



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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CORPORATE GOVERNANCE IN INDIA: TOWARDS INTROSPECTION AND SOLUTIONS**ANJANEY PANDEY**

LECTURER (SR. SCALE)

MAHATMA GANDHI CHITRAKOOT GRAMODAYA VISHWAVIDYALAYA
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SYDNEY, AUSTRALIA**GOVIND SINGH**MAHATMA GANDHI CHITRAKOOT GRAMODAYA VISHWAVIDYALAYA
CHITRAKOOT SATNA, M. P.**ABSTRACT**

In the era of fast moving economy, larger emphasis has been given to the mandatory disclosures to be provided to the stakeholders who don't have otherwise easy access to the information of the enterprises. The corporate governance has been adopted by many leading Indian companies and the information provided by them have been taken to be trustworthy and recognized at their face value. But, the recent Satyam scam and several others have put the process of corporate governance under scanner. One sobering conclusion from Satyam episode is that no matter how good the regulatory system may be, it can't always prevent frauds. The best antidote to frauds is good management. The paper is an attempt to examine the disclosure practices of the organizations of today. The authors advocate that it is not the mere figures which get reflected in annual statements but it is the ethics and values which the promoters and managers deeply succumb to. Hence, the authors suggest that the managers have to get rid of the mentality of "nothing succeeds like success", and "end justifies the means". Their guiding principles should find their roots in the Gandhian philosophy which advocates the sanctity of means.

QUALITY FUNCTION DEPLOYMENT FOR SERVICE DEVELOPMENT OF SELECTED PRIVATE COLLEGES/UNIVERSITIES**MA. TEODORA E. GUTIERREZ****ASST. PROFESSOR****INDUSTRIAL ENGINEERING DEPARTMENT****TECHNOLOGICAL INSTITUTE OF THE PHILIPPINES – MANILA****PHILIPPINES****ABSTRACT**

The study aimed to identify the preferences of the parents and the senior high school students in private colleges and universities. On the basis of these preferences, House of Quality (HOQ) was then applied to capture the whole picture of the organization relative to the needs of its customers and its strengths and weakness to its competitor. Forty Eight (48) respondents from senior high school students and twelve (12) respondents from the parents of the senior high school students have been asked to accomplish a 21-item survey questionnaire about their requirements in choosing a college/university. The results of this is a prioritize criteria list of six elements namely; Curriculum, Quality of Instruction, Security and Safety, Achievement of School, Technological Advancement, Cost of Education. Considering these criteria, a customer satisfaction survey was developed and was given to thirty-four (34) randomly selected senior college students from University/College X and two focus groups from University/College Y and Z were then asked to fill out the customer satisfaction survey. The data obtained were then transferred to one of the tools in Quality Function Deployment that is the House of Quality. This resulted to competitive-assessment of University/College X. The House of Quality revealed that the percentage passer in board examination is the most critical factor in translating the desirable criteria of the respondents in choosing a University/College. It was followed by the faculty qualification tied with the achievement of the students. Third critical factor is upgraded instructional facilities. On the other hand, Competitive Advantage of the University/College X was also revealed where the cost of education is its current strength. In the end, recommendations were made for service development of University/College X relative to the needs of its incoming customers and current customers.

CULTURAL APTITUDE & ADJUSTMENT - THE IMPACT OF THE EXPECTED TENURE OF A CROSS CULTURAL PROJECT**SHAHZAD GHAFOR****LECTURER****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY****LAHORE, PAKISTAN****UZAIR FAROOQ KHAN****LECTURER****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY****LAHORE, PAKISTAN****ABSTRACT**

This research investigates the impact of the anticipated tenure of an international assignment on the relationship between Cultural Intelligence and adaptation measures. A proposed model expands already existent models concerning the relationship of the facets of Cultural Intelligence (cognitive, met cognitive, motivational, and behavioral CQ) and the dimensions of cross-cultural adjustment (interaction, general, and work adjustment) with measures for the willingness to adjust and the pre-determined tenure of an assignment. Questionnaires have been sent to 49 international students and expatriates in 22 countries. Results offer further support for the Cultural Intelligence Scale (CQS) while highlighting inconsistencies with prior researches. The most crucial results are the support of motivational CQ as a significant predictor for general adjustment and meta-cognitive CQ as significant predictor of general adjustment. Furthermore, the pre-determined tenure of an assignment moderates the impact of motivational CQ on general adjustment. Willingness to adjust is neither related to any of the CQ facets, nor to pre-determined tenure. However, it is significantly predicted by CQ in general terms.

REPORTING ENVIRONMENTAL ISSUES AND INFORMATION DISCLOSURES IN FINANCIAL STATEMENTS**DR. TAIWO ASAOLU****PROFESSOR****DEPARTMENT OF MANAGEMENT AND ACCOUNTING****OBAFEMI AWOLOWO UNIVERSITY****ILE-IFE, NIGERIA****DR. JOHN A. ENAHORO****SR. LECTURER****DEPARTMENT OF ACCOUNTING****BABCOCK UNIVERSITY****ILISHAN-REMO, NIGERIA****ABSTRACT**

Corporate neglect and avoidance of environmental costing have left of financial incompleteness and absence of fair view of financial information reporting to users of financial statements, environmental regulatory agencies and the general public. Environmental reporting in accounting and in accounting information disclosure is crucial to the general public and today's management decision process. This study reviewed some environmental concepts. Specifically, the study assessed the level of independence of tracking of costs impacting on the environment; level of efficiency and appropriateness of environmental costs and disclosure reporting. The research instrument for the study was secondary data. For this purpose, both cross-sectional content analyses (within and across sector companies) and longitudinal (ten-year annual report and financial statements) content analyses were carried out. Findings are that environmental operating expenditures are not charged independently of other expenditures. There is also, absence of costing system for tracking of externality costs. Environmental accounting disclosure does not however, take the same pattern among listed companies in Nigeria.

ISLAMIC MICRO-FINANCE AND POVERTY ALLEVIATION: A CASE OF PAKISTAN**DR. WAHEED AKHTER****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT SCIENCES****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY (CIIT)****LAHORE, PAKISTAN****DR. NADEEM AKHTAR****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT SCIENCES****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY (CIIT)****LAHORE, PAKISTAN****KHURAM ALI JAFRI****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT SCIENCES****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY (CIIT)****LAHORE, PAKISTAN****ABSTRACT**

This research paper recognizes Islamic micro-finance as an important component in poverty alleviation strategies. While conventional microfinance products have been successful in Muslim majority countries, these products do not fulfill the needs of all Muslim clients. While taking an overview of Islamic microfinance in Muslim countries, this research paper undertakes a case study of Akhuwat, an Islamic microfinance organization operating in Pakistan. Critical financial analysis of Akhuwat indicates that it is providing its services for all living below the poverty line including the "extreme poor" and Interest free loans can be used as a powerful tool against poverty. It recommends that integrating Islamic microfinance with NGOs, NPOs (non-profit organizations), Zakah, Awqaf and with Takaful as well as with professional training and capacity building institutions will enhance the financial stability of Islamic microfinance institutions and will be helpful to achieving their aim of providing micro financial services to the poorest of the poor under one roof.

AN OBJECTIVE ASSESSMENT OF CONTEMPORARY OPTION PRICING MODELS

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ABSTRACT

There are several option pricing models available in the existing literature on financial derivatives. Most of them are numerically complex and difficult to comprehend. This paper is a literature review of the two most popular models, Binomial and Black-Scholes.

E-LEARNING: THE DIGITIZATION STRATEGY

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ABSTRACT

With revolution in information and communication technology (ICT), internet, digitization and establishment of world trade organization (WTO), the world economies are making a transition from tangible economies to intangible/service/knowledge economies. In order to develop and achieve excellence in this new economic set up it is imperative to find an edge in knowledge and overcome any competitive disadvantage on this parameter, for which it is necessary to have an access to the knowledge and information at global level. To this end E-Learning has emerged as tool which helps in having access to global knowledge without transcending the geographical boundaries to thwart the locational disadvantage in an effective and efficient manner. It creates competitive parity on existing knowledge with huge potential to develop competitive advantage. Since libraries, primary knowledge resources, are integral to E-Learning and academia, it has, therefore, become all the more important to digitize the knowledge resources and to create digital libraries. Digital libraries, with the aid of new and better information and communication technologies, have become institutional access points for digital knowledge resources such as online books/journals and special media collections and thus have taken central place in eLearning. Not surprisingly, as faculty and instructors have begun to adopt E-Learning strategies as a part of their teaching repertoire, the libraries are playing a key role in helping to find and organize resources to complement programs and courses and to provide support to students in their assignments. With this background an attempt has been made in this paper to educate academia about E-Learning the role of digital library in E-Learning.

FINANCIAL PERFORMANCE OF MILK UNIONS – A STUDY AT KARNATAKA MILK FEDERATION**DR. M. JEYARATHNAM****DIRECTOR****DEPARTMENT OF WOMEN'S STUDIES****BHARATIAR UNIVERSITY****COIMBATORE - 641 046****GEETHA. M. RAJARAM****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****REVA INSTITUTE OF TECHNOLOGY AND MANAGEMENT****BANGALORE - 560 064****ABSTRACT**

Dairying has played a prominent role in strengthening India's rural economy. It has been recognized as an instrument to bring socio-economic transformation. A symbiotic relationship exists between dairy farmers and the milk unions who process the raw milk collected from the farmers. To strengthen the recent gains in milk production, processing calls for new development initiatives and critical analysis of the financial performance of milk unions. Dairying must address itself to issues of profitability, efficiency, solvency, liquidity and turnover. Effective functioning of dairy cooperatives could translate into significant benefits to dairy farmers. Thus this article aims to investigate the financial performance of the milk unions under Karnataka Milk Federation (KMF) over a period of five years (2002-07). The financial analysis of the milk unions was done taking into consideration the ratios which are critical, as it would allow milk unions to capitalize on their strengths and exploit opportunities. The results of the study showed that only 31 percent of the milk unions had a good overall performance score. Also, an attempt is made in this article to identify the reasons for the discrepancies in the financial performance among the milk unions.

INVESTORS PERCEPTION TOWARDS INVESTMENT IN MUTUAL FUNDS**DR. R. NANDAGOPAL****DIRECTOR****PSG INSTITUTE OF MANAGEMENT****PSG COLLEGE OF TECHNOLOGY****COIMBATORE – 641 004****M. SATHISH****ASST. PROFESSOR****PSG INSTITUTE OF MANAGEMENT****PSG COLLEGE OF TECHNOLOGY****COIMBATORE – 641 004****K. J. NAVEEN****SR. RELATIONSHIP MANAGER****ICICI SECURITIES****TIRUNELVELI****V. JEEVANANTHAM****MANAGEMENT TRAINEE****COCA-COLA****CHENNAI****ABSTRACT**

The investment decision making process is a multi-faceted subject to change over a period of time. Mutual Funds have become an important portal for the small investors. The objectives of the study are to know investor's motivational factors, investment preference and problems faced by investors in Mutual Funds. The study reveals that 1) The motivational factors to invest in mutual funds are Portfolio diversification, Risk minimisation and greater tax benefits; 2) Lack of knowledge is the primary reason for not investing in mutual fund. It is concluded that the mutual fund business in Coimbatore is still in the growth phase.

BUSINESS IN GEMSTONE POLISHING: AN EMERGING INDUSTRIAL TRAINING & ENTREPRENEURSHIP OPTION FOR INCLUSIVE GROWTH IN EASTERN INDIA**DR. S. P. RATH**

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(UNIVERSITY OF HUDDERSFIELD, U. K.)
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ABSTRACT

Western India's contribution to business and exports of gemstones and diamond industry is a boon for the country. This heritage trade can also be replicated in the states of eastern India, including Odisha. Due to availability of gemstones in the state; it can equip the youths with industrial training provided by the ITI's encapsulate in to a course module; giving them 'merit certificates' for self employment and employment in the highly skilled category. This in the greater run shall create inclusive growth and capital for the state, breaking the monopoly market of a few in the domestic trade, creating a comparative pricing of products and services. It can literate the potential customers technically too.

A COMPARITIVE STUDY BETWEEN HOTEL GOLD & NIRULA'S – PANIPAT CITY**DR. PUJA WALIA MANN****PROFESSOR & HEAD****DEPARTMENT OF MANAGEMENT****PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY****PATTIKALYANA – 132 102****MANISH JHA****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT****PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY****PATTIKALYANA – 132 102****ABSTRACT**

Hotels are establishment that provides lodging for a short period of time. An accommodation, in a hotel room is complemented by a bed, a cupboard, a small table and an entertainment aid has lately been replaced by rooms with ultra modern facilities, including Air Cooled & Climate control features. Some hotels may even provide additional guest facilities such as a restaurant, swimming pool, fitness center, business center, childcare, conference facilities and social function services. Keeping in mind all the above features a study was conducted in the city Panipat to know about the preference of the guest towards city's two most prominent hotels i.e Hotel Gold & Hotel Nirula. Authors have tried to analyze various parameters based on which hotels attract and retain their guest. The technique of data collection is through structured questionnaire. Statistical tools used for analyzing the data are Chi – Square.

IMPROVEMENT OF WORKPLACE CHARACTERISTICS THROUGH SPIRITUAL INCLINATION**DR. R. KRISHNAVENI****PROFESSOR****P S G INSTITUTE OF MANAGEMENT****PEELAMEDU – 641 004****G. NATARAJAN****ASST. PROFESSOR – SR. GRADE****SCHOOL OF MANAGEMENT STUDIES****BANNARI AMMAN INSTITUTE OF TECHNOLOGY****SATHYAMANGALAM – 638 401****ABSTRACT**

Human resource is the most important resource for any organization or they are the biggest asset for any firm. Day in and day out recruitment and poaching of good employees are on the rise. This clearly shows that organizations are looking for good and quality man power. Moreover today the corporate companies have grown leaps and bounds like empires and looking for responsible people to run it. Many companies also look inside the organization and conduct lot of training programs to improve the skill sets of the people. Not only skill sets, ethics and human values across all cadres pose a serious challenge. Spiritual inclination adds a new dimension to the today's corporate culture. Organizations look spirituality as a means to face the challenges in this modern world. Today many employees join spiritual institutions and practice yoga and even organizations have started to have meditation room in the workplace and conduct free spiritual retreats for the employees and their families. This study tries to bring out the impacts of spiritual inclination over the improvement of various workplace characteristics. The outcome of this study will help the organizations to understand the impacts and to implement spirituality in organization as an intervention tool or as a human resource development tool.

MEASURING THE SERVICE QUALITY OF SERVICE SECTOR - A CASE OF COMMERCIAL BANK OF ETHIOPIA

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HEAD OF THE DEPARTMENT
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MUVATTUPUZHA

ABSTRACT

Service sector is growing in Ethiopia which basically an agrarian country is trying to become a developing country in the North Eastern Africa. Banking services have gained significant role in this country due to increasing number of customers and clients utilizing the services. The main objective of this study was to apply the SERVQUAL Model as developed by Paraswaram et.al (1988, 1995) in an Ethiopian service marketing context with particular reference to identify the service gaps by comparing the expectations and perception of the customers of the selected bank. The adopted SERVQUAL instrument had twenty two items covering five dimensions of service quality and the respondents were asked to give scores on a seven point liker scale both for the expectations and perceptions of service provided by the bank. The results showed a negative gap between expectation and perception of customers about the bank's service quality. Suitable recommendations are given to the bank for managing the service quality gaps and for future research.

SUPPLY CHAIN MANAGEMENT IN AN AUTOMOBILE COMPANY: A CASE STUDY**ARVIND JAYANT****ASSOCIATE PROFESSOR****DEPARTMENT OF MECHANICAL ENGINEERING****SANT LONGOWAL INSTITUTE OF ENGINEERING & TECHNOLOGY****LONGOWAL – 148106****V. PATEL****RESEARCH SCHOLAR****DEPARTMENT OF MECHANICAL ENGINEERING****SANT LONGOWAL INSTITUTE OF ENGINEERING & TECHNOLOGY****LONGOWAL – 148106****ABSTRACT**

Supply chain management (SCM) has emerged as an increasingly important approach to improving the performance of logistics systems. SCM is an integrated approach to increase the effectiveness of the logistics chain by improving cooperation between the players in the chain. Supplier selection is one of the most crucial activities performed by organizations because of its strategic importance. This project is done in a SME (Small Medium Enterprise), which is an automobile industry of North India and producing motor cycles. The supply chain of the company is analyzed and major problems areas are identified by using SWOT analysis and Fish-bone diagrams. Stress is being given on development of performance measurement framework and vendor evaluation and selection in supply chain management. A responsive planning and procurement strategies are recommended to XYZ Ltd. to be flexible enough to respond to the fluctuations in the market more effectively. The present work proposes an AHP (Analytical Hierarchy Process) approach for the selection of vendors in a supply chain. The major advantages of this research are that it can be used for both qualitative and quantitative criteria. The results show that the model has the capability to be flexible and apply in different types of industries to choose their vendor.

INFORMATION CONTENT OF DIVIDENDS: EMPIRICAL STUDY OF BSE LISTED COMPANIES**DR. KARAMJEET KAUR****HEAD****DEPARTMENT OF COMMERCE****ASSM COLLEGE****(CONSTITUENT COLLEGE OF GNDU, AMRITSAR)****MUKANDPUR, SBS NAGAR – 144 507****ABSTRACT**

This study reports that the internationally observable phenomenon of positive reaction of stock market to the announcements of cash dividend increases persists in India also. 667 events of dividends increase announcements of BSE listed companies have been studied with the help of event study methodology. The results found that 58% events have generated positive and significant return of 1.26%. The positive reaction starts two days before the formal announcement of dividends and it continues after two days of the dividend announcements. However, the abnormal returns are highest i.e. 1.26% on day 0 i.e. announcement day and are highly significant. Further regression analysis of cumulative abnormal returns with company specific variables shows the presence of signaling, maturity and under-valuation hypotheses, whereas, free cash flow and agency hypotheses are rejected. In addition, no significant information leakage is found before the formal announcement of dividend increase.

NEED FOR CONVERGING TO IFRS: THE NEW GLOBAL REPORTING LANGUAGE

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ABSTRACT

The idea of global harmonization of accounting standards stems from lack of comparability of financial statements across the world. Consistent, comparable and understandable financial information is the lifeblood of commerce and investing. In the attempt of generating such financial information, there are two sets of accounting standards that are accepted for international use—(i) the U.S. Generally Accepted Accounting Principles (GAAP) and (ii) the International Financial Reporting Standards (IFRS) issued by the London-based International Accounting Standards Board (IASB). Foreign subsidiaries of U.S. multinationals use U.S. GAAP. However, the rapid globalization of capital markets has highlighted the need for a uniform set of financial reporting rules worldwide. This has been the major driving force behind the convergence of accounting standards across the globe. The evolution of International Financial Reporting Standards (IFRS) marks the biggest revolution in financial reporting. The understanding and implementation of IFRS is not easy, the transition will be a tough challenge for the country as it requires a shift in the academic approach, along with regulatory challenges. As to cope up with this pressure of convergence, the only solution is to train the trainers and most importantly the academicians. As the major problem to cope up with convergence is the lack of timely and whole hearted acknowledgement to the need and importance of convergence by the academicians and regulation authorities. That is why, this paper attempts to study the need and importance of convergence from the eyes of academicians involved in teaching finance and accounting.

ALLEVIATION OF POVERTY THROUGH RURAL DEVELOPMENT- AN ANALYSIS**DR. PAWAN KUMAR DHIMAN****ASSOCIATE PROFESSOR****DEPARTMENT OF EDP & HUMANITIES****SANT LONGOWAL INSTITUTE OF ENGINEERING & TECHNOLOGY****LONGOWAL – 148 106****ABSTRACT**

The vicious circle of poverty is the most burning problem before the world. It is widespread and deep rooted in all developing nations and even in developed ones. As poverty is a complex phenomenon. It manifests itself in a myriad of ways. The poor not only suffer from low income and high unemployment but also from low life expectancy. Keeping in mind Government of India has launched many schemes like Integrated Rural Development Programme (IRDP), the Development of Women and Children in Rural Areas (DWCRA), the Supply of Improved Tools-Kits to Rural Artisans (SITRA), the Training of Rural Youth for Self Employment (TRYSEM), Swarna Jayanti Gram Swarozgar Yojana (SGSY) etc. Among all these schemes Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) is playing vital role for upliftment and generating employment among the rural masses to a great extent. In the present paper it has been found that these rural development scheme has been launched with team and spirit in some of the states and giving fruitful results where as in Himachal Pradesh ,a hilly state, employment opportunities are bleak rural development schemes have been launched but are not performing as per expectations.

FORECASTING MONTHLY FOREIGN INSTITUTIONAL INVESTMENTS IN BSE AND NSE EQUITY MARKET USING ARIMA MODEL**DR. S. SUDALAIMUTHU****READER****DEPARTMENT OF BANKING TECHNOLOGY****PONDICHERRY UNIVERSITY****PUDUCHERRY – 605 014****DR. M. ANBUKARASI****ASST. PROFESSOR****DEPARTMENT OF COMMERCE****BHARATHIAR UNIVERSITY****COIMBATORE – 614 046****ABSTRACT**

One of the important features of the development of Stock Market in India in the last 18 years has been the growing participation of Institutional Investors, especially foreign institutional investors. This paper attempts to forecast the monthly cumulative Foreign Institutional Investments in BSE and NSE equity market using Auto Regressive Integrated Moving Average (ARIMA) model. The actual results of the cumulative FIIs in BSE and NSE equity market show the positive trend but it shows the decreasing pattern. This positive and fluctuating trend in cumulative FIIs in BSE and NSE equity market will occur in future if the same market conditions exist.

A STEP FORWARD: FROM FUZZY TO NEURO-FUZZY

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ABSTRACT

The main objective of this paper is to discuss two soft computing techniques. We cannot directly compare the two techniques but we can find one which best suits our experiment for classification. The two techniques are fuzzy logic and neural networks.

**USAGE OF E-RESOURCES BY ACADEMICS – A STUDY
(WITH REFERENCE TO AFFILIATED BHARATHIAR UNIVERISTY COLLEGES, COIMBATORE CITY)**

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ABSTRACT

Recent advances in the field of information technology contribute significantly to improve the services of libraries. It has emerged as a powerful educational tool for an instant access to information. It has made a tremendous impact on the academic activities for the teachers, students and scholars. Electronic resources play a vital role in the academic field. The commonly available electronic resources namely CD-ROMs, multimedia, computer networks, Internet, ROMS, OPACs, web databases etc. have lead to a paperless society. Therefore, there is necessity to make study on the different aspects of e-resources and the issues relating to the use of e-resources by users, more particularly by the faculty members of academic institutions. The present study is an attempt to analyse the use of e-resources by the faculty members and scholars of affiliated colleges of Bharathiar University, Coimbatore and to find out the problems and constraints faced by the users in accessing the e-resources with some purposeful suggestions for its development. A well structured questionnaire is designed to collect primary data from the faculty members and research scholars from Arts and Science affiliated colleges of Bharathiar University, Coimbatore city. The data were collected randomly from 30 colleges having research department. The questionnaire was distributed to 300 respondents. Ten respondents were selected randomly from each college (Five Faculty Members and five Research scholars) for the study. From the study, most of the respondents were familiar with E-resources and used for the communication and self learning purposes. Few respondents were found difficulty in using E-resources due to lack of IT knowledge. This paper concludes that awareness should be generated among the usage of online resources and adequate training is needed to enhance the usage of E-resources.

**A STUDY ON IMPACT OF JOB SATISFACTION ON QUALITY OF WORK LIFE AMONG EMPLOYEES IN HOTEL INDUSTRY
(WITH REFERENCE TO CATEGORIZED HOTELS IN FARIDABAD REGION)****VIJIT CHATURVEDI****ASST. PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION****LINGAYA'S UNIVERSITY****FARIDABAD****DR. D. S. YADAV****ASST. PROFESSOR****FACULTY OF MANAGEMENT AND COMPUTER APPLICATION****R. B. S COLLEGE****AGRA****ABSTRACT**

Job satisfaction and quality of work life go hand in hand when talked about real satisfaction since one is the outcome of other. The present paper attempts to examine the impact of job satisfaction and its characteristic on quality of work life of employees working in categorized hotel. The basic objective of the study was to determine the gender difference in term of satisfaction with quality of work life between male and female workers. Also attempt is made to measure the level of quality of work life among the employees is made. Impact of demographic variables and quality of work life between the two genders. is also determined. Data was collected quantitatively using questionnaire. Data was analyzed using tools like t-test, chi-square, ANOVA, and regression analysis to test the hypothesis and reliability of the collected data. From the findings it is clear that there exists a positive relationship between job satisfaction and quality of work life. Also it is seen that as the feeling of quality of work life increases satisfaction from job also gets enhanced. The results indicate that hotel industry which demands a hospitable and pleasing role on the part of employees working in different departments require a qualitative work life first in order to be satisfied and give their best. Thus focus on measures like job monotony, unclarity in goals, employee attrition, and role stress need to be properly handled.

RURAL ENTREPRENEURSHIP: EXPLORING THE OPPORTUNITIES FROM WASTE PRODUCTS OF BANANAS PLANT IN KARNATAKA**RASHMI S. B.****ASST. PROFESSOR****VVN INSTITUTE OF MANAGEMENT, TECHNOLOGY & RESEARCH
BANGALORE – 560 004****V. JYOTHSNA****LECTURER****VVN INSTITUTE OF MANAGEMENT, TECHNOLOGY & RESEARCH
BANGALORE – 560 004****ABSTRACT**

Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on the urgent need to promote rural enterprises: development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for improving farm earnings; and women see it as an employment possibility near their homes which provides autonomy, independence and a reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. The entrepreneurial orientation to rural development accepts entrepreneurship as the central force of economic growth and development, without it other factors of development will be wasted or frittered away. However, the acceptance of entrepreneurship as a central development force by itself will not lead to rural development and the advancement of rural enterprises. What is needed in addition is an environment enabling entrepreneurship in rural areas. The existence of such an environment largely depends on policies promoting rural entrepreneurship. This paper is a conceptual study of Rural Entrepreneurship: Exploring the opportunities from waste products of Bananas Plant in Karnataka.

HUMAN RESOURCE ACCOUNTING (HRA) - A CONCEPTUAL FRAMEWORK AND INTERNATIONAL DEVELOPMENTS**DR. AJAZ AKBAR MIR****ASST. PROFESSOR****SCHOOL OF BUSINESS STUDIES****ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY****AWANTIPORA, PULWAMA – 192 122****MANMEET SINGH****ASST. PROFESSOR****SCHOOL OF BUSINESS STUDIES****ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY****AWANTIPORA, PULWAMA – 192 122****ABSTRACT**

Human Resource Accounting (HRA) involves accounting for expenditures related to human resources as assets as opposed to traditional accounting which treats these costs as expenses that reduce profit. Interest and contributions to growth in HRA have been evident in a number of countries. The strong growth of international financial reporting standards (IFRS) is an indication that the environment for international financial accounting is one that potentially encourages the consideration of alternative measurement and reporting standards and lends support to the possibility that future financial reports may include non-traditional measurements such as the value of human resources using HRA methods.

MICROFINANCE USING INFORMATION & COMMUNICATION TECHNOLOGIES**S. KUMAR CHANDAR****ASST. PROFESSOR (INFORMATION TECHNOLOGY)****SARDAR VALLABHBHAI PATEL INTERNATIONAL SCHOOL OF TEXTILES & MANAGEMENT****PEELAMEDU – 641 004****ABSTRACT**

Microfinance is an idea that holds significant promise for changing the lives of the world's poor. Microfinance is the provision of a broad range of financial services such as deposits, loans, payment services, money transfers, insurance to poor and low-income households and their microenterprises. The NGOs and multilateral organizations have been working with both governments and financial institutions to set up almost 10,000 microfinance institutions (MFIs) to democratize financial services and thereby broaden the economic growth base. As a result, more poor people are now able to improve their incomes, save money outside the household and make loan payments. The paper discusses the technical implementation for enhancing the service in microfinance. Many technology partners are coming up with low cost solutions for microfinance sector, which can result in reduction of transaction cost. Microfinance industry will not be successful in achieving its aggressive goals of maximizing financial inclusion and delivering basic financial services down to the bottom of the population pyramid without the support of ICT. A technology based solution can ensure an expansion of the microfinance operations and long term sustainability.

FUNDAMENTAL & TECHNICAL ANALYSIS OF REAL ESTATE SECTOR: AN INDIAN PERSPECTIVE

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ABSTRACT

Real Estate sector is one of the attractive businesses in the today's business scenario so it becomes important to study the prospect of real estate firm. In this report first of all factor analysis has been done to find out which all factors are responsible for change in the share prices of DLF. The variables which has been taken for analysis includes IIP, WPI, FII, crude oil, RSVD, property prices and CRR. In total 103 observations have been taken into account from June 1st 2008 to March 2009. At last two factors have been identified First factor containing IIP, WPI, Crude oil, property prices and CRR whereas second factor contains FIIs and RSVD. Next the regression equation is found out as $DLF \text{ share price} = 3.67 - 16 + 0.838 \text{ factor1} + 0.229 \text{ factor 2}$, CAGR of about 24% real estate sector future is very promising moreover the organized sector of the business is already untouched requiring more and more initiatives to be taken.

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If your good-self have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

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Co-ordinator