

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DOES EXECUTIVES COMPENSATION STIMULUS FIRM INNOVATION? THE CASE OF TAIWAN <i>DUNG PHUONG TONG &amp; HOA VAN NGUYEN</i>	1
2.	CORPORATE GOVERNANCE MECHANISMS IN INDIA: A CASE STUDY OF SELECTED FIRMS FROM TEN SECTORS <i>R. C. NAGARAJU &amp; DR. P. PARAMASHIVAIAH</i>	2
3.	HUMAN RESOURCE MANAGEMENT- RECRUITMENT REWARD AND RETENTION <i>SUMAIYA FATHIMA</i>	3
4.	INCREASING INFLUENCE OF PRIVATE LABEL BRANDS IN ORGANIZED RETAIL <i>SANDEEP NANDRAM DIVE &amp; DR. VIJAY AMBADE</i>	4
5.	COURTS' JURISDICTION FOR TAKING COGNIZANCE OF CRIMINAL COMPLAINTS FILED UNDER SECTION 142 OF NEGOTIABLE INSTRUMENTS ACT 1881 - THE NEGOTIABLE INSTRUMENTS (AMENDMENT) ACT 2015 – IT'S CAUSE AND CURE <i>DR. I. FRANCIS GNANASEKAR &amp; S. M. MOHAMED MISKEEN</i>	5
6.	A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK <i>DR. M. SUMATHY &amp; VIPIN.K.P</i>	6
7.	ILLEGAL ECONOMY Vs. SOCIALIST SOCIETY <i>DR. PRAMILA CHOUDHARY</i>	7
8.	RISK AND RETURN ANALYSIS OF SELECT PSBs <i>K.V.RAMESH &amp; DR. A. SUDHAKAR</i>	8
9.	INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR <i>SEEMI AZAM &amp; RASHMI KUMAR</i>	9
10.	WOMEN EMPOWERMENT IN INDIA THROUGH CORPORATE SOCIAL RESPONSIBILITY: POLICIES & CHALLENGES: A CASE STUDY OF NTPC LTD. <i>DR. AJAY AGRAWAL, DR. AMITABH PANDE &amp; POORVA PANDE SHARMA</i>	10
11.	CONSUMERS' COGNIZANCE TOWARDS THE INDIAN POSTAL PRODUCTS AND SERVICES: A STUDY REPORT OF NORTH GOA DISTRICT <i>DR. GAJANAN MADIWAL</i>	11
12.	THE YOUNG SAUDI EMPLOYEE AND THE CURRENT LABOR MARKET DYNAMICS OF SAUDI ARABIA: A PARADIGM SHIFT <i>DR. DEEPANJANA VARSHNEY</i>	12
13.	MOBILE BANKING IN THE PRESENT SCENARIO <i>SEBIN GEORGE</i>	13
14.	A STUDY ON INVESTORS' SATISFACTION TOWARDS MUTUAL FUNDS RETURNS WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT <i>DR. U. RAGHAVENDRA PRASAD</i>	14
15.	IMPACT OF GLOBALIZATION ON SELECTION PROCEDURE AND TRAINING PROGRAMMES IN BANKING SECTOR <i>ANAND T. DESHPANDE</i>	15
16.	RISK ATTITUDE: AN INVESTIGATION INTO RELATIONSHIP WITH PERSONALITY TYPE <i>AMIT KAPOOR</i>	16
17.	A STUDY ON CUSTOMER SATISFACTION OF HONDA ACTIVA AMONG WOMEN WITH REFERENCE TO KONNI TALUK, KERALA <i>SWATHY. P</i>	17
18.	THE FAVOURABLE DATA FOR THE IMPLEMENTATION AND DEVELOPMENT OF M-GOVERNANCE <i>BASAVARAJ NAGESH KADAMUDIMATHA</i>	18
19.	ROLE OF MICRO CREDIT PROGRAMME IN THE FINANCIAL AND SOCIAL EMPOWERMENT OF WOMEN ENTREPRENEURS <i>SANTHOSH KUMAR.K</i>	19
20.	IMPACT OF NATURAL DISASTER ON TOURISM IN JAMMU AND KASHMIR: A CASE STUDY OF FLOOD 2014 <i>NASEER AHMAD MAGRAY</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON**

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**FORMER CO-ORDINATOR**

**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISORS**

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**ASSOCIATE EDITORS**

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**DR. JASVEEN KAUR**

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

**FORMER TECHNICAL ADVISOR**

**AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS**

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

#### **THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

#### **DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

#### **NAME OF CORRESPONDING AUTHOR**

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- 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.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

---

# DOES EXECUTIVES COMPENSATION STIMULUS FIRM INNOVATION? THE CASE OF TAIWAN

**DUNG PHUONG TONG**  
**RESEARCH SCHOLAR (Ph.D. IN BUSINESS PROGRAM)**  
**COLLEGE OF MANAGEMENT**  
**CHUNG YUAN CHRISTIAN UNIVERSITY**  
**TAIWAN**

**HOA VAN NGUYEN**  
**DEAN**  
**BUSINESS ADMINISTRATION FACULTY**  
**THANH TAY UNIVERSITY**  
**VIETNAM**

## ABSTRACT

*This paper investigates the relationship between executives compensation and innovation capability of publicly traded firms in Taiwan. Our dataset contains 1,968 non-financial companies from 2005 to 2015. Executive compensation is divided into two components: short-term (total salary and bonus) and long-term (the value restricted stock granted, value of current stock granted). We use R&D expenses to measure innovation capacity and some financial ratios are also included as control variables. Using quantile regression, we find that high salary and bonus play a significant and negative role in stimulating R&D spending. However, the relationship between long-term incentive and R&D expenses is non-linear. For low and medium innovating firms, R&D expenditure is increasing with long-term incentive whereas it is decreasing with long-term incentive in high innovating firms.*



---

**CORPORATE GOVERNANCE MECHANISMS IN INDIA: A CASE STUDY OF  
SELECTED FIRMS FROM TEN SECTORS**

**R. C. NAGARAJU**  
**ASST. PROFESSOR OF COMMERCE**  
**UNIVERSITY COLLEGE OF ARTS**  
**TUMKUR UNIVERSITY**  
**TUMKUR**

**DR. P. PARAMASHIVAIAH**  
**PROFESSOR & CHAIRMAN**  
**DEPARTMENT OF PG STUDIES & RESEARCH IN COMMERCE**  
**TUMKUR UNIVERSITY**  
**TUMKUR**

**ABSTRACT**

*In this research paper, an attempt is made to find out the existing position of corporate governance practices in India and keeping in mind this, an analysis of previous annual reports of (2013-14 and 2015-16) of 30 companies from ten diverse industry sectors is made. Governance practices are presently followed by the companies in India by complying with the binding and non-binding guidelines issued by SEBI in clause 49 of listing agreement regarding corporate governance, are pointed out by the outcome of the study. Yet, a lot of scope is there for up gradation for ideal state of governance in India for excellence. Besides, firms across different sectors have uniformity with respect to corporate governance practices followed.*

---

**HUMAN RESOURCE MANAGEMENT- RECRUITMENT REWARD AND RETENTION**

**SUMAIYA FATHIMA  
PRINCIPAL  
BET SADATHUNNISA COLLEGE  
BISMILLAHNAGAR**

**ABSTRACT**

*“We can’t stop employees from leaving unless we have a plan to make them stay” Building a high-performing workforce has always been essential to maintaining a competitive edge — companies are finding themselves in a race to recruit and hire the best candidates. Smart companies will have to take time to examine their recruiting and retention activities, to capture the best talent recruiting operations need to be efficient and streamlined, employee retention is beneficial for the employee as well as organization. The success of every business is only ever in the hands of its people. If the prevailing philosophy during the Internet boom was “hire as fast as possible,” now the pendulum has swung back to “retain the right workforce — as quickly as you can.” By fine-tuning strategies and operations today, one can position their respective companies to be the employer of choice tomorrow.*

---

**INCREASING INFLUENCE OF PRIVATE LABEL BRANDS IN ORGANIZED RETAIL**

**SANDEEP NANDRAM DIVE**  
**ASST. PROFESSOR**  
**PUNE VIDYARTHI GRIHA'S INSTITUTE OF MANAGEMENT**  
**NASIK**

**DR. VIJAY AMBADE**  
**PROFESSOR**  
**PRINCIPAL ARUNRAO KALODE MAHAVIDYALAY**  
**NAGPUR**

**ABSTRACT**

*The business world has been experiencing a major economic change, consumer demand has shifted, and retailer's operating systems today are instilled with far more advanced technology than was the case ten years ago. While the world's largest developing markets still tempt the largest global retailers, and show no signs of slowing down, many smaller, untapped markets are providing new growth opportunities. Highly potential and dynamic business environment of India has influenced the Global Retail Giants and Industry Experts to rate Indian markets as the 'destination next' for retail sector only next to China. The organized Indian retail has responded positively to this rating, showing a phenomenal growth, despite the slump in the markets. 'Private Label Brands' refers to the brands that are owned by the retailers, and sold through a specific chain of stores. In the developed international retail markets private label brands are considered to be the key to success. The concept of PLBs in India is in its embryonic stage, it still promises a humongous potential to vitalize the Indian retail sector. This paper is an attempt to study the increasing influence of private label brands in the organized retailing. It is interesting to know how these newly born brands are competing with the giant standard brands – Not only competing but providing to be a better option to the retailers and to the consumers as well. The study will include only the private label brands offered by organized retailers.*

---

**COURTS' JURISDICTION FOR TAKING COGNIZANCE OF CRIMINAL COMPLAINTS  
FILED UNDER SECTION 142 OF NEGOTIABLE INSTRUMENTS ACT 1881 - THE  
NEGOTIABLE INSTRUMENTS (AMENDMENT) ACT 2015 – IT'S CAUSE AND CURE**

**DR. I. FRANCIS GNANASEKAR  
ASSOCIATE PROFESSOR IN COMMERCE  
ST. JOSEPH COLLEGE (AUTONOMOUS)  
TIRUCHIRAPALLI**

**S. M. MOHAMED MISKEEN  
CHARTERED ACCOUNTANT  
RESEARCH SCHOLAR & SECRETARY  
RABIAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN  
TIRUVARUR**

**ABSTRACT**

*This paper attempts to describe the criminal liability for offence committed in cheque bouncing cases, the new chapter XVII containing sections 138 – 142 was inserted, in the Negotiable Instrument Act 1881, by amendment made by Act 66 of 1988 with effect from 01.04.1989. When the cheque presented for collection was returned unpaid by the drawee bank, for the reason “insufficient funds” in the drawer’s account or that the cheque amount exceeded the amount arranged to be paid, the drawer of the cheque shall, notwithstanding any other provision in the Code of Criminal Procedure, be deemed to have committed a criminal offence warranting sentence of imprisonment which may extend to two years or fine which may extend to twice the cheque amount or both. Not infrequently, the complainants are faced with the dilemma to choose the court having territorial jurisdiction to file the complaint. The main objective of the study is to clear the ambiguity, on the point of courts’ jurisdiction to take cognizance of the complaints in cheque bouncing cases. For this purpose, various inconsistent decisions of the courts and the amendment made in the N.I. Act in 2015 are analysed in this study. Firstly, the complaint is to be filed before the court where the branch of the bank is situated, where the payee or the holder in due course maintains his account and secondly when the cheque is presented for payment over the counter the complaint is to be filed before the Court where the drawer maintains his account.*

---

## **A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK**

**DR. M. SUMATHY  
PROFESSOR & HEAD  
SCHOOL OF COMMERCE  
BHARATHIAR UNIVERSITY  
COIMBATORE**

**VIPIN.K.P  
PH.D. RESEARCH SCHOLAR (JRF)  
SCHOOL OF COMMERCE  
BHARATHIAR UNIVERSITY  
COIMBATORE**

### **ABSTRACT**

*Over the past few years, social media has become popular and account for a major portion of the time of internet users spend online. With the increase in the number of online users, advertisers are interested to explore and exploit the social media as a new platform for advertisement delivery. There are number of social networking sites like Facebook, Twitter, Youtube etc. Facebook is popular among the social media. The current study is focused on Consumer's attitude towards advertisements through social media with special reference to Facebook. For the purpose of study, a convenient sampling survey was conducted among 100 respondents in Malappuram District with the help of interview schedule. The tools used for this study are Percentage analysis; one way Anova etc. Study reveals that consumers have positive attitude towards advertisements through Facebook.*

---

**ILLEGAL ECONOMY Vs. SOCIALIST SOCIETY**

**DR. PRAMILA CHOUDHARY**  
**HEAD**  
**DEPARTMENT OF COMMERCE**  
**S.S.L.N.T. MAHILA COLLEGE**  
**DHANBAD**

**ABSTRACT**

*“Black Money” is a global issue, but for India, it is a bigger challenge to the existence of our socio- economic society. During transition period from under-developed stage to present developing stage there were rampant increase of Black Money with galloping speed. The volume of Indian Black Money in India and in other Tax Heaven Countries is so vicious that a **“Parallel Economy”** stage is created in India. Among Reasons for its cancerous growth in India, huge Public Expenditure in Five Year Plans, Tax Evasion, Real Estate, Control and licencing system, Existence of Tax Heaven Countries, Political Donations, Bribes, Corruptions and wrong Invoicing of Import, Export Bills, are important reasons for our Parallel Economy. Its impact is adverse on our Socio- Economic Society. Rich have become more richer. Honest- Tax Payers are over burdened with tax structure. Government’s popularity is also affected. So in order to meet this **National Challenge and Save Socialist Society**’ strong political will, effective, speedy and forceful emphasis on execution of various laws to minimize corruption and unearth black money are immediate need of the hour. However, the door of more research and suggestions to eradicate this National menace is always left open.*

---

**RISK AND RETURN ANALYSIS OF SELECT PSBs**

**K.V.RAMESH**  
**RESEARCH SCHOLAR**  
**RAYALASEEMA UNIVERSITY**  
**KURNOOL**

**DR. A. SUDHAKAR**  
**PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**DR. B. R. AMBEDKAR OPEN UNIVERSITY**  
**HYDERABAD**

**ABSTRACT**

*The paper makes an attempt to find the risk and return analysis of the selected banks Canara Bank and State Bank of India during the period under consideration. Risk and return are most important concepts in analysis of valuation of assets or securities. The term risk is the variability of actual return from the expected return associated with a given asset. The greater the variability, the riskier the security is. In other words, risk is the variability of returns from those that are expected. The more certain the return from an asset, the less the variability and therefore lower the risk. The concept of return refers to the actual income received plus any change in market price of an asset / investment. In selected study the market price and income received of the State Bank of India and Canara Bank. It is observed that Canara Bank has proven the general phenomenon of higher the risk, higher the return than that of State Bank India and it can be concluded that Canara Bank's return was not only higher than that of State Bank of India but also more consistent throughout the study period. The study on the performance of banks in the stock market in India covers performance evaluation of them quoted at the Indian Stock Exchanges in stock market through risk and return analysis adopting Capital Asset Pricing Model framework. This is done on a yearly basis for better understanding and adjudging the performance of companies quoted at the Bombay Stock Exchange for the period 1995-2015.*

---

# INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR

**SEEMI AZAM**  
**PH. D. RESEARCH SCHOLAR**  
**DEPARTMENT OF PSYCHOLOGY**  
**UNIVERSITY OF ALLAHABAD**  
**ALLAHABAD**

**RASHMI KUMAR**  
**PROFESSOR**  
**DEPARTMENT OF PSYCHOLOGY**  
**UNIVERSITY OF ALLAHABAD**  
**ALLAHABAD**

## ABSTRACT

*Literature suggests that certain Human Resource Management practices have the potential to promote Organisational Citizenship Behaviour. The purpose of this study was to investigate the relationship between Human Resource Management practices (Recognition, Empowerment, Fair rewards, Competence development and Information-sharing practices) and Organisational citizenship behaviour. Precisely, it addressed two research questions: What is the relationship between Human Resource Management practices and Organisational Citizenship Behaviour and, whether Organisational commitment mediates the relationship between Human Resource Management practices and Organisational Citizenship Behaviour. It was hypothesized that Human Resource Management practices would have a positive correlation with Organisational Citizenship Behaviour and would predict it as well. Secondly, Organisational commitment would mediate the relationship between the two. Data from 295 respondents belonging to three different sectors – bank, construction company and school was collected by survey method. All of the Human Resource Management scales but one (Recognition, Empowerment, Fair rewards and Competence development) were developed by Tremblay, Rondeau and Lemelin (1998). Information-sharing practices were measured using a scale developed by Lawler, Mohrman and Ledford (1992). Organisational Citizenship Behaviour scale comprising of five dimensions- Helping, Compliance, Loyalty, Initiative and Sportsmanship was developed by the researcher. Organisational commitment was measured using an 18-item scale developed by Meyer, Allen and Smith (1993). Correlation, regression and mediation analysis were performed. Results indicated positive correlation among all variables taken in the study and that Human Resource practices significantly predicted Organisational Citizenship Behaviour. However, Organisational commitment was found to mediate only a few Human Resource Management practices and Organisational Citizenship Behaviour relationship.*



---

**WOMEN EMPOWERMENT IN INDIA THROUGH CORPORATE SOCIAL  
RESPONSIBILITY: POLICIES & CHALLENGES: A CASE STUDY OF NTPC LTD.**

**DR. AJAY AGRAWAL  
PROFESSOR OF COMMERCE  
OSD DEPARTMENT OF HIGHER EDUCATION  
BHOPAL**

**DR. AMITABH PANDE  
PROFESSOR  
DEPARTMENT OF COMMERCE  
GOVERNMENT AUTONOMOUS P. G. COLLEGE  
CHHINDWARA**

**POORVA PANDE SHARMA  
RESEARCH SCHOLAR  
BARKATULLAH UNIVERSITY  
BHOPAL**

**ABSTRACT**

*Women plays vital role in the development of the society. Women empowerment is a way to make women life better, by making them socially, financially and economically independent. Government and corporates with the help of NGO's work for women empowerment through corporate social responsibility policies. The key initiatives taken by corporate under corporate social responsibility are women and girl education, vocational training, self-helped groups, wage employment, health and sanitation. There are few challenges faced by the corporate in implementation of these policies. The women in rural area are not educated; they don't have knowledge about corporate social responsibility policies. This paper is deals with the policies of corporate social responsibility for women empowerment and the challenges faced by the corporate in its implementation.*

---

# CONSUMERS' COGNIZANCE TOWARDS THE INDIAN POSTAL PRODUCTS AND SERVICES: A STUDY REPORT OF NORTH GOA DISTRICT

**DR. GAJANAN MADIWAL**  
**HEAD**  
**DEPARTMENT OF COMMERCE**  
**SSA GOVERNMENT COLLEGE OF ARTS & COMMERCE**  
**VIRNODA**

## ABSTRACT

*The postal history of India has started its foot prints prior to independence. It is the outcome of joint venture of the British, one of the colonial rulers and segregated efforts of several princely states. The postal service was opened for public on 1st April 1774. Indian Postal Department is 242 years old organisation, has a network of 1,55,837 Post Offices of which, 1,39,280 are located in Rural Areas. On an average, a Post office serves an area of 21.17 Sq. Km. and 6613 people. Though Indian Postal Department has wide coverage and network all over the country, it is observed that the department has not done required amount of advertisements to sell its products and services. The present study is conducted to find out the degree of knowledge of postal products and services in the minds of customers and the consumers' perceptions towards the Indian Postal services at rural and urban areas in North Goa district of Goa State. The survey revealed that most of the common products and services are not known or less known by the public. Twenty per cent of Government servants do not know about the postal life insurance product and majority of them are not interested to buy due to lack of information, which is one of the cheapest and most beneficial life insurance products as compared to other insurance product available in the market. The study concluded with a remark that the giant institution yet to put up its giant efforts to get giant gain.*

---

# THE YOUNG SAUDI EMPLOYEE AND THE CURRENT LABOR MARKET DYNAMICS OF SAUDI ARABIA: A PARADIGM SHIFT

**DR. DEEPANJANA VARSHNEY**  
**ASSOCIATE PROFESSOR-HRM**  
**FACULTY OF ECONOMICS & ADMINISTRATION**  
**KING ABDULAZIZ UNIVERSITY**  
**JEDDAH**

## ABSTRACT

*Saudi Arabia is today in a transition stage as it is aiming to move away from the traditional oil-based economy to a diversified, knowledge-based economy. In this context, the responsibility of the private sector and educational institutions are becoming immensely important as they have the capabilities to train and develop young Saudi nationals to eventually build the nation. The recent downturn of the economy with the sudden fall in oil prices have resulted in an adverse situation in the country calling for austere reforms. There is a gradual, subtle shift in the Saudi youth mind-set post oil debacle and a prevailing volatile situation. Furthermore, the inherent perception of the private sector regarding Saudi youth's competencies and the latter's perception of private sector employment were also discussed in details. In relation to this, recent nationalization measures, its impact on economy, its shortcomings, futuristic approach and some of its key dimensions affecting the current perspective of the labour-market dynamics were evaluated.*

---

**MOBILE BANKING IN THE PRESENT SCENARIO**

**SEBIN GEORGE**  
**ASST. PROFESSOR**  
**MAHATMA GANDHI COLLEGE**  
**IRITTY**

**ABSTRACT**

*In the present scenario the use of mobile banking has increased considerably. Government and banks urging the customers to use mobile banking instead of going to banks as well as for purchasing. As per the study Balance enquiry and account information are the most commonly used service in mobile banking. Majority of customer feel that service charges on mobile banking are reasonable. Customers feel that banking transactions are safe through mobile banking. It can be observed that customers feel that it's not too difficult to use. As the study suggest that most of the bank needs to improve on mobile banking. Mobile banking is most commonly adopted by professionals. Most of them are satisfied with mobile banking application. Among the different service provided by the bank, ATM and mobile banking are the most commonly used service compared to others. A minority of people do not prefer mobile banking because of security fears.*

---

**A STUDY ON INVESTORS' SATISFACTION TOWARDS MUTUAL FUNDS RETURNS  
WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT**

**DR. U. RAGHAVENDRA PRASAD  
ASST. PROFESSOR  
DEPARTMENT OF MANAGEMENT STUDIES  
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)  
MADANAPALLE**

**ABSTRACT**

*Mutual funds are a vehicle to mobilize moneys from investors, to invest in different markets and securities, in line with the investment objectives agreed upon, between the mutual fund and the investors. The main focus of the study is to explore the socio-economic profile of the mutual funds investors and their satisfaction level towards mutual funds returns.*

---

# IMPACT OF GLOBALIZATION ON SELECTION PROCEDURE AND TRAINING PROGRAMMES IN BANKING SECTOR

**ANAND T. DESHPANDE**  
**ASST. PROFESSOR**  
**PRATIBHA NIKETAN MAHAVIDYALAYA**  
**VAZIRABAD**

## ABSTRACT

*Globalization is making a world smaller place and Human resource management must respond it properly. It is that part of management process which is primarily concerned with the human constitute of an organization. Human resource management is a method of developing the potentialities of employees so that they get maximum satisfaction out of their work and give their best efforts to the organization. The new economic policy and changing global scenario has totally changed the approach to human resource management in all types of business and industry. Banking is not exception to this. Transformation in Indian Banking Industry, ever increasing competition, fast moving and complex world of latest technology have compelled banks to think of and to adapt themselves to the changing banking environment. There is a need to develop competencies that is skill, knowledge and attitude among bank staff to make them more suitable to the changing global conditions through proper training & development programs. The present paper indicates some suggestions to cope-up with the rapidly changing global socio-economic conditions. The findings of the study suggest that Human resource management in changing global scenario is an inevitable and unavoidable in any sector for its survival.*

---

**RISK ATTITUDE: AN INVESTIGATION INTO RELATIONSHIP WITH PERSONALITY  
TYPE**

**AMIT KAPOOR**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**GL BAJAJ INSTITUTE OF MANAGEMENT & RESEARCH**  
**GREATER NOIDA**

**ABSTRACT**

*Success of a company is very much dependent on its manager's ability to take decision under risk. A number of factors decide a person's attitude towards risk. Present study tries to find out association of personality with risk attitude. To fulfill this objective, a structured questionnaire was served to the 138 students of Centre for Management Studies, Jamia Millia Islamia, New Delhi, to determine their personality type and attitude towards risk in five domains (Ethical, Social, Health and safety, Financial and Recreational). Data so gathered was analyzed using Karl Pearson's coefficient of correlation. Findings suggest that risk attitude of a person (especially in Financial domain, social and recreational domain) has a significant correlation with Personality type of a person.*

---

**A STUDY ON CUSTOMER SATISFACTION OF HONDA ACTIVA AMONG WOMEN  
WITH REFERENCE TO KONNI TALUK, KERALA**

**SWATHY. P  
GUEST LECTURER  
ST. THOMAS COLLEGE  
RANNI**

**ABSTRACT**

*Today the importance of customer value and satisfaction is gaining importance day by day due to large number of competing brands. Consumer awareness has gone up due to mass advertising and electronic media, better technology available etc. The marketing companies are interested to achieve long term objectives through customer value and satisfaction. Today most successful companies adopt different methods or techniques to satisfy their customer and thereby retain them.*



---

# THE FAVOURABLE DATA FOR THE IMPLEMENTATION AND DEVELOPMENT OF M-GOVERNANCE

**BASAVARAJ NAGESH KADAMUDIMATHA**  
**LECTURER IN COMMERCE**  
**S.G. ARTS, SCIENCE AND COMMERCE COLLEGE**  
**KOPPAL**

## ABSTRACT

*The development of information and communication technology leads to government of India move towards Electronic Governance (E-Governance). India is moving towards digital. Mobile Governance (M-Governance) is assumed as a part of Digital India. Since there is lot of enhance in the users of mobile device, this enforce the government of India to move from Electronic Governance (E-Governance) to Mobile Governance (M-Governance). Mobile Governance (M-Governance) enhances the quality of services which can be provided from Mobile Government to Citizen, Business, and Employees. Nowadays mobile devices have been a necessity item rather than being luxury item. Even a person, whose income is less, is afforded to buy Mobile and use internet facility. So mobile has been a necessity to their life. In the light of increased mobile penetration in India to take an opportunity to provide or render various government services to citizen through mobile device and internet facility, this helps to improve their interaction with citizen and increase the quality of their services towards the citizen. From this citizen will be able to access Electronic Governance (E-Governance) service by using mobile device, WiFi enabled devices and wireless network as a source to access the information. This paper presents a direction script of mobile employment and its penetration in India. The data presents the framework of mobile users and this framework of data shows an important opportunity to implement and development of Mobile Governance (M-Governance) to the citizens of India and this service leads to render their services to their door step. Mobile Governance (M-Governance) renders transformational capacity to draw out access to user of services, to draw out the delivery of new services, to increase active citizen participation in operation of government and to change the way of working.*

---

## ROLE OF MICRO CREDIT PROGRAMME IN THE FINANCIAL AND SOCIAL EMPOWERMENT OF WOMEN ENTREPRENEURS

**SANTHOSH KUMAR.K**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**ST. THOMAS COLLEGE**  
**PALAI**

### ABSTRACT

*Micro credit is considered as a powerful tool to eradicate poverty and improve the standard of living of people especially women. Several financial institutions including NABARD have been providing financial support by way of micro credit to those, who are normally excluded from formal financial sector. Several NGO's and MFI's are assisting those people in order to create a group and find their own IGA's. This study is primarily attempting to find out the financial and social benefits gained by women entrepreneurs after joining the micro credit programme and how it contributes their financial and social empowerment. The sample frame used in this study is stratified random sampling. Interview schedule was prepared to collect data directly from the respondents who were running micro enterprises or conducting IGAs. It was found that micro credit programme improve their profit earning capacity and thereby it improves the decision making capacity and social benefits to the participants. Despite these advantages, they are facing several operational and marketing problems which curtail the effectiveness of the programme*

---

# IMPACT OF NATURAL DISASTER ON TOURISM IN JAMMU AND KASHMIR: A CASE STUDY OF FLOOD 2014

**NASEER AHMAD MAGRAY**  
**STUDENT (MASTERS IN TOURISM MANAGEMENT)**  
**IGNOU**  
**SRINAGAR**

## ABSTRACT

*Jammu & Kashmir is northern part of India and is known as "Paradise on Earth" and "Switzerland of the east" due to its mesmerizing beauty and its potential for becoming one of the best tourism destination in the world, tourism has always been considering an economic bonanza for the state, but owing to a unique geo political and geographical setting, this part of world has long history of devastating natural disasters, leads to loss of precious life & property and its vulnerability is increasing. Natural disasters like Volcano, floods, cloud burst, landslide, drought, avalanches etc. are part of our life, it is a law of nature and we do not have total control on them, nether we can predict actual time & place of its occurrence. The objective of this research paper was to study the impact of natural disaster on J&K tourism sector and its future prospective.*

## REQUEST FOR FEEDBACK

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

