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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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## **TREND AND GROWTH IN MARKET VALUE ADDED AND TOBIN'S Q MODEL OF SELECTED COMPANIES IN TAMIL NADU**

**M.C.T. SHANMUGAPRIYA**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF CORPORATE SECRETARYSHIP**  
**SCHOOL OF MANAGEMENT**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

**DR. C. VETHIRAJAN**  
**PROFESSOR**  
**DEPARTMENT OF CORPORATE SECRETARYSHIP**  
**SCHOOL OF MANAGEMENT**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

### **ABSTRACT**

*From the trend and growth analysis of two proxies, MVA and Tobin's Q, for firm values, it is identified that the valuation of shares of automobile, cement and non-banking finance companies' was higher than their book value and kept increasing overtime. For the companies under other sectors, there has been marginal decline in the valuation of shares relative to book value. It is concluded that investors have considered the investments in the shares of automobile, sugar, chemical, cement, pharmaceutical and non-banking finance companies as opportunity and increased valuation of shares relative to replacement cost in the market. However, there has been significant decline in such valuation in respect of sugar, cement and pharmaceutical sectors over the period which might be due to other economic status of the country.*

# **INFLUENCE OF PROCEDURAL JUSTICE PERCEPTIONS ON COMMITMENT OF EMPLOYEES IN HEALTH SECTOR NON-GOVERNMENTAL ORGANIZATIONS IN KENYA**

**PATRICK M. GICHIRA**

**RESEARCH SCHOLAR (Ph. D.)**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY  
NAIROBI**

**DR. SUSAN, M WERE**

**SR. LECTURER**

**SCHOOL OF HUMAN RESOURCE DEVELOPMENT  
JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY  
NAIROBI**

**GEORGE O. ORWA**

**HEAD**

**STATISTICS & ACTUARIAL SCIENCES DEPARTMENT  
JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY  
NAIROBI**

## **ABSTRACT**

*The purpose of this study was to investigate the influence of procedural justice perceptions on organizational commitment of employees working with Health Non-Governmental Organizations in Kenya. The study adopted descriptive and correlational research designs with a statistical sample of 195 employees responsible for key result areas in 17 health sector non-governmental organizations. Data was collected using a structured questionnaire. Procedural justice perceptions were measured using Colquitt's model while organizational commitment was measured through Meyer's three component model comprising of affective, continuance and normative commitment. Survey data was analyzed using descriptive and inferential statistics with the aid of IBM Statistical package for social sciences (SPSS) version 20 for descriptive statistics and factor analysis and Stata version 12.0 for hypotheses testing using ordered logistic regression technique. Qualitative data was analyzed through the use of questionnaires. Results of the study show a low positive significant relationship between procedural justice perceptions and affective commitment (Pseudo  $R^2 = 0.0470$ ) and normative commitment (Pseudo  $R^2 = 0.1515$ ). The study recommends that Health NGOs promote just work practices in order to benefit more from a committed workforce.*

## **IMPACT OF JOB ROTATION ON EMPLOYEE COMMITMENT AND JOB INVOLVEMENT IN BANKING SECTOR OF SIVAGANGA DISTRICT**

**R. R. MAHALAKSHMI**  
**RESEARCH SCHOLAR (Ph. D.)**  
**DEPAOF INTERNATIONAL BUSINESS & COMMERCE**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

**DR. K. UTHAYASURIYAN**  
**PROFESSOR**  
**DEPARTMENT OF INTERNATIONAL BUSINESS & COMMERCE**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

### **ABSTRACT**

*The purpose of this research is to find out; to what extent enhances the employee motivation, commitment and job involvement working in the banking sector of Sivaganga and in banks in general. Survey methodology was used for this research. 285 valid responses were generated from bankers working in seven major banks operating in province (district) capital. Statistical package for the social sciences (SPSS) 16 was used to analyze the data through descriptive statistics and correlation analysis. The study found that most of the subjects have spent an appreciable span of time working in banking sector and have been rotated time to time throughout their careers. It was found that when employees are rotated to different jobs across various departments, they become less motivated whereas more committed and involved in their respective jobs. Recommendations are made on how job rotation practices could be improved in banks as a reasonable amount of investment is made annually by banks on rotating its employees for personnel development. Some implications for future research are also drawn from the study. There are few studies of job rotation in the literature. This research paper enhances the understanding of a little studied topic.*

**INSURANCE AS SOURCE OF INFRASTRUCTURE FINANCING IN INDIA: A STUDY**

**DR. S. HARI BABU**  
**ASSOCIATE PROFESSOR**  
**SCHOOL OF BUSINESS**  
**LOVELY PROFESSIONAL UNIVERSITY**  
**JALANDHAR**

**DR. K.V.V.MURALI SOMESWARA RAO**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**G V P COLLEGE FOR DEGREE & PG COURSES**  
**RUSHIKONDA, VISAKHAPATNAM**

**ABSTRACT**

*Infra structural development in India is taking place at rapid pace since 11<sup>th</sup> five year plan. However, to overcome the bottlenecks in the supply of finance, Government of India relied on other source of financing for infrastructural development such as PPP, bank financing, infrastructure finance companies, equity and Insurance investments. We studied whether insurance companies have significant contribution towards infrastructure financing based on the secondary data collected during 2008-09 to 2013-14. The results show that the Non-life followed by Life insurance companies has significant contribution towards infrastructure investments since the opening of insurance sector.*

# **A STUDY ON NEW DIMENSIONS OF TDS ON FIXED DEPOSITS, RECURRING DEPOSITS ACCOUNTS PARTICULARLY ON COOPERATIVE BANKS OF INDIA**

**VIDYA SHREE D V**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF STUDIES & RESEARCH IN COMMERCE**  
**TUMKUR UNIVERSITY**  
**TUMKUR**

**DR. PRALHAD RATHOD**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF P.G. STUDIES IN MBA**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY**  
**JNANASANGAM**

## **ABSTRACT**

*Income Tax Department has introduced the provision of TDS deduction on the Interest of Fixed Deposits of Co-Operative Banks in the Financial Budget of 2015-16. As Union Budget 2015 presented by Finance Minister Arun Jaitley has made amendment to Section 19A of Income Tax Act, 1961 w.e.f June 1, 2015, which stated that the exemption from TDS on payment of interest to members by co-operative societies and banks would be withdrawn. Through this, the Government will collect more Taxes and Tax Evasion will be avoided. It may be one of tool to garner revenue. There are many Co-operative Banks in function all over India from Small Towns to Big Cities. Persons of every hierarchy in the society have Accounts in the Co-operative Banks. Generally, due to no TDS deduction and more Interest Rate on Deposits in Co-operative banks than the Nationalized Banks, many prefer deposits in the Co-operative Banks in rural areas. But due to this stringent provision of TDS, Cooperative Banks and Depositors have to face the change. The present research paper focuses on impact of changes in TDS provisions on depositors and Co-operative banks.*

# **GROWTH OF REAL ESTATE BUSINESS IN MYSORE (MYSURU): A TIME SERIES ANALYSIS**

**PRUTHVI K N**

**STUDENT**

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

**AMRITA SCHOOL OF ARTS AND SCIENCES**

**MYSORE**

**SRI RAJINI**

**VICE CHAIRMAN**

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

**AMRITA SCHOOL OF ARTS AND SCIENCES**

**MYSORE**

**DR. SRIDHARA MURTHY L**

**PROFESSOR**

**DEPARTMENT OF MANAGEMENT AND COMMERCE**

**AMRITA SCHOOL OF ARTS AND SCIENCES**

**MYSORE**

## **ABSTRACT**

*Real estate business is one of the core businesses in fast developing cities, but it is too challenging business as well. Scarcity of land has resulted in accelerating prices of land with every passing day. As a result of this changed economic environment, Real Estate business is becoming a very attractive business proposition. Mysuru is one of the fast growing cities and 3<sup>rd</sup> largest city in Karnataka. The increased importance of Tier 2 cities like Mysuru in the overall economic scene of the country has made real estate business even more attractive. The increasing number of industrial units setting their bases in this City has resulted in increased demand for land – both industrial and housing. As a result growth of Real Estate business in Mysuru has reached new peak. In this paper the focus is to analyze the growth of real estate business between 2010 to 2015 using time series data. For this purpose, secondary data collected from sub-register office south zone in Mysuru city will be collected and data analyzed. The focus will also be on analyzing the changing nature of real estate in the city. Based on the findings of the study, suitable observations and recommendation will be made on whether the real estate business growth is in the right direction promoting the overall development of the city or whether any correction or regulation is needed.*

**CUSTOMER SATISFACTION IN MARKETING**

**S. KANNADASAN**  
**RESEARCH SCHOLAR**  
**M. S. UNIVERSITY**  
**TIRUNELVELI**

**DR. D. ARAVAZHI**  
**ASSOCIATE PROFESSOR**  
**GOVERNMENT ARTS COLLEGE**  
**CHIDAMBARAM**

**ABSTRACT**

*Customer satisfaction can help your business to achieve a sustainable competitive advantage. It refers to the way a customer feels after purchasing a product or service and, in particular whether or not that product or service met the customer's expectations. Customers primarily form their expectations through past purchasing experience, word-of-mouth from family, friends and colleagues and information delivered through marketing activities, such as advertising or public relations. If the customer's expectation isn't met, they will be dissatisfied and it's very likely they will tell others about their experience.*

**RELATIONSHIP BETWEEN DIVIDEND POLICY AND SHARE PRICE**

**FARHAT**  
**ASST. PROFESSOR**  
**DRONACHARYA GOVERNMENT COLLEGE**  
**GURGAON**

**ABSTRACT**

*The share price from eight most popular companies; HDFC, Colgate Palmolive (India) Ltd, Asian Paints, ITC, Pidilite industries, Dabur India limited, Procter & Gamble Hygiene & Healthcare Ltd. and page industries are the focus of this study by taking the share price. The dividend policy is most important issue in every organization. Dividend policy is adopted by the organizations to check growth. This is the most difficult task but also a highly complex issue that how much part of net profit should retain in business for profitable opportunities or how much earnings to be distributed as dividend. The present research paper deals with effect of dividend policy on price of share (by using T test). A thoroughly review of different studies in this field was done and data were collected through secondary source (internet). The paper concludes that dividend policy does not affect the price of the share.*

**PREFERENCE OF CUSTOMERS FOR BANKING SELF-SERVICE TECHNOLOGIES**

**TARANNUM**  
**ASST. PROFESSOR**  
**PUNJABI UNIVERSITY REGIONAL CENTRE FOR IT & MANAGEMENT**  
**MOHALI**

**ABSTRACT**

*Banking has undergone a radical change since the introduction of self-service technology. The banks prefer alternative delivery channels as it provides them competitive advantage by reaching out to large number of customers. Besides this, delivery of services to customers through technology gives banks cost advantage. As banks introduce new ways of reaching out to the customer, it becomes imperative to know which channels are clicking with the customer. This paper presents a comparative study of banking channels i.e., Branch Banking, ATM, Mobile banking, Internet banking. Two public sector banks and as many private sector banks are taken. Customers are selected using stratified branch intercept technique. The study finds that a majority of customers prefer branch banking and ATM while Internet and mobile banking came next on priority list. Private sector bank customers prefer Internet banking. This study would help banks in formulating banking strategies based on customers banking channel preference.*

## HR ANALYTICS: ITS USE, TECHNIQUES AND IMPACT

**SHILPI NARULA**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**FACULTY OF COMMERCE & BUSINESS**  
**DELHI SCHOOL OF ECONOMICS**  
**UNIVERSITY OF DELHI**  
**DELHI**

### ABSTRACT

*This paper gives insights on using analytics in the HR area. Various forms and uses of analytics have been highlighted in the paper. Prescriptive, descriptive and optimizing analytics have been discussed in this paper. This paper also intends to report the empirical findings of the surveys conducted on use of analytics and its applicability in the HR field. Techniques that can be used in analytics are listed in this paper. Link of HR analytics with the individual performance and organization performance has also been established.*

## **CONSTRAINTS AND OPPORTUNITIES FACING WOMEN ENTREPRENEURS IN DEVELOPING COUNTRIES**

**KINJAL PATEL**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT**  
**VADODARA INSTITUTE OF ENGINEERING**  
**VADODARA**

### **ABSTRACT**

*Entrepreneurship among women has been a recent concern. Women has become aware of their existence, there rights and there working situation. However women of the middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among the upper class families in urban cities. The paper focus on women entrepreneurship. The paper slides from the era of fifties to the 21st century how the situations has being changed. Also it consist of the various challenges being faced but them and how to overcome them. Along with that how gender gap affects the process of women entrepreneurs.*

## FOREIGN DIRECT INVESTMENT IN INDIA

**VANDANA GOSWAMI**  
**ASST. PROFESSOR**  
**SATYAWATI COLLEGE**  
**UNIVERSITY OF DELHI**  
**DELHI**

### ABSTRACT

*Foreign direct investment has been associated with economic growth of developing countries; every country is in a race of attracting more and more FDI into the nation. For India FDI plays a very important role. Here with this paper we are trying to understand the current scenario of FDI in India, such as country wise FDI, Sector wise FDI, regional FDI in India, main sources of FDI inflow etc.*

## CONCERNS IN ORGANIZATIONAL CLIMATE: RESEARCH PERSPECTIVES OF INDIAN BANKING SECTOR

**NEHA GUPTA**  
**RESEARCH SCHOLAR**  
**THE BUSINESS SCHOOL**  
**UNIVERSITY OF JAMMU**  
**JAMMU**

### **ABSTRACT**

*Limited research restricts comprehensive understanding of challenges that hit various aspects of Indian Banking. There has been a dearth of studies that address the impact of changing environment on Organizational Climate paradigm. In the changing times, it is pertinent to verify the relevance of Organizational Climate in business priorities, its compatibility and efficiency in Indian banks. This paper ascertains various challenges that Indian banking industry is facing and the subsequent requirement of change in the Organizational Climate. The paper forms the foundation for further diligent research in the area and identifies the missing links in researches which are crucial to pave way to the future of Organizational Climate and performance of Indian banking.*

**WOMEN ENTREPRENEURSHIP IN PALAKKAD DISTRICT**

**DEEPIKA C**  
**LECTURER**  
**DEPARTMENT OF COMMERCE**  
**SRIKRISHNAPURAM VTB COLLEGE**  
**MANNAMPATTA**

**ABSTRACT**

*The entrepreneur is the aggressive catalyst for change in the world of business. He or she is an independent thinker who dares to be different in a background of common events. Women who were earlier the bread maker have now become the bread earners and they are doing a great job indeed. Today many women are open to the entrepreneurial world despite of the problems faced by them. Even though it is said that entrepreneurs are born, they can be made by sharpening their skills and providing training. There are several institutes and organizations in our country to provide entrepreneurship training and financial assistance. But measures should be initiated to make it popular among the women. The present study is an attempt to study the problems faced by women entrepreneurs in Palakkad District. Thus the study is relevant to examine the present status of women and development in women entrepreneurship in Palakkad district. The study reveals that women entrepreneurs faces financial, labour, personal and technical problems. Though the present status of the women are satisfactory, and they possess various skills such as communication, leadership, technical and managing ability. But there are still a lot of challenges to women entrepreneurs. Thus the study concludes that a conscious effort by everyone in the ecosystem is needed to combat the challenges faced by women entrepreneurs in Palakkad District.*

## **CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIAN BANKING INDUSTRY**

**DAROGA MANJHI**  
**SR. RESEARCH FELLOW**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**UNIVERSITY OF LUCKNOW**  
**LUCKNOW**

### **ABSTRACT**

*The objective of this paper is to explore the relationship between public sector banks and private sector banks on the basis of their practices in Corporate Social Responsibility activities. The methodology of the study is based on the survey through primary data collection. This paper identified the ten activities on the basis of literature review. And check out the level of involvement in these activities by both public and private sector banking companies. Finding of the study is both the companies have positive correlation in regards to their practices in corporate social responsibility.*

## **A STUDY ON WORK STRESS OF SECONDARY SCHOOL TEACHERS IN VIZIANAGARAM CITY, AP, INDIA**

**ANURADHA. N**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF EDUCATION**  
**KRISHNA UNIVERSITY**  
**MACHILIPATNAM**

**SWARNA LATHA. P**  
**POST DOCTORAL FELLOW**  
**DEPARTMENT OF GEOGRAPHY**  
**ANDHRA UNIVERSITY**  
**VISAKHAPATNAM**

**TAMMI NAIDU. G**  
**POST DOCTORAL FELLOW**  
**DEPARTMENT OF GEOGRAPHY**  
**ANDHRA UNIVERSITY**  
**VISAKHAPATNAM**

### **ABSTRACT**

*The purpose of this research study is to identify the role stress in secondary school female teachers living in Vizianagaram city and is a district headquarters of Vizianagaram district in the Indian state of Andhra Pradesh. A total number of 100 teachers belong to 13 Government and private schools located in the study area have participated in the present study. At the conclusion of this study it is seen that Post graduate teachers have higher role stress than graduate teachers and also Government Telugu medium school teachers have higher role stress than their Private and English medium school counterparts.*

## RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER BEHAVIOUR

**SHANU JAIN**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**DELHI SCHOOL OF ECONOMICS**  
**UNIVERSITY OF DELHI**  
**DELHI**

### **ABSTRACT**

*Businesses can no longer sustain by focusing only on their businesses. Stakeholders expect a lot more from them; they expect the companies to be a “good corporate citizen” concerned with human and social welfare. Corporate Social Responsibility or the CSR has gained attention of the researchers, academicians and practioners all over the world and its significance and influence on different aspects of business performance is a major concern. This paper attempts to study one such relationship i.e. between CSR and consumer behavior. In understanding so, we first look into the concept of CSR, its evolution and impact on different business spheres by analyzing the previously developed theories, models and studies related to the subject matter in the following sections of the paper.*

**FDI INFLOWS INTO THE GREECE DURING 1971-2013: TREND ANALYSIS****V.LEKHA****RESEARCH SCHOLAR (MATHEMATICAL ECONOMICS)****SCHOOL OF ECONOMICS****MADURAI KAMARAJ UNIVERSITY****MADURAI****ABSTRACT**

*In this paper contain the FDI inflows of Greece during four decades. At present his research very important to need due to Greece will be faced debt crises in order to financial crises also lead to the worse economic position of Greece. Whereas, the Greece economy will shake off. This study consists of trend analysis of FDI inflows into the Greece during 1971 to 2013, then the years will be split into the decades, and every decade concerned with ten years, so here four decades used for the trend analysis and last decade concern with thirteen years. Foreign direct investment (FDI) can play an important role in an economy's development effort. Here used in the index number average and the annual growth rate to find out trend analysis of FDI inflows of Greece. While discussing the position of global and developed countries FDI and this paper also presented advantages, disadvantages and benefits of FDI inflows of Greece.*

**DEMAND AND SCOPE FOR GREEN MARKETING****SYED MOHD MURTUZA BUKHARI****STUDENT****AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES****BANGALORE****ABSTRACT**

*The article is about the necessity of Green Marketing. We are living in a world, where the communities are concerned about protection of health and environment. To sustain, a marketer has to consider inventive marketing. It focuses on selling products and/ or services based on their environmental benefits. The Companies/Organisations have started more ecofriendly services for the consumers along with multiple environment benefits. The green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles which can be termed as green consumerism. The "Organic Industry" which specializes in the sale of organically produced foods, health and nutritional supplements and other green lifestyle items promote green consumerism.*

# **A STUDY OF USE AND IMPACT OF INTERNET BANKING ON CUSTOMER SATISFACTION LEVEL (WITH SPECIAL REFERENCE TO UDAIPUR DISTRICT)**

**DR. ASHISH SHRIMALI**  
**27/171**  
**PANERIYO KI MADRI**  
**UDAIPUR**

## **ABSTRACT**

*The constant changes in technology and lifestyles have changed the face of banking service industry in India. Banking industry has revolutionised the internet banking services with the help of technology. Internet banking has become one of the widely used banking services among Indian retail banking customers in recent years. It has been analysed that internet banking service quality is a key issue to maintain customer satisfaction. Thus the purpose of the study is to explore the internet banking service dimensions and to analyze its impact on the customer satisfaction through Z-test. A structured likert based questionnaire was prepared and was filled by the internet banking users of Udaipur district of Rajasthan. The research showed that there is a positive impact of service quality dimensions on customer satisfaction.*

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Thanking you profoundly

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