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# **MACRO ECONOMIC ANALYSIS OF DEMONETIZATION AND ITS ECONOMIC IMPLICATION**

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## **ABSTRACT**

*The Demonetization change the buying behavior of Indian society. It captured black money market. But people faces problems in their day to day transactions monetary rattle between consumption and affordability slammed the household severely for every now and then in all spheres of life from one pole to another. This research is an encomium on the charisma of macro-economic analysis of demonetization and its economic implication, its usability and affordability while they are affecting its preference to economic conditions of country. The way consumer perceive demonetization, it affects a lot in the society, of Indian culture.*

# **WOMEN ENTREPRENEURSHIP: PROBLEM AND PROSPECTS: A STUDY OF CHITTOOR DISTRICT**

**DR. A. B. SANTHI**  
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**DEPARTMENT OF COMMERCE**  
**SPW UG & PG COLLEGE**  
**TIRUPATI**

## **ABSTRACT**

*The emergence of woman entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 2000s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. Women's entrepreneurship needs to be studied separately for three main reasons. The first reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. A second reason concerns the sectoral issue: not only have women lower participation rates in entrepreneurship than men, but they also generally choose to start and manage firms in different industries than men tend to do. The third reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This paper aims to explore the Problems & Prospects of women entrepreneurship. The study is conducted in Tirupati city in Chittoor district by taking a sample of 100 women entrepreneurs who are independently running their enterprise.*

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# THE ROLE OF MANAGERIAL SKILLS IN SUCCESS OF AN ORGANIZATION

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## **ABSTRACT**

*Managers in today's most successful organizations recognize that internal changes must keep pace with what is happening in the external environment. Managers serve the main role models for change and provide the motivation and communication to keep change efforts moving forward. The managerial skills are vital to run an organization successfully. The skill enables a person to effectively manage resources at his disposal. And especially in today's turbulent times each of these skills become even more important in order to achieve great success. Apart from being successful in professional arena these skills make a person a better human being and in a way that is more important. He should guide the individuals under him, give them a sense of direction to achieve organizational goals successfully and should act responsibly. He should be optimistic for sure. He should be empathetic and should understand the need of the group members. An organizational leader should not only lead others individually but also manage the actions of the group. Individuals who are highly ambitious, have high energy level, an urge to lead, self-confidence, intelligence, have thorough knowledge of job, are honest and flexible are more likely to succeed as organizational leaders. Individuals who learn the organizational leadership develop abilities and skills of teamwork, effective communication, conflict resolution, and group problem solving techniques and clearly communicate organizational mission, vision and policies; build employees morale, ensure efficient business operations; help employees grow professionally and contribute positively towards organizations mission.*

# **FACTORS AFFECTING CUSTOMER SATISFACTION: AN EMPIRICAL STUDY ON RETAIL STORES OF SHOPPING MALL, BHOPAL**

**DR. ANKUR SAXENA**

**PROFESSOR**

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## **ABSTRACT**

*The main objective of this paper is to identify all the important factors that affect the customer satisfaction in shopping mall. This empirical research study focuses on shopping mall of Bhopal (India). The research method will help in examining the various factors those results in satisfaction in retail stores of shopping mall. Factor Analysis has been used for data analysis. In analysis part initially KMO (Kaiser-Meyer-Olkin) and Bartlett's Test was applied for sample adequacy. KMO Measure of Sampling Adequacy test shows the value of .879. The Principal Component Analysis extraction method was used with Varimax Rotation Method, the extracted communalities ranged from 0.659 to 0.892. For clear picture of the factor definitions, factor loadings of greater than 0.4 were considered. The factor analysis yielded 4 factors in all which explaining 77.70 percent of total variance. Implications of this research work will help the retail mall of medium town. Now, they can identify various important factors that can affect their customer's satisfaction most in the present competitive market. They can also use these factors to lead Customer loyalty out of customer satisfaction.*

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## MUTUAL FUNDS: A RIGHT SOURCE FOR SMALL INVESTORS

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**KADAPA**

### ABSTRACT

*The capital markets become more sophisticated and complex, investors need a financial intermediary who can provide the required knowledge and professional expertise on taking informed decisions. It has become very difficult for the small investors to invest in securities market directly due to their less investment capacity, lack of knowledge over investment avenues and high risk involved in the market. In this condition the mutual funds are playing a vital role in helping the small investors to invest their money in the securities market. The present paper enlightens the importance and benefits of the mutual fund industry for small investors.*

# **AN ANALYTICAL STUDY OF FACTORS AFFECTING EMPLOYEES' PERFORMANCE IN SARVA HARYANA GRAMIN BANK**

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## **ABSTRACT**

*Employees are the most important resources for any organization. The success of an organization depends on the effective and efficient functioning of its employees. There are many factors which influence the performance of employees. The present study has been undertaken to explore the factors which have an impact on the performance of employees of Sarva Haryana Gramin Bank (SHGB) and to examine the impact of demographic variables viz. age, gender, qualification, job position and experience with respect to these factors. The data of 200 employees of SHGB has been collected with the help of a structured questionnaire. For the analysis of data, the technique of Factor Analysis and one-way ANOVA has been applied. The study found that employee development, work culture, benefits and future Prospects, and employee engagement are the factors which affect the performance of employees in SHGB. It has been observed that employee development, work culture, and benefits and future prospects are significantly affected by the age, job position and experience of employees.*

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**ESTIMATING INDIA'S AGGREGATE IMPORT DEMAND FUNCTION**

**DR. AMAL SARKAR**  
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**NARASINHA DUTT COLLEGE**  
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**ABSTRACT**

*The present paper investigates the determinants of India's import demand within the framework of an advanced co-integration technique. The ADF statistics shows that all the variables are non-stationary in level, but stationary in first difference. Pesaran recommended bound test shows that India's import demand and its determinants are co-integrated in the long run. Income is the major determinant of India's import demand. Further, the response of import demand to change in exchange rate is more sensitive than to change in relative import price. The model has been checked in terms of diagnostic test and the structural stability. The results reveal that the import demand model performs very well. The ex-post forecasting exercise shows that the ARDL method has performed better than the OLS method.*



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**A STUDY OF FACILITY MANAGEMENT SERVICES AND ITS AUDIT IN INDIA**

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**TOTAL FACILITY MANAGEMENT PVT. LTD.**  
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**DR. NINA JAIN**  
**HEAD – HR & ADMIN**  
**AISECT LTD.**  
**BHOPAL**

**ABSTRACT**

*This study helps to find out that there is a strong correlation between facility management audit and FM Services namely Administration services, Security services, Housekeeping services, Engineering/Technical services, Utility services, Landscape maintenance services, AMC/Warranty services, Health, Environment and safety services, Other FM services. The difference between R square and adjusted R Square also gives us a clue regarding the possibility of generalizing the computed model from the used sample to the entire target population. The present variance analysis also reveals a high prediction consistency of the computed model relative to the residuals. This study also clearly infers that as Beta coefficient is negative for Housekeeping /Custodial services, Landscape maintenance services, Health, Environment and safety services and Other FM services no statistical significance can be interpreted from the predictor. On the other hand, Beta coefficient is positive for FM Admin services, Security services, Engineering/Technical services, Utility services and AMC/Warranty services therefore for every 1-unit increase in the predictor variable, the dependent variable will increase by the unstandardized beta coefficient value.*

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**IMPACT OF TAXATION ON FOREIGN DIRECT INVESTMENT**

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UNIVERSITY OF DELHI  
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**ABSTRACT**

*Foreign direct investment is a powerful tool in promoting the economic growth of a country in the present era of globalization. It causes large jumps in the expansion of different sectors such as education, healthcare, manufacturing industries and leads to creation of more jobs thereby increasing the level of employment in the country. The rate of FDI inflows has been increasing in India each year since 1991. In order to attract more FDI, many countries try to reframe their tax policies by introducing different tax incentives such as tax holidays, investment allowances, exemptions, deductions etc. The purpose of the present paper is to review the impact of taxation and tax incentives on FDI inflows of a country. Based on the review, the study concluded that tax incentives have an impact on the investment contribution made the foreign investors and reduction in corporate tax is the widely used measure adopted by countries to attract FDI.*

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## AN INTRODUCTION TO GOODS AND SERVICES TAX 2017

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### **ABSTRACT**

*GST 2017 is goods and services tax to be applicable in India from 2017. It is a taxation introduced to bring transparency and uniformity in the taxation system of our country. In this taxation system, tax will levied at the point of production and no other taxes at the state borders will levy. With the help of GST inflation can be brought into control as one point i.e. at the time of production of goods and services the tax will levy.*

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**BRAND PERSONALITY AND BRAND LOYALTY**

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**ABSTRACT**

*In today's competitive world where thousands of brands exist, for a company to survive in long run, it should build a unique brand personality and loyal customers. Brand personality is the way a brand speaks and behaves. Brand personality is personification of brand. It serves as a basis for distinguishing their goods or services from those of their competitors. Create the brand personality that matches the customers' profile because consumers buy brands that express their personality. Brand loyalty refers to the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands on the basis of convenience or price. Brand loyalty usually relates to a product, not a company. The brand loyalty of existing customers represents a strategic asset that, if properly managed and exploited, has the potential to provide value in several ways. The paper tries to explain the above mentioned concepts and their importance for the organization and consumers.*

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**MOVING FROM EMPLOYEE SATISFACTION TO EMPLOYEE ENGAGEMENT**

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**ABSTRACT**

*In today's shifting paradigm of people management, it's a real challenge for companies to manage the employee relations and engagement aspect. HR experts are of the view that if an employee is not driven by motivation, he will not be able to give his best to the organization. If satisfied employees are instilled with strong sense of motivation towards excellence in performance and an equally strong commitment towards welfare of the employers, he rises to level of an 'engaged employee', who is emotionally involved in the business processes and develop 'strong zeal' to achieve business goals. This paper aims at developing an understanding of the concept of employee engagement; differentiating it from employee satisfaction and determining the various work-place attributes that affect employee engagement in the increasing order of their significance. Further a model has been developed to engage employees in the organization by linking Maslow's need hierarchy model of motivation with the Mercer's employee engagement model.*

## CONSUMERS BUYING BEHAVIOUR AT SUPERMARKET IN TIRUVARUR DISTRICT

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### ABSTRACT

*The concept of supermarket can be explained as a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is a larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. A supermarket is a self-service shop offering a wide variety of food and household products, organized into aisles. It is larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market.*

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## NON- FINANCIAL REPORTING: CORPORATE SOCIAL RESPONSIBILITY, EXECUTIVES AND MATERIALITY

**PRAKHAR WADHWA**  
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### ABSTRACT

*This paper reviews some of the important papers on Non-Financial Reporting and tries to explain how Non-Financial Reporting is becoming part of usual reporting. In first part of this review, we have gone through some important research papers which relate Non-Financial Reporting with the executive compensation. The second part of this paper has reviewed the research articles emphasising on the materiality of non-financial information as it is for financial information. In the papers reviewed it is found that due to emergence of the concept of corporate responsibility the use of non-financial information has increased and due to this the reporting of non-financial information has also increased. Materiality of non-financial information could not be defined by any of the paper as quantitative rule can't be applied to such information as in the case of financial information.*



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## IMPACT OF FDI ON ENVIRONMENTAL QUALITY IN INDIA

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### ABSTRACT

*Foreign-direct-investment is the most important source of foreign capital for developing countries. It acts as a driver for economic development by bringing technology, employment, capital and access to new markets. However, with increased flow of FDI, the status of environmental quality has also degraded which is one of the reason for making India, the fourth largest polluting country in the world. The aim of the present study is to review the relation between the growth of FDI and rising environmental degradation in India. The study reveals that FDI in India has an adverse impact on environment and it is responsible for worsening the environment quality.*

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**CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

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**ABSTRACT**

*Corporate Social Responsibility (CSR) is a concept, which states that Private Corporation or Public organization has a responsibility towards the society. It is increasingly capturing the interest and imagination of people in the business world. However, despite all of the attention that has been given to this issue, there is still much confusion and many misperceptions about it. For a company to positively impact lives of others, say through integrated village development projects covering community mobilization, education, livelihood promotion, health & sanitation and employable skill development etc. which lead to enable them towards dignified and quality life, it has to contribute towards CSR. The CSR activities need to be in tune with effective strategic policies so that the aim of sustainable environmental, social and economic progress may be achieved. With an unbiased, quantitative and analytical examination of Indian sustainability reports, annual reports and business responsibility reports, the study holds up a mirror to corporate India on their journey towards responsible growth. The objectives of this article are to briefly add clarity to the understanding of CSR and following questions are addressed: (1) what exactly is CSR, (2) why is CSR so important for the business world to consider, and (3) what should corporate decision-makers and leaders do in an attempt to properly manage CSR.*

# **SARIMA MODEL OF MALARIA IN NIGERIA: A CASE STUDY OF MALARIA CASES OF A TEACHING HOSPITAL IN NIGERIA**

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## **ABSTRACT**

The present study aims at examining the trend and pattern of malaria cases with a view of proposing a statistical model based on Box-Jenkins methodology of time series, in order to assess the progress made so far in the fight against malaria by the Nigerian government. Annual records on cases of malaria as extracted from the record of a teaching hospital in Nigeria were employed as a case study. The malaria data was disaggregated into quarterly figures using Boot-Feibes-Lisman first difference (BFL-FD) method so as to achieve data with higher case load that covers relatively long period, to be suitable for time series model. Based on the results of model identification measures, a SARIMA model was proposed for the disaggregated malaria figures. From the analysis, there is a noticeable downward trend in the malaria cases, which may be credited to the aggressive epidemiological surveillance and sensitization of citizenry on malaria by Nigerian government in the recent times. The results of measures of goodness of fit and measures of adequacy show that the model is appropriate for the malaria data. Recommendations were made on proactive measures to take in combating the scourge of malaria in Nigeria. This study has practical utility in serving as an early-detection strategy to aid in monitoring the future trend of the disease, and to assess various government efforts in combating the disease.

## UNDERSTANDING THE CONCEPT OF ENTREPRENEURIAL EDUCATION: CHALLENGES AND IMPLICATIONS

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### ABSTRACT

*India is a rich country in youth population with more than 62% of its population in the working age group (15-59 years), and more than 54% of its total population below 25 years of age. This is huge demographic dividend which is expected to last for many years to come. It is a promising figure that can be a challenge as well as a huge opportunity as young people are the innovators, creators, builders and leaders of the future. They can only transform the future if they have skills, health, decision-making, and real choices in life. Taking a look at our global competition, our graduates need the skills attributes and capabilities to enable them to be successful in the ever changing global environment and thus help them meet the increasing demand from employers who want innovative, adaptable, resilient and flexible graduates who have an enterprising mind set. It is nevertheless important to say that entrepreneurial education is the need of the hour to support employability quotient of students thereby making effective contributions to the economy and society. Enterprise education clearly links to employability and as such should be at the core of Higher Education strategies. But it is seen in most of the cases that the concept of entrepreneurial education remains confused and misunderstood which results in underestimation of its utility in competitive era. The world is moving fast and long term challenges of globalisation are seeming to be intensifying. There is a need to comprehend this concept in real terms and understand its critical nature for overall development of graduates as well as nation. The present study aims to identify the understanding about the concept of entrepreneurial education and its sources. It would also identify various challenges or hindrances that come in its way and effective strategies to deal with the same.*

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**MIGRATION TO CITIES REVS UP PROFITABILITY IN HOUSING SECTOR**

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**ABSTRACT**

*With industrialisation, infrastructural development happens in tandem. One thing leads to another; taking place in a series, until a conglomerate is formed. Urbanisation results in increase built up area which requires workers, usually migrants. With heightened housing requirement to accommodate each new wave of migrants and in the absence of any legalised housing construction system, many alternative constructions take place like illegal squatter settlements or informal construction by local landlords living nearby to their work place. This study primarily focuses on the positive side of migration of poor to cities as a source of income generation for local landlords in rental housing sector. The study was conducted in Delhi NCR region – Noida, New Delhi and Gurugram. Sample comprises of both landlords and tenants. Separate questionnaires were formed for tenants and landlords, respectively. It was found in the study that local landlords or Gram head of nearby villages to factories, industries and corporate offices encourage migration as it has become their source of income generation by constructing multi-stories on their plot ranging from one room set – 1BHK unit for rental purposes. Therefore, like multiplier effect migration of poor to cities results in further urbanisation of cities besides overcrowding it.*

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**GOODS AND SERVICE TAX (GST): A BRIEF INTRODUCTION**

**SAPNA  
ALUMNA  
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CHANDIGARH**

**ABSTRACT**

*In recent times, India has been abuzz with criticism on its archaic taxation structure and there is push for a simpler, flat tax structure that will potentially do away with the complicated policy. As the next level policy reform in indirect taxation, Goods and services tax (GST) has taken a centre stage in this respect and is hoped to iron out the wrinkles in the existing tax system. Tax policies play an important role on the economy through their impact on both efficiency & equity and its high time India braced itself for a relook at the current status. Historically, India has relied too much on indirect taxation because of political compulsions, an agrarian economy, low income levels and lack of infrastructure to track personal income. In order to simplify and rationalize indirect tax structures, government of India attempted various tax policy reforms at different points of time. While VAT was a welcome change during 2005, over the years, people have identified shortcomings in the structure while levying VAT both at Central level and State level. Also, CENVAT has the limitation of non-inclusion of several taxes such as VAT, ACD, surcharge etc. In the present state-level VAT scheme, there is a cascading effect on account of CENVAT element. Lastly, there is lack of integration of VAT on goods with tax on services at the state level and hence the cascading effect of service tax. To address such issues cited above, a comprehensive tax reform like GST, having an extensive base to kick-start the applicability of an efficient and harmonized consumption tax system has been introduced in the Indian tax system. The present research paper is an attempt to study concept of goods and service tax and its impact on Indian economy.*

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