# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



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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

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- 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.

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• 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#### UNPUBLISHED DISSERTATIONS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.

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#### WEBSITES

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

# THE OPERATING EFFICIENCY ANALYSIS FOR IMPORTING DIGITAL MOBILE LEARNING TO PUBLIC AND PRIVATE HIGH SCHOOLS BASED ON WINDOW CCR AND BCC MODELS

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#### **ABSTRACT**

The purpose of this study is to apply the Window Data Envelopment Analysis (Window-DEA) method to evaluate the operational efficiency of Public and Private High Schools after importing digital mobile learning. The empirical results of this research indicate the following results. (1) There are significant differences between those schools who imported digital mobile learning and who did not. (2) For those schools who imported digital mobile learning, the high school is better than vocational high school in terms of the operating efficiency. (3) Importing digital mobile learning can really enhance the efficiency of school management.

# IMPLEMENTATION OF PERFORMANCE MANAGEMENT SYSTEMS IN INDIAN IT INDUSTRY: AN EXPLORATORY STUDY

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#### **ABSTRACT**

The Information Technology (IT) industry is fast growing industry and deals with highly skilled work force. The conventional appraisal systems are upgraded to Performance Management Systems (PMS) that are more comprehensive. The success of the PMS depends on the level of implementation. Performance planning and performance review are two important steps of PMS processes. The firms are imposing forced rating for deciding the performance based pay to the employees. Both managers and employees have reservation about the practice of forced rating. The study is conducted to assess the periodicity of PMS activities and rigor of these activities. An online survey is conducted among Information Technology professionals of Hyderabad. The data is analysed by calculating the frequencies and graphical representation. It is found out that both performance planning and review are conducted as annual exercises. Periodic review and revision are not practiced. The Performance Review Discussion (PRD) is also more like earlier appraisals, but no effort to identify corrective actions. Employees do not believe that forced rating increases productivity. It is recommended to implement the Performance Management Systems more rigorously. There is a need to discontinue forced rating of the employee performance and find alternate mechanisms for motivating employees.

# DEPOSIT MOBILISATION OF ANDHRA PRAGATHI GRAMEENA BANK IN ANDHRA PRADESH: AN EMPIRICAL STUDY

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#### **ABSTRACT**

Deposit is an important element determining the development of the bank. Deposits are the reserves of the people with the bank. Mobilisation of deposits promotes social wellbeing of the depositors as also the public at large by instilling in them the habit of savings. The present study is an empirical analysis on deposit mobilisation of Andhra Pragathi Grameena Bank. The study is mainly based on secondary data which is collected from the annual reports of APGB. Data were processed by using simple statistics like mean, standard deviation, coefficient of variation compound growth rate and t tests. The study concludes that there is a rapid progress in the mobilisation of deposits by APGB.

# STUDY OF HUMAN RESOURCE MANAGEMENT IN PUBLIC HEALTH SECTOR OF INDIA

# DR. INDERJIT PRINCIPAL GOVERNMENT COLLEGE FOR WOMEN REWARI

# **ABSTRACT**

The public health workforce requires up-to-date knowledge and skills to deliver essential public health services to meet the training and continuing education needs of an evolving workforce, a clearer understanding of the factors and components, composition of the public health workforce both now and for the future. Proper management of human resources is critical in improving high quality of medical care in public sector. Therefore, refocus on human resources management in health care and more research are needed to develop the new policies.

# EFFECTIVENESS OF REMEDIAL TEACHING TOWARDS SCIENCE AND COMMERCE STUDENTS IN HIGHER EDUCATION: AN ANALYTICAL STUDY

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#### **ABSTRACT**

Education contributes knowledge to the students to live in the competitive world. The students need more knowledge to meet the competitive in their work place. The entire world is growing very fast because of the information technology. There are many sources available to the students to learn from their house, technology helps in this regards. The faculty should understand the concept of subjects with application view and should educate the students in practical oriented, obviously the students will be aware of application of the subjects in their profession, job, business and real life, then only the students will like the subject and they will secure more mark as well as purpose of higher education will achieve the fruitful results. In future the methodology of teaching should be changed by the faculty for understanding the subject very clearly as well as avoiding the number of arrears in respective semesters by students.

# INTERNATIONAL TRADE: DIRECTION AND DIMENSION

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#### **ABSTRACT**

Development is the main aim of every economy. Economic development increasingly depends on trade. The growing importance of the developing countries in international trade reveals that a country with immense natural and human resources can surely benefit through their strategic move in the international changed world. The economic reform process introduced in the beginning of the 1990s with the focus on liberalisation has enabled increased integration of the Indian economy with the rest of the world.

# FDI HIKE IN INSURANCE SECTOR: A STUDY ON THE NEED AND SIGNIFICANCE FOR THE INDIAN ECONOMY

PRITHA CHATURVEDI SR. LECTURER ICFAI UNIVERSITY RANCHI

## **ABSTRACT**

Our country is the fifteenth largest insurance market in the world in terms of premium volume, and has the potential to grow exponentially in the coming years. With the FDI in insurance been raised to 49%, our country still bears the tag of one of the least penetrated insurance market in the world. There is no doubt that the insurance sector needs capital. The projection of India's insurable interest to touch 750 million by 2020 and the savings through life insurance to reach 35% by 2020 signals growth for the industry. Despite being the biggest insurance industry in the world with 360 million policies still with so much of diverse policies available, the penetration is just 4% of the Indian economy. There is a strong need for the regulators to create a favorable environment for a competitive market through constructive engagement and effective consultation with industry, emphasizing on proper market conduct, good governance, customer centricity and efficient distribution. This article is an attempt to the present a picture of the insurance industry of the pre-reform period and also to capture the threats and opportunities after the raise in the FDI to 49%.

# CORPORATE ANNOUNCEMENTS EFFECT: A STUDY OF DIVIDEND ANNOUNCEMENTS

# RAJESH KHURANA RESEARCH SCHOLAR CHAUDHARY DEVI LAL UNIVERSITY SIRSA

# **ABSTRACT**

This study tests the semi-strong form of market efficiency by investigating the reaction of stock prices to dividend announcements. This study belongs to event study methodology. The focus of present study lies in the sample period from 2011 to 2013 for finding out significant change in the abnormal stock returns before and after dividend announcement by 34 sample companies from 12 different sectors which are listed at NSE 100. The results indicate that there are significant positive abnormal returns can be observed from the day five ( $t_{+5}$ ) of dividend announcement in line with evidence of developed stock market. On the announcement day there is negative AAR of -0.4% which is very low and significant at 1% level ( $z_{10}$  value = 3.57). The results provide stronger evidence of semi-strong efficiency of the Indian stock market.

# IMPACT OF PARENT-CHILD RELATIONSHIP ON CAREER MATURITY-COMPETENCE OF HIGH SCHOOL STUDENTS

# RAJEEV OBERAI RESEARCH SCHOLAR RANI DURGAWATI VISHWAVIDYALAYA JABALPUR

## **ABSTRACT**

This study investigated the impact of Parental acceptance rejection on Career Maturity-Competence of High school student in Relation to Management of Schools (Government and Private) and Board of Affiliation (CBSE & M.P. State Board). 400 high school students of Jabalpur District (100 Parentally accepted boys, 100 Parentally rejected boys, 100 Parentally accepted girls and 100 Parentally rejected girls) were selected based on Mohsin Parent-Child Inventory (MPCI). Indian adaptation of Career Maturity Inventory (CMI) of Crites, (by Dr. (Mrs.) Nirmala Gupta) was administered on the students selected in the final sample. Results show that the Career Maturity-Competence of parentally accepted Boys studying in CBSE affiliated private schools is highest in comparison to other group, while parentally rejected Boys of MP Board studying in government schools have lowest Career Maturity-Competence. Parentally accepted Girls studying in CBSE affiliated private government schools have lowest Career Maturity-Competence. The Career Maturity-Competence of parentally accepted Students (Boys + Girls) studying in CBSE affiliated private schools is highest in comparison to other group, while parentally rejected Students (Boys + Girls) studying in MP Board affiliated government schools have lowest Career Maturity-Competence.

# EXPLOITATION OF HUMAN RESOURCES BY MULTINATIONAL COMPANIES IN DEVELOPING ASIAN NATIONS

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## **ABSTRACT**

Globalization has led to the economic developments across the globe but, while this development offers a better living for the elite class of the society, the life of the workers who fuel these industries remain unchanged. For decades, multinational companies have been expanding and setting up their operations in developing nations to seek benefit of lower costs of production and services. However, this has led to exploitation of human resources by multinational corporations in developing nations. For this dissertation, I have conducted a desk based literature review of journals, due to the time constraint. I have concluded that, the host governments allow the firms to take undue advantage of the weak political, economic conditions in those regions by letting them ignore issues of workers' pay, safety, health hazards, in return expecting economic growth of the nation. Even though, the resulting economic growth does not help better the life of the workers.

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