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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MAPPING PROFITABILITY OF PUBLIC SECTOR ENTERPRISES WITH SPECIAL REFERENCE TO BHEL <i>DR. SATISH KUMAR & DR. MEGHA VIMAL GUPTA</i>	1
2.	INFLUENCE OF JOB SATISFACTION ON LIFE SATISFACTION AMONG IT PROFESSIONALS: A STUDY CONDUCTED IN FOUR CAPITAL CITIES OF SOUTH INDIA <i>PETER VARGHESE & DR. SUSAN CHIRAYATH</i>	2
3.	HUMAN RESOURCE MANAGEMENT IN RETAIL INDUSTRY WITH REFERENCE TO TRAINING IN RETAIL IN PMKVY AND UP GOVERNMENT SCHEME <i>VAISHALI CHOURASIA</i>	3
4.	WORKING CAPITAL EFFICIENCY: A CASE STUDY OF ASSOCIATED CEMENT COMPANY LIMITED INDIA <i>DR. V. MOHANRAJ</i>	4
5.	A STUDY ON EMPLOYEES PERSPECTIVE TOWARDS TRAINING PROGRAM <i>RASHMI S.B & DR. A. M. KADAKOL</i>	5
6.	GROWTH AND OPPORTUNITIES OF JUTE DIVERSIFIED PRODUCTS EXPORTS IN INDIA <i>DR. K. THIRIPURASUNDARI & P. RATHI</i>	6
7.	BABIES ARE OUR BUSINESS: PESTER POWER-THE CHOICE OF TODAY'S MARKETER <i>ALPANA AGRAWAL & DR. S. K. GUPTA</i>	7
8.	IMPACTS OF ORGANISED RETAILING ON UNORGANISED RETAILERS: A STUDY WITH REFERENCE TO TAMILNADU <i>N. VIJAYALAKSHMI & DR. K. SALEEM KHAN</i>	8
9.	SAVING AND INVESTMENT BEHAVIOUR OF INDIA AND CHINA: A COMPARATIVE STUDY <i>REKHA RANI, BALA DEVI & RAJESH GAHLAWAT</i>	9
10.	MUSLIM WOMEN AND EMPOWERMENT <i>PALLABI GOGOI</i>	10
11.	AN EVALUATIVE STUDY ON VARIOUS SERVICES OF GUWAHATI MUNICIPAL CORPORATION (GMC) FROM ETHICAL POINT OF VIEW <i>DR. ARABINDA DEBNATH & BANAJEETA SHARMA</i>	11
12.	ANALYSIS OF PERSONAL FACTORS INFLUENCING INVESTMENTS IN CAPITAL MARKET <i>K. CHITRADEVI</i>	12
13.	THE IMPACT OF ECONOMIC TRANSFORMATION PROGRAM (ETP) TOWARDS YOUTH IN MALAYSIA: GENERIC SKILLS <i>MOHAMMAD NOORIZZUDDIN NOOH, DR. SYADIYAH ABDUL SHUKOR, DR. KHAIRIL FAIZAL KHAIRI & DR. NURADLI RIDZWAN SHAH MOHD DALI</i>	13
14.	THE RELATIONSHIP BETWEEN PORTFOLIO PERFORMANCE AND ASSET ALLOCATION POLICY <i>MUKESH JINDAL</i>	14
15.	ANALYSIS OF DEMOCRATIC MANAGEMENT BY COOPERATIVE SOCIETIES CASE OF COOPERATIVE UNIONS IN EAST WOLLEGA ZONE, OROMIA, ETHIOPIA <i>ASFAW TEMESGEN BARI</i>	15
16.	A STUDY ON EMPLOYEE WELFARE MEASURES AT VST TILLERS TRACTORS LIMITED, BANGALORE <i>PUSHPA L</i>	16
17.	A STUDY FOR THE JOB SATISFACTION OF THE EMPLOYEES OF DINJAN ARMY CANTT (ARMY EMPLOYEES) <i>DR. NARENDRA KUMAR</i>	17
18.	QUALITY OF BUSINESS ENVIRONMENT IN INDIA: A CROSS-COUNTRY INVESTIGATION INTO SOUTH ASIAN ECONOMIES <i>ASIF KHAN</i>	18
19.	CONSUMER ATTITUDE TOWARDS THE MARKETING-MIX OF THE GREEN PRODUCTS <i>ARIF ANWAR & SUMAIRA JAN</i>	19
20.	E-COMMERCE: TRANSACTION SECURITY ISSUE AND CHALLENGES <i>GAUTAM KOHLI</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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MAPPING PROFITABILITY OF PUBLIC SECTOR ENTERPRISES WITH SPECIAL REFERENCE TO BHEL

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ABSTRACT

This paper aims to access the position of BHEL from the year 2004 to 2014. To evaluate the profitability of the company, relevant ratios were used and statistical tools like mean, standard deviation, coefficient of variation, minimum, and maximum were applied, and to test the significant relationship between the relevant variable, the variables were tested with the help of correlation and regression analysis (t-test). In hypotheses testing, most of the hypothesis showed a statistically significant relationship between two variables. Hence it was concluded that the overall performance of Bharat Heavy Electricals Limited regarding profitability was sound during the study period, the company's market is growing, and it was earning an acceptable return on invested capital, and it has good future opportunities for growth.

INFLUENCE OF JOB SATISFACTION ON LIFE SATISFACTION AMONG IT PROFESSIONALS: A STUDY CONDUCTED IN FOUR CAPITAL CITIES OF SOUTH INDIA

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ABSTRACT

Man is made of made of mind and matter. The over burden in the industry will decrease the satisfaction of the employee in the industry and also it will affect his personal life satisfaction. This is an attempt to find out how the job and life satisfaction is interrelated in the IT Industry. Job satisfaction is an attitude of individuals towards their jobs which results from their view of the jobs and the extent to which there is a good fit between the individual and the organization. Life Satisfaction is an attitude of mind. The term denotes both 'contentment' and 'enjoyment' of one's life. The IT sector continues to be a net employment creator — likely to add 230,000 jobs in fiscal year 2012, thus providing straight employment to about 2.8 million, and indirectly employing 8.9 million people. The study is trying to find out the relationship between the life satisfaction and Job satisfaction. The study used the questionnaire method where the IT professionals were questioned on job satisfaction and life satisfaction. The targeted group comprises of IT/ITES, BPO sector. The respondents are from top level, middle level, and lower level. The sample size is 200 taken from the infinite population. Models tested are displayed in figure 1 in which it is presented by the relationship between Job satisfaction and life satisfaction.

HUMAN RESOURCE MANAGEMENT IN RETAIL INDUSTRY WITH REFERENCE TO TRAINING IN RETAIL IN PMKVY AND UP GOVERNMENT SCHEME

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ABSTRACT

Retail is very fast growing and a big employer in India. Organised retail industry is now expanding its wings toward small towns and villages but facing deficiency of good trained manpower. Training of its manpower is time consuming and additional expenses for it. Our central as well as state governments are now focusing on skill development of person who want to build their career in retail and different streams. In this research paper researcher is focusing on Retail training program. Researcher try to find out the training needs and deficiency in training programs run by government.

WORKING CAPITAL EFFICIENCY: A CASE STUDY OF ASSOCIATED CEMENT COMPANY LIMITED INDIA

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ABSTRACT

The present paper seeks to examine the efficiency of working capital management of the Associated Cement Company Limited during the period 1997-98 to 2004-05. The empirical findings suggest that all the working capital variables have a positive relationship with return on assets. The empirical findings suggest that leverage and assets structure have significant impact on profitability, while cash conversion cycle has a negative impact.

A STUDY ON EMPLOYEES PERSPECTIVE TOWARDS TRAINING PROGRAM

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ABSTRACT

The 5 M's in Production are Men, Material, Machine, Mission and Money. Of all these people is the most essential factor in the process of production. It is the important resources of an organisation. The success of an organisation depends on the quality of manpower. Therefore human resources is considered to be the important and significant factor for the production. In present times training and development is one of the important activity for the development and retaining the employees. For organisational productivity, training assumes great significance. Though it is a type of education, training is job oriented. It is skill learning. Training has greater significance for the success of modern organisations. Core competencies and expertise give the organisation an edge over their competitors, and training plays a vital role in developing and strengthening these competencies. Change of technology demands that employees update their knowledge, skills, abilities and technical expertise. The present study indicates the employee's perspective towards the training program, their strong participation in it, and the quality of training program. The statistical tools like percentage analysis were used. For an effective participation of the employees in the training programme: designating an alternate employee for the employee taking training, with its active facilitation by the section manager; creating training programmes that enhance the knowledge/ skill set of employees; offering job-relevant training programmes, and its publication well in advance plays an important role.

GROWTH AND OPPORTUNITIES OF JUTE DIVERSIFIED PRODUCTS EXPORTS IN INDIA

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ABSTRACT

Jute is one of the major industries in the eastern region of India, particularly in West Bengal. Jute – the golden fibre, is a natural, renewable, biodegradable and eco-friendly product that meets all the standards of safe 'packaging' in this era when the green marketing concept is gradually emerging in the globe. Government of India has given priority to the revival and development of the jute sector in its policy matrix. The steady decline in markets for traditional jute products forced the Governments and jute industry to take up programs for development of diversified jute products in the recent past. Besides attention is directed towards promotion of packaging material for conventional and new end-users with the emphasis on bio-degradable and eco-friendly attributes of jute as a natural fibre so that the jute industry does not depend primarily and mandatory packaging. The paper is an attempt to assess the growth and performance of diversified jute products in export market.

BABIES ARE OUR BUSINESS: PESTER POWER-THE CHOICE OF TODAY'S MARKETER

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ABSTRACT

The world belongs to kids. Kids today mean business. Children are becoming a formidable segment in the marketing world. Marketing to kids may be marketers passport to growth. Companies are using this segment to rake in profits. The marketers are relying on the kids to pester the parents to buy the product, rather than going straight to them. Pester power is the recent technique adopted by the advertisers now a days. There is a reason behind this type of advertising. The advertisers are focusing on the children in the ads. They knew that if children like the products then they will compel the parents to buy the products. They nag their parents to buy the product. If children like the product then the parents will never consider the features, quality or any other element but just buy the product. So the marketers are focusing on such advertising and earning huge amount of profits. The purpose of this paper is to highlight the reasons that lead marketers to give greater importance to children, how to explain this increased potential that children have on the existing market and strategies that marketers and companies use in order to reach this market. To this end we analyzed a series of articles, studies and research conducted on the subject, with implications in psychology, sociology, but especially in marketing. The results obtained show very interesting issues regarding children as consumers, prescribers and future consumers, which motivate marketers to give children greater importance and to build various targeting strategies.

IMPACTS OF ORGANISED RETAILING ON UNORGANISED RETAILERS: A STUDY WITH REFERENCE TO TAMILNADU

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ABSTRACT

Retail is currently the flourishing sector of the Indian economy. The trend is expected to continue at least for the next two- three decades and to touch USD of 650 million marks in 2015-2016. The unorganized mom and pop shops are still dominating the Indian retail sector. The liberalization of the consumer goods industry initiated in the mid - 80's has impacted the retail industry structurally and paved the way for the development of organized retailing and it now grows at a rate of 30-40 percent in India. While the role of organized retailing in the growth of economy cannot be denied, the unorganized retailers in the vicinity of organized retailers are experiencing a decline in their volume of business and profit. It rings an alarming bell to traditional retailing which have existed in India for centuries and serving large chunk of consumers in both consumption and employment. The understanding of impacts of organized retailing on unorganized retailers in Tamilnadu state will enlighten the unorganized retailers to know where they stand in modern retailing and also the government in framing policies in the field of retailing. The present study is an attempt in this direction to know both the positive and negative impacts on the unorganized retailers in the study area, giving empirical evidence on this much debating topic of to- day.

SAVING AND INVESTMENT BEHAVIOUR OF INDIA AND CHINA: A COMPARATIVE STUDY

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ABSTRACT

This study examines the relationship between gross domestic savings and total investment and compare their trend behaviour in both India and china. Secondary data from 2001 to 2013 of gross domestic savings and total investment have been collected from World Development Indicators and World Economic Outlook Database. Statistical techniques like correlation, trend analysis have been used for analysis purpose. It concludes the highly positive correlation between total investment and gross national savings in both India and china. It also concludes that total investment is in surplus over gross national savings in India whereas situation is reverse in case of china. It indicates that India's investment is the outcome of both gross domestic savings and net foreign sources whereas china is the exporting its surplus savings to other countries. Besides, total investment and gross national savings of china have always been upper than of India.

MUSLIM WOMEN AND EMPOWERMENT

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ABSTRACT

Gender equality and women empowerment are the growing issues in these days. The 3rd goal of Millennium Development Goal is to promote gender equality and empowerment. The basic indicators of status of empowerment of women are access to education, decision making power, employment etc. It is often the minority community who were at disadvantage position in society. Women in the Muslim communities fare badly too. They are not just a minority, but the marginalised majority. There are numbers of problems and grievances of Muslim women. The Muslim backwardness in the country can evidently see as they lack behind the majority community both educationally and economically. This paper is an attempt to study the scenario of empowerment of the Muslim women in Hailakandi district of Assam. It seeks to contribute with new insights into their social and economic life and suggest measures to bridge the gap between men and women in Muslim communities.

AN EVALUATIVE STUDY ON VARIOUS SERVICES OF GUWAHATI MUNICIPAL CORPORATION (GMC) FROM ETHICAL POINT OF VIEW

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ABSTRACT

Through this paper an attempt is being taken to evaluate various services rendered by the Guwahati Municipal Corporation strictly from ethical angle. In doing so, the entire paper is divided into three parts. The first part "Theoretical Approach includes an introduction, objective of the study, Research question of the study". The second part entitled "Various services of the Guwahati Municipal Corporation and their ethical dimension" is a comprehensive study where various services of the Guwahati Municipal Corporation are evaluated whether these are rendered strictly in the light of ethical vision or not. Accordingly, if these are not done ethically then why and what are its consequences will also be discussed in details. The third part entitled "conclusion", where major findings which stand on the way of ethical discharge of the services of the Guwahati Municipal Corporation are identified and some suitable suggestions are put forward by virtue of which Guwahati Municipal Corporation(GMC) can be ethically stranded.

ANALYSIS OF PERSONAL FACTORS INFLUENCING INVESTMENTS IN CAPITAL MARKET

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ABSTRACT

The capital market, transactions by individuals has always been regarded as essential to both liquidity and the efficiency of the market. The growth of the capital market has explained largely due to the individual investors. The growth of the capital market during the last few years has substantially increased the investor population in India. The investment scene is gradually becoming active, competitive, dynamic and challenging. In this context it is necessary to understand the characteristics of the investors in terms of their investments, strategies, expectations and the like. Hence, in this chapter an attempt has been made to analyse the profile of individual investors in Indian capital market.

THE IMPACT OF ECONOMIC TRANSFORMATION PROGRAM (ETP) TOWARDS YOUTH IN MALAYSIA: GENERIC SKILLS

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ABSTRACT

This study aims to investigate the relationship between the employability with generic skills of youth. The study also aims to identify the level of knowledge, perception and understanding of the youth against the Economic Transformation Program (ETP). The number of respondents are 633. The findings showed that the relationship between the employability and generic skills is significant and only half of the respondents have knowledge about the Economic Transformation Program (ETP).

THE RELATIONSHIP BETWEEN PORTFOLIO PERFORMANCE AND ASSET ALLOCATION POLICY

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ABSTRACT

Asset allocation is an important strategy for portfolio management. In its simplest terms, asset allocation refers to the process of adjusting the relative proportion of different asset classes in an investment portfolio. Asset allocation is based on the fact that both expected return and risk of each asset class are different. By combining asset classes in different proportions, it is possible to enhance the overall portfolio return and reduce risk. As per past research, it is believed that a portfolio return is dependent upon many important factors or strategies. The recognized strategies are a) Strategic Asset Allocation b) Sector/ Stock Selection, and c) Market Timing. The above strategies have also been recognized in the research papers of Hood, Brinson and Beebower (1986) and Singer, Beebower and Brinson (1991).

ANALYSIS OF DEMOCRATIC MANAGEMENT BY COOPERATIVE SOCIETIES CASE OF COOPERATIVE UNIONS IN EAST WOLLEGA ZONE, OROMIA, ETHIOPIA

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ABSTRACT

As per international cooperative principles, cooperative societies are democratic in election, membership admission and operating business. This study was designed to analyze practice of democratic management by cooperative society: case of cooperative unions in East Wollega zones, Ethiopia. The study is explanatory and qualitative in nature and descriptive data analysis was used. The result of the research indicated that the cooperatives in the study area are practicing democratic management regarding free and voluntarily membership admission. Decisions by the cooperatives passed by majority votes, each members has free and equal vote and all members have equal opportunity in election. Concerning the accountability of members and leaders it is found that members are accountable to the bylaw of respective society as well as the elected leaders are accountable for members. Conversely the result indicates there was no regular general member meeting as per the respective bylaw. The office term of the board of directors are extended beyond the cooperative law of the country the paid professional management teams are dictating the board of director in decision making. Thus, it can be concluded that cooperative societies practicing democracy in membership admission, administering member meeting and in the area of member and freely and fairly elected leaders who are accountable for the members. However it is strongly recommend administering general assembly meeting regularly and professionals need to respect cooperative principles and bylaw to be accountable to board of directors to make the democratic management effective in cooperative unions.

A STUDY ON EMPLOYEE WELFARE MEASURES AT VST TILLERS TRACTORS LIMITED, BANGALORE

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ABSTRACT

The present study has made an attempt to identify welfare measures and satisfaction level of employees about the welfare measures adopted at VST Tillers Tractors Limited, Bangalore. The basic purpose of employee welfare is to enrich the life of employees by providing them decent and congenial work environment. The company provides welfare facilities like canteen facilities, medical facilities, working environment, maternity leave, safety measures, wash rooms and lunch room facilities etc. The present study reveals that most of the employees are aware about the facilities provided by the company and satisfied.

A STUDY FOR THE JOB SATISFACTION OF THE EMPLOYEES OF DINJAN ARMY CANTT (ARMY EMPLOYEES)

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ABSTRACT

Job satisfaction is the rewards a person gets while doing their job. Rewards can take a monetary form (money) or be a more intangible reward, like the feeling a person might get when doing a job that helps others. Research has been conducted in order to critically evaluate and examine the level of employee's satisfaction of DINJAN ARMY CANTT. (ARMY EMPLOYEE). The purpose of this study is also to observe and analyze the factors which create job satisfaction especially among the hardworking employees, and to find out the reasons of dissatisfaction if any. The primary data for this study was compiled through questionnaire filled in on a one-to-one basis by 100 respondents from a representative sample of employees of DINJAN ARMY CANTT. (ARMY EMPLOYEE). The results have shown that working environment, compensation, growth opportunities and training & development are the most important significant factors which directly influences in affecting Job Satisfaction. According to a number of literatures studied, lack of job satisfaction is a serious issue in various organizations and job dissatisfaction has become a major obstacle in employee's productivity. There are numbers of factors which can create job dissatisfaction among employees but in this study the very critical factors are discussed upon which the management should really work on the job satisfaction of its employees.

QUALITY OF BUSINESS ENVIRONMENT IN INDIA: A CROSS-COUNTRY INVESTIGATION INTO SOUTH ASIAN ECONOMIES

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ABSTRACT

This paper is focused on assessing the present quality of business environment in India and in other South Asian countries. Quality of business environment is represented by the duration of delay in obtaining government permissions and clearances, number of procedures required and costs associated with doing business. The quality of business environment is assessed through World Bank's Doing Business (WBDB) index based on ten parameters. The analysis is based on secondary data collected from WBDB database. The results show that among South Asian countries India performs poorly on some of the parameters due to excessive and unnecessary number of procedures it requires, longer time and more money it takes before business can start its operations formally. As compared to other South Asian countries, India is at the bottom on 'starting a business' parameter; second from the bottom on 'dealing with construction permits' and 'enforcing contracts' parameter; third from the bottom on 'paying taxes' parameter; fourth from the bottom on 'resolving insolvency' parameter. Thus, improvement in these parameters will positively contribute to enhancing the quality of business environment in India which in turn, will lead to the success of 'Make in India' program. The comparative nature of this paper makes the results more useful for policy makers and trade associations to look at the relative strength and weakness of the country and practices they follow. In addition, the results can guide SMEs to evaluate and chose the alternatives for doing business among the South Asian countries which can provide the most suitable business environment according to their business needs and objectives.

CONSUMER ATTITUDE TOWARDS THE MARKETING-MIX OF THE GREEN PRODUCTS

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ABSTRACT

The environment is deteriorating because of the consumption pattern of consumers and the fast growing nature of economies. This degradation of environment may be brought up to the track by the consumption of green products. It will not only help in conserving the present resources but will also help the environment to sustain for a longer time. Thus, it is very important to market the Green Products among consumers. American Marketing Association says that green marketing is the marketing of products that are presumed to be environmentally safe. This concept has gained tremendous importance in the recent past only. Consumers are being informative about the long-term benefits of green products and thus are showing their high involvements during the selection of environment friendly products. This makes green marketing inevitable in nature and a hot topic for further research. The current paper focuses on identifying the different dimensions of green marketing, knowing about the attitude of customers towards the green products and developing a model of green marketing mix. A survey of more than 100 respondents from Delhi/NCR was undertaken to identify the attitude of consumers towards the green products and their marketing, so as to develop a model of green marketing mix from it and to know about the attitude of customers towards the green products which are a bit costly but friendly with nature.

E-COMMERCE: TRANSACTION SECURITY ISSUE AND CHALLENGES

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ABSTRACT

E-commerce applications are becoming popular day by day as they are working like a virtual shop. Writing good E-commerce application is tedious task and complex also. The applications if made complex are very difficult to maintain. Usability is a very basic concept in the E-commerce application. User has to get the information at one click and with proper feedback. As these are web based applications efficiency matters a lot for this application. As transaction in e-commerce faces the problems such as database exploits, log data mining and sniffing attacks which can be resolved by using different security measure. Hence security is important issue and challenges in current e-commerce applications.

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