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INTANGIBLE VALUE ACCUMULATION IN CULTURAL AND CREATIVE INDUSTRIES

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ABSTRACT

This research describes the process of intangible value accumulation in cultural and creative industries (CCIs) using the theory of intellectual capital, which consists of human, structural, and social capitals, and the concepts of knowledge management. This study emphasizes understanding the economic value of both cultural and creative goods/services in the flow chart of value creation in CCIs and highlights the notion of valuation. However, very little detail is given on how to price CCI goods and services. To clarify the potential value of goods and services created from artist/creator endeavors, this study connects three major participants engaged in CCI markets, including cultural/creative entrepreneurs, intermediates, and the policy maker – local government, to analyze interactions among those parties. The results of this study are not only pertinent to a further understanding of the process of intangible value accumulation within CCIs, but also help to construct a practicable appraisal framework to evaluate those intangibles.

STRATEGIES IN MANAGING BARRIERS TO CUSTOMER SATISFACTION

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ABSTRACT

Customer satisfaction is an essential marketing construct in modern literatures. The concept relevance and acceptability in developing economies are still very much in doubts. The study focused on barriers to customer satisfaction in developing countries, from the Nigerian perspective. Factors relating to product, promotion, price, distribution, salesmen, social and psychological were identified as barriers to customer satisfaction. Strategies such as: enhancing product/service quality, building trust, efficient service recovering, internal marketing, timeliness in service delivery and fair-pricing were espoused as management measures for overcoming barriers and guaranteeing customer satisfaction.

A STUDY ON CONSUMER ATTITUDE TOWARDS DEPARTMENTAL STORES IN COIMBATORE CITY, TAMILNADU

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ABSTRACT

The purpose of this paper is to find out consumer attitude towards Departmental stores a form of organized retail outlet in Coimbatore city. A total of 200 consumers of departmental stores were personally surveyed with a structured questionnaire. These consumers are spread out throughout Coimbatore city. Statistical analysis such as descriptive analysis, Chi square and average percentage score were carried out. The preferences of the consumers clearly indicate their importance of advertisement in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. This paper analyses the attitude of the consumer towards departmental stores. The study was restricted only to Coimbatore city. So the results cannot be generalized. The results may help the management of departmental stores to understand about the factors that influence the attitude of consumers towards departmental stores, so that they can implement the requirement of the consumers and be successful in the emerging retailing environment. The topic is relatively less researched in emerging markets especially where organized retail is still in its early stages.

FACTORS DETERMINING CONSUMER PREFERENCES FOR BRAND EXTENSIONS

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ABSTRACT

This study has identified the factors that determine consumer preferences for brand extensions in the Indian market. Hypotheses are developed and tested through a survey. Though a set of ten factors were studied we find that only a set of four factors have significant influence on consumers' preferences. However it was found that users of brand extensions and non users of brand extensions were influenced by different set of factors while evaluating brand extensions. The study shows (from the MANOVA) that, there is significant difference between users and non users of brand extensions on the following four factors namely, (i) cognitive mechanism, (ii) quality of the parent brand, (iii) price of the extended brand and (iv) parent brand associations. For the remaining six factors there is no significant difference between them. The findings have interesting marketing implications for marketers who are proposing to launch brand extensions in the Indian market.

ENFORCING THE INTERNATIONAL FINANCIAL REPORTING STANDARDS WORLDWIDE

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ABSTRACT

This study aims at examining the consequences of the lack of uniformity in financial reporting and ways of putting them under control for improvement across the globe. With evidences from Europe, Africa, Asia, USA, and other countries in the global community, the study shows that although different countries are making efforts to apply the International Financial Reporting Standards (IFRS), the absence of complete harmonization is considered to hinder the success of the convergence to the IFRS. Consequently, financial reporting has remained a problematic endeavour across the globe thereby making the understanding of the various reports from the countries difficult for stakeholders. The fact that the application of IFRS for all countries has great advantages for investors, governments, citizens, financial institutions, and for everyone who is interested in how firms function or fare, this study concludes that while countries are encouraged to totally embrace IFRS further and total enforcement of IFRS across the globe is absolutely necessary.

ASSESSING THE IMPACT OF THE GLOBAL FINANCIAL CRISIS ON AFRICAN MICROFINANCE INSTITUTION PERFORMANCE: EMPIRICAL EVIDENCE FROM EAST AFRICA

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ABSTRACT

Using an econometric approach on unbalanced panel data collected from 23 microfinance institutions (MFIs) in East Africa from the period 2004 to 2009, this study has identified the determinants of operational self sufficiency of MFIs. The random effects GLS regression results show that MFIs' operational sustainability (OSS) is positively and significantly driven by the ratio of gross loan portfolio to total asset and breadth of outreach. Management efficiency measured by operating expenses /asset ratio and credit risk measured by PAR > 30 days have a negative and significant impact on operational sustainability of MFIs. Another interesting result is that MFIs in East Africa have performed even better, in terms of OSS, during the global financial crisis though the result is not statistically significant. Finally, GDP growth has a positive and significant impact on OSS at 95% confidence interval. Thus, management efficiency, loans intensity, portfolio at risk, breadth of outreach and GDP growth are important determinants of MFIs' operational sustainability in East Africa.

SOME HIDDEN TRUTHS ABOUT MANAGEMENT OF WORKPLACE ENVIRONMENT

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ABSTRACT

The purpose of this paper is to present an empirical analysis of the managerial perspective and benefits of workplace environment. A primary rationale for workplace environment is the impact on employee performance and satisfaction. A questionnaire was employed to collect data from 600 employees working in public and private sector. Simple and hierarchical regression analysis was done to determine the relationships. The results of this paper elaborate the advantage of using gap approach for evaluating the workplace environment. The findings also support the hypothesized relationships between Locus of control and workplace environment. Finally, the current study also confirms the moderator role of workplace environment between job length and job satisfaction. With respect to the avenue of future research, empirical studies from other countries are required to comprehend the dynamic attributes of workplace environment with relation to employee satisfaction. The results suggest the usage of gap approach in developing more favorable workplace environment instead of only evaluating it. The workplace also plays an important role in the relation of locus of control with employee performance and job length with employee satisfaction. The concept presented in this paper tries to move towards forward stage i.e. prescription for the modification of workplace environment.

INVESTORS' PERCEPTION IN MUTUAL FUND INVESTMENTS (A STUDY IN SELECTED MUTUAL FUND ORGANIZATIONS IN VISAKHAPATNAM)

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ABSTRACT

In the last two decades, there has been a sea change in the financial services industry. To acclimatize this change, these financial institutions are turning to new technologies and new delivery channels to identify, attract and retain profitable investors, while reducing costs. No longer can these firms continue to act as independent entities regardless of the interest of the investors. As companies evolve from product-or campaign-centric marketing to investor-centric marketing, a set of best practices are emerging, which focuses on measuring and increasing the value of the investor base. We call these practices investors service. Knowing the perception levels of investors' will help the organizations to act better and provide them better knowledge on mutual funds. This paper highlights the role of perception levels on attributes in the Mutual fund industry and an attempt has been made to identify and explore live events and experiences that influence the customer to choose a particular company as a business partner.

GREEN FINANCIAL INITIATIVES – CURRENT TRENDS AND FUTURE OPPORTUNITIES

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ABSTRACT

The impact of our daily activities on the environment and the desire to go green has expanded from just individuals to organizations .Green car loans, green finance, green home loans, alternative energy venture capital, eco-savings deposits, and “green” credit cards; these items represent merely a handful of initiatives taken by the Indian financial sector to promote environment friendly financial products and services .In an age where environmental risks are on a rise, options for reconciling environmental matters with lending and financing arrangements have a greater significance. The purpose of this paper is to examine the currently available “green” financial products and services, to identify awareness level and the customer’s attitude towards such products and to understand the current and potential demand for “green” financial products and services with a focus on lesson learning opportunities. The research was carried out among users of green financial products in Mumbai using a structured questionnaire and an in depth interview with bank managers dealing with such products .Research findings gave an insight into major areas focused on existing and potential issues related to of “green” financial products and services .The paper has major implications in identifying the key opportunities for Indian financial institutions in terms of the development and marketing of “green” financial product and services.

A STUDY ON EFFECT OF DEPRECIATION METHODS ON NET PROFIT OF BUSINESSES

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ABSTRACT

The basis for depreciation expense is management's estimation of the useful life of the company's assets. Depreciation is a non-cash expense capitalized over the useful life of the company's plant and equipment. By lengthening or shortening its estimate of the useful life of its assets, the company can increase or decrease depreciation expense, thereby affecting its net profit margin. The method of accounting plays an important role in determining profitability of the business. Our study mainly focuses on three mostly used depreciation policies by corporate and their effect on their profitability.

STRATEGIC HUMAN RESOURCE MANAGEMENT FOR HIGH PERFORMANCE ORGANIZATIONS

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ABSTRACT

The companies these days are on the edge of the cliff due to cut throat competition, technological changes & innovation. Faced with economic uncertainties, risky strategies, competing priorities, limited resources, and managerial complexities, organizations are often "hopeful skeptic" when it comes to strategically embracing the value of human resource management. Thus, the role of HR is changing fast to adopt and adapt to new organizational structure and culture. Previously considered a support function, HR is now becoming a strategic partner in helping a company achieve its objectives. Today, if an organization is to survive, it needs to adapt and continually seek to reduce costs, increase quality, create new products, and increase performance. Today's knowledge economy requires employees to contribute ideas and be engaged in executing the company's strategy. HR is thus becoming a strategic partner by identifying the skills that employees need and then providing employees with the training and structures needed to develop and deploy those competencies. This necessities not just HRM rather SHRM or Strategic Human Resources Management.

THE MARKETING PROBLEMS OF CARDAMOM GROWERS IN TAMIL NADU AND KERALA - A COMPARATIVE STUDY

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ABSTRACT

Agriculture forms the backbone of the Indian economy and despite concentrated industrialisation in the last five decades; agriculture occupies a place of period. Being the largest industry in the country, agriculture provides employment to around 65 percent of the total work force in the country. This study is conducted on the marketing problems of cardamom growers in Kerala and Tamil Nadu. It employed both primary and secondary data using various data collection methods. The main objective of this study is, therefore, to assess problems faced by farmers in the marketing of cardamom and finally suggest possible remedial measures to better marketing of cardamom in Kerala and Tamil Nadu. The study concludes that The Government should provide the marketing facilities through the appropriate organizations to increase the rate of exports of cardamom especially for Theni and Idukki district cardamom growers and cultivators in the States of Tamilnadu and Kerala respectively.

THE EMPIRICAL RELATIONSHIP BETWEEN TRADING VOLUME, RETURNS AND VOLATILITY

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ABSTRACT

This paper examines the causal and dynamic relationship between stock returns and trading volume for six indices. For this purpose Unit root test, Granger Causality Tests, VAR and GARCH (1,1) have been used. There is strong evidence of asymmetry in the relationship between the volatilities and trading volume; trading volume and volatilities are important in predicting their future dynamics as well as those of the return, but return has a very limited impact on the future dynamics of trading volume. The Granger-causality test shows the evidence of unidirectional causality running from volume to return for almost indices. This study also shows that data related to return, trading volume and volatilities are stationarity. According to GARCH model values of parameters are more than .90. Therefore, weak form efficiency does not exist in Indian stock market. It concludes that lagged trading volume and volatilities contain information which can be useful in predicting current stock returns.

**IMPACT OF EMPLOYEE SATISFACTION AND UNION – MANAGEMENT RELATION
ON ENHANCED CUSTOMER SATISFACTION- REGRESSION ANALYSIS
[A STUDY OF ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION
(A.P.S.R.T.C)]**

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ABSTRACT

For any organization Union and Management relations is very important for its effective functioning. Doing a job effectively can be done by employees only when they are satisfied. And when both Employee Satisfaction and Union –Management Relations are in good manner then it will have its good impact on Customer Satisfaction as they will be (that is Employer and Employee) will be in a position to do their jobs effectively in serving customers (passengers). This humble study makes an analysis on Employee Satisfaction and Union – Management relations and its impact on Customer Satisfaction.

MARKETING STRATEGIES IN HEALTHCARE

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ABSTRACT

Owing to increase in health awareness among the public, the demand for quality care, value and service at an affordable cost has posed a challenge to those involved in delivering health care. To survive, hospitals tend to compete more than ever in terms of quality, service and price. Almost all health care organizations have taken up establishing marketing departments which would help in developing better communication with their customers. This paper throws light on marketing strategies adopted by a tertiary level teaching hospital, in order to overcome competition from nearby healthcare institutions/facilities while continuing to maintain high standards in providing quality healthcare to all patients. The study was carried out with the following objectives: to study the marketing strategies & initiatives adopted along with its outcome measurement by a tertiary level teaching hospital and to study and understand the marketing strategies and initiatives adopted and outcome measure by the marketing team in helping the hospital achieve excellence. Study was conducted by visiting the marketing department and having informal discussion with the marketing manager and interacting with his team of marketing executives. The results and outcome of the marketing activities was compiled and analyzed after going through the records and statistical data for a three year period in retrospect. The index considered for measuring the outcome are standard hospital indices, i.e. Outpatient attendance, new and repeat visits, diagnostic and lab investigations, bed occupancy and PSI (Patient Satisfaction Index) score. The results showed an overall increase in the out patient traffic (OP- attendance) by an average of 2000 patients accounting to about 9%. The inpatient admissions showed an average monthly of 3800 cases amounting to increase in admission rate by 12%. Bed occupancy increased by 8%. OT utilization increased by 11%. The PSI scores for out patient attendance increased from 3.7 to 4.1 and for inpatient it increased from 2.6 to 2.8. It is concluded that in the era of competition driven market especially in healthcare sector it is essential that hospitals are assured of having its own database of patients/customers as also identifying potential catchment areas for the future. The case study also shows the importance of internal marketing which is vital not only in satisfying the patients/customers during the visit but also in bringing in repeat visits. The strategies adopted and highlighted in this study can serve as an effective tool in marketing healthcare industry.

MANAGEMENT OF TRANSLATION EXPOSURE: A COMPARATIVE ANALYSIS OF MNCs IN INDIA

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ABSTRACT

Translation exposure refers primarily to the impact of exchange rate fluctuations on consolidated financial statements of MNCs. It is usually treated as only one of the accounting issues as it does not represent real movements of cash. This may be one of the reasons for dearth of literature in this area especially in India. The present study portrays translation exposure management as practiced by various multinational companies in India. It is a comparative analysis of management of translation exposure by banking and non banking as well as foreign and Indian MNCs. This paper is based on a questionnaire study undertaken in 2004-2008. Using a sample of 200 Indian and foreign MNCs operating in India, the purpose of the paper to make a comparative analysis of attitude of banking and non-banking MNCs in India towards management of their translation exposure. The companies selected under study cover a broad spectrum of major players of various sectors producing a variety of products. Usually it is presumed that method of translation and management policy affects translation gain or loss. We find that there is no significant effect of method of translation and management policy of the company on their translation loss or gain. We find very significant difference between attitude of banking and non banking companies. Most of the banking companies are managing their translation exposure either actively or regularly whereas most of the non- banking companies are ignoring their translation exposure. Attitude of Indian and foreign companies towards management of their translation exposure has been significantly different. Majority of companies are using techniques of exposure netting, leading and lagging and balance sheet hedges for the management of their translation exposure. Usage of derivatives is very less as compared to other hedging techniques. This paper explores the need of further study of behavior of companies towards translation exposure management.

DIFFERENT RELATIONSHIPS BETWEEN PERCEPTIONS OF DEVELOPMENTAL PERFORMANCE APPRAISAL AND WORK PERFORMANCE

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ABSTRACT

It is regularly recommended that in order for performance appraisal to positively influence employee behaviour, employees ought to experience positive appraisal reactions. The principle of the present study is to inspect two different models of the relationship among employee perceptions of developmental performance appraisal and self-reported work performance. Reference of cross-sectional review of employees revealed that the relationship among perceptions of developmental performance assessment and self-reported work performance was mediated by employees' fundamental motivation, and strongly reasonable by their independence orientation. The mainly interesting and practically applicable finding is that autonomy orientation moderated the association among perceptions of developmental performance assessment and work performance. Accordingly, additional importance should be put on participative and autonomy encouraging application of performance appraisal involving employees with a strong autonomy course. For employees with a feeble autonomy orientation, the relationship was positive, but for those with a tough autonomy orientation, the relationship was negative.

A COMPARATIVE ASSESSMENT OF RURAL AND URBAN CONSUMERS' ATTITUDE TOWARDS THE PRACTICE OF MARKETING CONCEPTS BY MARKETERS

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ABSTRACT

*It is a fundamental idea of marketing that organizations survive and prosper through meeting the needs and wants of customers. This important perspective is commonly known as the marketing concept. According to Drucker and Levitt one of the principal responsibilities marketing management, is to make the entire business market-driven and customer-focused. This advocacy role is a key one for the corporate marketing staff. The task is to make sure that everyone in the firm works toward that overriding objective of creating satisfied customers. Each individual and especially those who have direct contact with the customer in any form, is responsible for the level of customer service and satisfaction. The task is to be sure that everyone in the firm works toward that overriding objective of creating satisfied customers. Each individual, and especially those who have direct contact with the customer in any form, is responsible for the level of customer service and satisfaction. According to the National Council of Applied Economic Research (NCAER), an independent, non-profit research institution, rural households form 71.7% of the total households in the country. Spending in this segment is growing rapidly and consumption patterns are closing in on those of urban India. In this backdrop we are contemplating to make an evaluation of comparative perception of two heterogeneous groups of consumers consuming similar fmcg brands. The data for the sample are gathered from all the districts of North Bengal including **A1A2** and **E1E2** social classes to discern the attitudinal and perceptual discrepancies. Statistical analysis like Chronbach alpha, factor analysis and other non-parametric tools have been employed for drawing meaningful conclusions. Limitations and research for further direction are also addressed.*

RELEVANCE OF TPM IN INDIAN INDUSTRIES: LITERATURE REVIEW

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ABSTRACT

Total Productive Maintenance (TPM) has attracted the attention of industries all over the world. The perceptible impact of TPM lies in attaining the far reaching productivity and quality standards. Indian industries are looking for innovative approaches like TPM, TQM, and JIT etc. in order to become competitive and survive in the global market. The intent of this research is to review the literature on TPM and to study its relevance in Indian Industries.

CAPITAL STRUCTURE ANALYSIS IN TATA STEEL LIMITED

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ABSTRACT

Steel Industry in India is on an upswing because of the strong global and domestic demand. India's rapid economic growth and soaring demand by sectors like infrastructure, real estate and automobiles, at home and abroad, has put Indian steel industry on the global map. According to the latest report by International Iron and Steel Institute (IISI), India is the seventh largest steel producer in the world. This paper attempts to make an analytical study of application of optimum capital structure, financial leverage, earnings per share and dividend per share of steel industry with data for the period of 2006 to 2010. For the purpose of analysis, ratio techniques and to test hypothesis other statistical tools have been used for the research purpose. The result of the study indicates that there is a correlation between DFL and EPS & DFL and DPS & EPS and DPS.

AN ANALYTICAL STUDY ON EFFECTS OF CORPORATE GOVERNANCE DISCLOSURE TO FINANCIAL PERFORMANCE

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ABSTRACT

This paper attempts to study the legal requirement comply by the two banking units (ICICI & HDFC) according to various laws. This study will give insight in to the corporate governance disclosure practice followed by both the bank which is require to be understand by stakeholder as well as shareholder to measures the overall efficiency of the organization. Moreover, it can also give the insight into the improvement of the financial performance of the organization.

A STUDY OF IMPACT OF WORKING CAPITAL MANAGEMENT ON FIRM'S PERFORMANCE: EVIDENCE FROM CEMENT INDUSTRY IN INDIA FOR THE PERIOD 2007-2011

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ABSTRACT

The given study tries to prove a direct relationship of Working Capital Management (WCM) with firm's performance. The challenge for the firm is to decide what the optimum level is and which both the motives of profitability and liquidity can be satisfied. I have focused on to find out the relationship between WCM and firm's profitability WCM measured through Return on Total Assets (ROTA) for the cement industry in India. A sample of 60 cement companies listed on Bombay Stock Exchange has been taken for a period of 5 years (2007-2011) that is 300 firm-years.

INDUSTRIALISATION IN HIMACHAL PRADESH: PROBLEMS, PROSPECTS AND ALTERNATIVE STRATEGIES (A CASE STUDY OF KANGRA DISTRICT)

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ABSTRACT

Industries play an important role on the over-all development of any country. To solve the main problems like unemployment, poverty, regional imbalances, it is essential to industrialise the country. It is the establishment of industries alone that can generate employment opportunities to an accelerated rate. Himachal Pradesh (H.P.) has made significant progress in the field of industrialization in the recent past. But still the most of the districts of the state are industrial backward and state's largest district Kangra is among thee backward districts. In the present paper an attempt has been made to identify the factors which are responsible for the industrial backwardness of the district and also highlighted the factors which welcome the industrialists to establish industrial units in Kangra.

INTERNAL BRANDING AS A MANAGEMENT STRATEGY: A CASE OF ORGANIZED RETAIL SECTOR

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ABSTRACT

This research aims to reveal use of internal branding in retail business and gain competitive advantage. Also paper examines the essential role that internal branding plays in doing successful business. A case-study approach is adopted using qualitative and quantitative methodologies from retail businesses, as well as reviews of earlier literature and research, give data for conducting analysis of internal branding in organized retail business. Authors find that internal branding is a new concept in retail business and internal branding helps in involvement of employees in making change, empower employees and build credibility with your employees and customers. Internal branding not only directly influences the performance of employees but their role in relation to the brand experience with customer in store. The research is relevant as it addresses issues of internal branding and its implications in retail business. Brand development is the business strategy and internal branding help to drive a business forward in complex environment. Study indicates that Marketers would learn how to effectively integrate and leverage internal branding and marketing to improve the short-term and long-term success of your organization. Research only related to retail sector. Implications on other sectors of businesses can be different. Extended research can be beneficial for strategy formulators.

FINANCIAL REPORTING FRAMEWORK FOR CARBON CREDIT ACCOUNTING

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ABSTRACT

A famous ecologist says that 20 billion tonnes of carbon dioxide is generated every year by humanity that is absorbed by Nature. This tolerance of Nature could be reversed, if the carbon dioxide levels increase unabatedly. While this has become quintessential to reduce the emission levels, an entirely new industry has emerged having great potential and opportunities for the investors. This Global warming issue is a serious concern and Corporate are projecting to take initiatives by fulfilling their social responsibility and are making profits in the offing. It has become an emblem of bearing a meritorious entity showing responsible behavior towards the environment. Environmental awareness within the management community is reflected in frequent coverage of sustainability and environmental responsibility in management-oriented publications. These social developments create a need for financial information. Pundits are predicting that global carbon markets could well exceed the value of global oil markets in just a few years and the impact of emission allowances on the operation of almost every MNC is certain to be significant. As entities actually emit carbon, they incur a future obligation to relinquish an allowance to a regulator or incur penalties and under US GAAP and IFRS are a liability, which needs to be periodically measured and recorded. Therefore, these emissions allowances present challenges to accounting both for their value and for liabilities associated with their use. In spite of the growing importance of the emission allowances, there is no clarity on how they will be treated in financial accounting and reporting. The specific purpose of this paper is to examine how Carbon Credit accounting fits into the financial reporting framework.

A STUDY OF INFLUENCES ON CONSUMER PRE PURCHASE ATTITUDE

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ABSTRACT

Consumer attitude is a relatively global and enduring evaluation of an object of consumption, issue, person or an act. Attitudes guides one's thoughts, influence feelings and affect behaviours. Changes in behavioural patterns of consumers over the years has been due to several factors and best described by the consumer acculturation. Consumers use attitudes as a frame of reference to judge new information/objects. Ultimately the consumer attitude which are learnt and stored in memory play a crucial role in decision making for the purchase of goods/services. A brief review of the Attitude and behaviour nexus conditioned by the consumer related factors, social factors and the intervening situational factors are discussed herein, combining TPB and TAM based on a attitude focused study on MWO. Consumer Attitude has gained larger importance today in the modern marketing segmentation strategies, targeting and product positioning, which can be appreciated from the consumer centric approach of all marketers today.

CONSUMPTION PATTERN OF BUYERS OF BAKERY PRODUCTS: A STUDY CONDUCTED IN KERALA

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ABSTRACT

Bakery products are ready to eat, convenient to use and possess satisfactory nutritional quality. According to various studies it has been revealed that there is a faster growth of bakery products, especially bread and biscuits, in the rural market than in the urban area which fuelled the growth of this sector. This paper explores the impact of the demographic variables in the purchase of bakery products and also analyses the purchase behaviour and influencing factors of customers towards the purchase of bakery products. The Bakery sector has huge market potential and has a wide range of untapped market which can be explored through various promotional activities and also by providing quality bakery products.

GLOBAL FINANCIAL CRISIS - PERSPECTIVE 2007 TO DATE & BEYOND (LEADERSHIP OF INDIA'S FINANCIAL SYSTEM)

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ABSTRACT

This article based on secondary research is an attempt to trace the genesis of the global imbalances in the financial and economic system, and how this imbalance is at the very root of the turmoil that the world is experiencing since 2007. Tracing the chronological sequence of events that triggered the global shocks, from the Lehman crisis to the current Euro zone crisis, and transmitted through the financial, trade and confidence channels, the focus is on why, how and to what extent has it manifested itself in the Indian economy, despite the generally held belief about the Indian markets being decoupled from the global economy. The major policy measures, conventional and unconventional, taken by India's central banker and the Government have been studied in terms of the relevance, context and extent to which this has helped to mitigate the adverse impact of the continuing crisis, and contributed to the continuation of the India growth story, notwithstanding the underpinnings of high inflation, lower investment, reduced private final consumption expenditure, growing fiscal deficit, exchange rate volatility, lower business confidence and policy paralysis being the final frontier of the challenges facing the nation. Finally, a bit of crystal gazing in backdrop of current global uncertainty, geo political tensions, slowdown in developed economies, softening of commodity prices on the back of an expected soft (or hard?) landing of Chinese economy, lack of political leadership and will in Europe, all seem to be throwing up more conundrums, rather than innovative solutions to an unprecedented chapter in human history and economics.

PERFORMANCE APPRAISAL OF INDIAN BANKING SECTOR: A COMPARATIVE STUDY OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS

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ABSTRACT

In the present study, an attempt is made to analyze the performance of selected public and private banks in India on the basis of parameters recommended in CAMEL Model, i.e. C-capital adequacy, A-asset quality, M-management efficiency, E-earnings quality and L-liquidity, which is divided into seven sections. First section includes a brief review of some of the earlier studies. Second section covers the scope, objectives, hypotheses and research methodology of the study. In third, fourth, fifth, sixth and seventh section, an attempt is made to analyze the capital adequacy, asset quality, management efficiency, earnings quality and liquidity of six banks in all selecting 3 banks from each category i.e. State Bank of India (SBI), Punjab National Bank (PNB) and Bank of Baroda (BOB) from public sector and ICICI, HDFC and AXIS from private sector banks in India for a period of 12 years, i.e. 2000 to 2011. To achieve the objectives of the study, the use is made of secondary data collected mainly from the various sources like Report on Trends and Progress of Banking in India, Performance Highlights of Public and Private Banks in India and various journals such RBI Bulletin, IBA Bulletin, Professional Banker, etc. It is found that the ability of the management to meet the need for additional capital is better in BOB and ICICI in their groups as the capital adequacy ratio in these banks is better than other banks. The quality of assets indicates what types of advances the bank has made to generate interest income, which is better in PNB and HDFC in their groups as the ratio of net NPAs to total assets/advances is better in these banks than other banks. Management efficiency is better in SBI and ICICI in their groups as the credit-deposits ratio is better in these banks than other banks. The quality of earnings explains the sustainability and growth in earnings in the future. Therefore, from the investors' point of view, PNB and HDFC are in a better position as their earnings quality is better in their respective groups which is evident from the ratio of operating profits to average working funds. On the other hand, from the depositors' point of view, SBI and ICICI followed by BOB and HDFC are in a better position in their respective groups as is evident from the ratio of liquid assets to total deposits/total assets.

A STUDY ON INTERACTIVE MEDIA'S INFLUENCE ON PURCHASE DECISION OF YOUTH

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ABSTRACT

The major factors influencing buying decision of youth with the advent of interactive media were considered and variables were listed down. A conceptual model was developed which described the impact of each of these variables on the buying behavior of the youth. A structured questionnaire was developed to ensure that the details required to understand the factors influencing are studied. The questionnaire was designed on the basis of 3 variables which were measured by sub variables, the following are the variables and its measures Usage which is measured by Presence in interactive media, Activities on interactive media, Number of online purchases, the second variable is suggestions by friends which is measured by Brand awareness, Product reviews, Experience sharing and the final variable taken in to consideration is Quality of information which is measured by Accuracy of information, Completeness of information, Alternatives. Totally 40 questions were prepared in a 5 point liked scale and few dichotomies scale among which 4 questions for each sub variables and 4 questions for dependent variable (Influence of interactive media). The data was collected by distributing the questionnaire prepared among a sample size of 90. The results suggest Usage of social media does not influence the purchasing behavior. However, good quality of information and recommendation of friends have a positive impact on purchasing behavior.

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Sd/-

Co-ordinator

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