the refined and improved Guidelines over the earlier CSR Voluntary guidelines 2009 named as National voluntary guidelines on Social, Environment and Economic Responsibilities of business. Even though Stakeholder consultation was claimed, a number of stakeholders includes representation of consumer were never consulted during this process.

HIGHER EDUCATION FOR SUSTAINABLE DEVELOPMENT: QUALITY PERSPECTIVE

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ABSTRACT

The development of human capital is crucial and necessary since it drives the nation to the envisioned vision and mission. Without a quality human capital, a nation will be weak due to want of human factor that is capable of embarking on new initiatives and perspectives. A quality human capital comes from a quality education process. A carefully designed and well planned education system is vital in developing such human capital. This paper discusses higher education for sustainability and also sustainability in higher education along with brief discussion of Indian higher education sector.

QUALITY MANAGEMENT PRACTICES IN MANUFACTURING SECTOR

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ABSTRACT

Nurturing the right organizational culture conducive for developing an individual's full potential, fostering of a spirit of cooperation and teamwork, anticipating customer needs and working towards fulfilling them, are all essential elements of the TQM approach. The philosophy of TQM centers around the customer focused approach along with principles of teamwork and regular, continuous improvement. That the TQM approach applied diligently within and outside an organization helps improve its effectiveness seems a good possibility.

PROBLEMS OF MUTUAL FUND IN INDIA

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ABSTRACT

The Indian Capital market has been increasing tremendously during the last few years. With the reforms of economy, reforms of industrial policy, reforms of public sector and reforms of financial sector, the economy has been opened up and many developments have been taking place in the Indian money market and capital market. In order to help the small investors, mutual fund industry has come up to occupy an important place. Mutual funds are a pool of money collected from many investors and corporate and then invested by fund managers to buy securities such as stocks and bonds. This requires that the investor studies his needs and aspirations, identifies a goal that he wants to achieve, and then makes an investment decision. However, this decision cannot be made on the basis of comparing one fund to another, since every Mutual Fund invests based on a particular focus. There are Blue-Chip funds which invest only in big companies with established track records. Besides this, there are Mid Cap Mutual Funds which invest in medium-sized companies. Similarly, there are sector-based Mutual Funds such as Information Technology, infrastructure etc. The main objective of this paper is to examine the importance and growth of mutual funds and evaluate the mutual fund problems and recommend some measures to make it a successful scheme in India.

HOMESTAYS FOR THE DEVELOPMENT OF TOURISM IN THRISSUR DISTRICT

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ABSTRACT

Hospitality has always been one of the most valued service areas of Indian culture in general and Kerala, in particular. Hospitality becomes more homely when the guests stay at home and this belief was utilized to the full by the Keralites as Kerala was one of the first states in India to initiate and develop the concept of homestays. In a homestay, the tourist lives with the family for some part of his or her journey and enjoy the culture and tradition of the land. Even though homestay is regarded as a home away from sweet home, tourist stay in hotels by paying high rates for rooms. This makes some kind of problems for the homestay providers because for some it's the only livelihood. By conducting census method of data collection through telephone interview, study concludes about different problems of homestay owners and suggests some solution.

MERGERS AND ACQUISITIONS IN BANKING SECTOR

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ABSTRACT

The main objective of this research paper is to analyse the market share of mergers and acquisition in banking sector in India. Through this paper we will try to find out reasons of merger and acquisition from the experience of Indian banking sector. Indian banking sector is currently valued at rupees eighty one trillion (US\$ 1.31 trillion). It has the potential to become the fifth largest banking industry in the world by 2020 and the third largest by 2025, according to an industry report. The face of Indian banking has changed over the years. Banks are now reaching out to the masses with technology to facilitate greater ease of communication and transactions are carried out through the Internet and mobile devices. Through this paper an attempt has been made to describe the reasons, impact and market share of banking sector. The main objective of this paper is to analyse the impact of mergers and acquisition in banking sector in India. A large number of international & domestic banks all over the world are engaged in M&A activities. Through M&A in the banking sector, the banks look for strategic benefits in the banking sector and it can be reckoned that size does not matter and growth in size can be achieved through M&A quite easily. Against such improvements, the present study has been carried out to study the literature review in mergers and acquisitions in banking sector.

MEDICAL TOURISM OF INDIA: HIGH QUALITY & AFFORDABLE INTERNATIONAL PRICE

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ABSTRACT

Health tourism in India has occurred as the fastest growing section of tourism industry with a major impetus of economic liberalization. Aspects that have led to the increasing attractiveness of medical tourism comprises the high rate of health care, long wait periods for certain procedure, the comfort and affordability of international travel, and enhancement in both skill and standard of care in many third world countries like India, Mexico, Malaysia, Singapore etc. As per the market research report of 'Pharma Leaders' (Asia's Most Analytic News Media in Healthcare Communication) India's share in the worldwide health tourism industry will hike to around 26% CAGR by the end of 2013. Also, the medical tourism is estimated to create income of US\$ 3 Billion by 2013. India signifies the most potential health tourism market in the world. Features such as low charges, offers a good holiday, there are no waiting queues to stand in, language does not pose a problem as most people speak English, and also scale and range of treatments provided by India discriminate it from other medical tourism endpoints. Also, the progress in India's medical tourism industry will be an advantage for various other associated businesses, including infirmary business, medical kit business and medicinal business. There are more than 3,371 hospitals and around 8, 00,000 registered practitioners outfitting to the needs of ancient Indian fitness care. Many Indian hotels are also showing their interest in fitness care facilities market by binding up with certified companies in a range of fitness fields and proposing Ayurvedic massages and spas. The study also delivers a deep understanding into the Indian medical tourism market and assesses the past, present and upcoming picture of the health tourism market. It discusses the major factors which are building India a striking health tourism end.

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Thanking you profoundly

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