

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

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

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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## **LAGUNA INDUSTRIES' CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS: LAGUNA INTERNATIONAL INDUSTRIAL PARK, PHILIPPINES**

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### **ABSTRACT**

*This descriptive-correlational study was an attempt to determine the community welfare programs being implemented by select business organizations situated and operated in Laguna International Industrial Park (LIIP) Biñan, Laguna, Philippines. The respondents were composed of two ideal groups: the company personnel represented by the select managers and employees of LIIP business organizations and the residents of Barangay Mamlasan, Biñan, Laguna. Stratified random technique was utilized. The study revealed that LIIP business organizations in the export processing area have been performing their social responsibility as evidenced by the various community welfare programs implemented in their area of operation. The implementation of the community welfare programs has been perceived to have high impact on the social and economic progress of the community residents. The level of implementation of the community welfare programs had direct impact on the community enhancement as perceived by the respondents. Strategies have been proposed to cope with the constraints encountered in the implementation of the community welfare programs.*

## MAPPING THE INTELLECTUAL STRUCTURE OF HUMAN RESOURCES

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### **ABSTRACT**

*To explore the intellectual structure of human resources (HR) research in the last decade, this study identified the most important publications and the most influential scholars, as well as the correlations among these scholars' publications. This study used bibliometric and social network analyses to investigate the intellectual foundations of extant HR literature. By analyzing 41,001 citations in 1,941 articles published in the SCI and SSCI journals in the HR field between 2002 and 2011, this study mapped the knowledge network of HR studies. The results of this mapping can be used to identify research directions in HR research and to provide a valuable tool for researchers to access relevant literature in this field.*



## **ROLE OF COMPETENCE DEVELOPMENT FOR ENHANCEMENT OF TECHNICAL SKILL WITH SPECIFIC REFERENCE TO BHILAI STEEL PLANT**

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**STEEL AUTHORITY OF INDIA LIMITED**  
**BHILAI STEEL PLANT**  
**BHILAI**

**SANJAY GUHA**  
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**BHILAI INSTITUTE OF TECHNOLOGY**  
**DURG**

### **ABSTRACT**

*We are in for another new beginning as we have moved in the Golden Jubilee year of Steel Authority of India Limited (SAIL). Today, in India, viewed as emerging economic power in the world, we have the conditions conducive for achieving economic prosperity provided we put in the desired effort. Bhilai Steel Plant, the flagship unit of SAIL, is operating above the rated capacity since many years. The key to the competitive advantage of any organization is the function of competent work force. As the workers are the backbone of any industry, the skills development of workers must be the prime concern for every organization. Welding skill is a core competency required in an integrated steel plant like Bhilai Steel Plant. The workers of Bhilai Steel Plant undergo the welding skill development training on regular basis. The object of this study is to find out if after taking the welding skill development training in the past, the workers have attained the skill competency in welding jobs and to find out the training need on the basis of skill gap.*

**EFFECTIVE SUPPLY CHAIN MANAGEMENT THROUGH SAP**

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**ABSTRACT**

*Organizations work under tremendous pressure with both internal and external environments to acquire the global competitive position. In the constantly changing business environment, organization needs to respond quickly to the continuous challenges that they face from the competitors through changes in strategies. Integration and implementation of Information Technology derive benefit through process transformation which helps and ensures organizations to have the capacity and capability to continuously create greater business value. In today's highly competitive global economy, leading enterprises are increasingly using Systems, Applications and Products in Data Processing (SAP) with Supply Chain Management (SCM) to reduce operations costs, enhance competitiveness and increase market share by transforming fundamental business processes and achieving measurable business value. Systems, Applications and Products in Data Processing (SAP) is an automated integrated system and provides real time information available to Supply Chain Management (SCM) for quick and pro-active decision making and no duplication of manual efforts. Business value realization is an all-encompassing activity that involves process, people and technology.*

**CONVERSATION OF INNOVATION IN BUSINESS: INDIAN INDUSTRY CASE STUDY**

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**ABSTRACT**

*Indian industrial atmosphere is characterized by hierarchical forms of industry organization, which are increasingly inadequate in modern sectors, where innovation relies on platforms and horizontal ecosystems of firms producing complementary products. Using this engineering analytical software illustrated two key sources of inefficiencies that this mismatch can create, all the while recognizing that hierarchical ecosystems have played a major role in Indian success in manufacturing -driven industries. First, hierarchical industry organizations can "lock out" certain types of innovation indefinitely by perpetuating established business practices. Second, even when the vertical hierarchies produce highly innovative sectors in the domestic market, the exclusively domestic orientation of the "hierarchical industry leaders" can entail large missed opportunities for other members of the ecosystem, who are unable to fully exploit their potential in global markets. India has to adopt legislation in several areas in order to address these inefficiencies and capitalize on its innovation: strengthening antitrust and intellectual property rights enforcement; lowering barriers to entry for foreign investment and facilitating the development of the venture capital sector.*

**CRYPTOGRAPHY: THE ESSENTIAL PART OF MODERN ERA**

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**ABSTRACT**

*In today's era cryptography is an important part of preventing private data from being stolen. It can be used to authenticate that the sender of a message is the actual sender and not a fraud. For sending the message many types of algorithms are used so that a message can send without any alteration. It ensures confidentiality because only a reader with the correct deciphering algorithm or key can read the encrypted message. Finally, it can protect the integrity of information by ensuring that messages have not been altered. Many types of cryptography algorithms are used but in this paper we introduce public key cryptography for strong authentication.*

## EMPLOYEE PRODUCTIVITY MANAGEMENT SYSTEM ADOPTED BY THE HOSPITALITY INDUSTRY IN INDIA

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### ABSTRACT

*In the recent years, the word productivity has gained popularity in the business world. The problem of scarcity has a deep rooted impact on the economies of each and every business unit. Almost all organizations, either reactively or proactively, have become serious on their productivity. Although it looks simple from the face of it, productivity management is a big challenge to organizations especially when the product is in the form of a service. The characteristics of service industry make productivity management in such industries more difficult and challenging. Hospitality industry being a part of such a service industry faces a similar problem. However, the hospitality industry cannot just sit over the problem and thus have to find a gateway to deal with the issues of productivity management in hotels. This study is aimed at analyzing the Productivity Management System adopted and implemented by the hospitality industry with an objective to identify the challenges in measuring productivity in the Hotels and to identify various methods adopted by the them to measure the employee productivity. In an effort to do so, a survey in the form of a questionnaire and interviews was conducted from the sample comprising of 100 hotel employees from the management and the associates categories to understand their views on the entire process. The responses received were represented graphically and analyzed using basic analytical tools. The findings of his research states that although the industry is concerned with the issues related to employee productivity, the implementation of the productivity management system is not very effective. The major reasons contributing to the ineffectiveness of the system are lack of management will, lack of common parameters of productivity measurement and intangible nature of the product of the industry i.e. "Service".*

## **AN EMPIRICAL STUDY ON AWARENESS LEVELS OF CORPORATE SOCIAL RESPONSIBILITY WITH A SPECIAL REFERENCE TO FORD FOUNDATION**

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### **ABSTRACT**

Globally Corporate Social Responsibility (CSR) has grown exponentially in the last decade. Today, the companies are ranked not only on the basis of their financial performance but also on their contribution towards the society. If this social responsibility is neglected, then the firm's reputation gets damaged there by creating a negative impact on the stakeholders and importantly on the society. The collapse of Rana Plaza factory in Bangladesh which exposed the unsafe working conditions can be cited as an example for the same. In the wake of the horrific collapse of building which killed as many as 800 workers in Rana Plaza factory, Wal-Mart an U.S retail chain store had pledged \$1.8 million to train Bangladesh plant managers in safety techniques as a part of CSR. On the other hand, U.S power plant Enron has become a by-word for corporate irresponsibility for its financial misrepresentation. Driven by the CSR movement, firms (especially multinational corporations) have sought to position themselves as good corporate citizens. Beyond protecting firm and brand reputation, companies that are considered to be 'good' corporate citizens may get listed in a special category called as Socially Responsible Investment (SRI) indexes. There are many NGOs who are into the services of Corporate Social Responsibility but this study is with respect to Ford Foundation. The Ford foundation is chosen as it is one of the largest and oldest international NGO which is into philanthropic services and charity for more than 75 years. This research does the survey about the awareness levels of select respondents in CSR and the ford foundation. The survey was done with the help of the structured questionnaire.



# AN EMPIRICAL STUDY ON WEAK-FORM OF MARKET EFFICIENCY OF BSE BANKEX STOCKS

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## **ABSTRACT**

*Efficient Market Hypothesis (EMH) states that stock prices incorporate all relevant information as and when such information becomes available. This implies that there cannot be a systematic way of exploitation of trading opportunities to earn excess profits. This paper empirically examines the efficient market hypothesis in its weak form (random walk model) for the banking index BSE BANKEX in India. Stock prices of 14 banks constituting BANKEX are considered for the period June 2003 to Dec 2012. The random walk hypothesis is examined using Auto Correlation test, Runs test, Augmented Dickey-Fuller Unit Root test. The null hypothesis of unit root is convincingly rejected, suggesting that the banking stocks in India do not show characteristics of random walk and as such are not efficient in the weak form. The rejection of weak form efficiency means that investors can better predict stock price movements and earn abnormal profits.*

**A SURVEY ON AUTOMATIC QUESTION-ANSWERING TECHNIQUES**

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**ABSTRACT**

*The advent of WWW has reintroduced the need for user-friendly querying techniques that reduce information overflow, and poses new challenges to the research in automated QA. The goal of current works of the unity of research of Technologies is to improve efficiency of e-learning by introducing intelligence into e-learning environments and automating a set of its features. The system allows learners to post subject related questions / doubts to the subject experts. This usually requires the subject expert to answer the same query with different sentence framing a number of times. This paper discusses the development of an automated frequently asked questions retrieval system techniques. This paper discuss few simple FAQ retrieval techniques briefly.*

## **MICRO SMALL & MEDIUM ENTERPRISES COMPETING IN GLOBAL BUSINESS ENVIRONMENT: A CASE OF INDIA**

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### **ABSTRACT**

*MSMEs have been globally considered as an engine of economic growth and as key instruments for promoting equitable development. The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the MSME sector is much higher than that of large enterprises. MSMEs constitute more than 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India too, MSMEs play an essential role in the overall industrial economy of the country. In the year of 2006 government formulated MSMED act with an aim to facilitate the promotion and development and enhancing the competitiveness of micro, small and medium enterprises and to meet the new business challenges in the competitive global business environment. The focus of this paper is the discussion of the competitiveness facing SMEs in the global business environment by examining the opportunities and supports from the government. Furthermore, this study also analyses the challenges of Indian MSMEs in global market.*

## **A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM) THROUGH E-BANKING**

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### **ABSTRACT**

*Relationship marketing, exchanges have shifted from transactions to relationship; the current study explores the association between deployment of customer relationship management (CRM) best practices and E-Banking of profitable customers in Indian retailbanking sector. The study comprises two parts. The first part called the CRM best practice survey involves the use of descriptive research design. The second part viz. case study research involves the use of embedded in Online Banking Customers Survey. Relationship marketing in retail banking is the activity done by banks to attract, interact, and retain more profitable customers because most of the retail banks have both profitable and unprofitable customers, and retention of a small number of customers (5 %) yields 95% increase on the net profit value. To gain competitive advantages, big companies are now moving new orientations which are termed as Customer- Centric Orientations. A customer centric firm is considered one, which has the capability to treat every customer individually and uniquely. The core of relationship marketing is to develop and maintain long term relationship with customer rather than simply a series of discrete transactions. They noted that the guiding principle for the management is the customer's lifetime value firms must consider the entire relationship with the customer rather than calculate discrete transactions.*

**FINANCIAL LEVERAGE AND ITS IMPACT ON STOCK RETURN**

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**ABSTRACT**

Every investment is characterized by risk and return. For a common man, the term 'risk' means a situation in which something unpleasant/unexpected may happen. In other words, risk is a situation involving exposure to uncertainty. If the actual return obtained is same as the expected return, such an investment could be considered to be risk free, if the actual return obtained is less than the expected return, such an investment could be considered to be risky. Leverage is the employment of an asset or source of finance for which firm pays fixed cost or fixed return. Financial leverage is defined as the ability of a firm to use fixed financial charges to magnify the effect of changes in EBIT on EPS. It is ratio of percentage changes in EPS to percentage changes in EBIT. It is also the ratio of EBIT to EBT. In simple it is nothing but Debt-equity ratio. The present study focuses on the impact of financial leverage on the returns of top 175 BSE companies excluding the banking companies. It helps to the companies to select the best portfolio to minimize the risk. The core objective of the study is to find out the impact of financial leverage on stock returns. Though many companies are listed under BSE we have taken only 175 companies out of top 200 BSE stocks excluding Banking companies. Since the study is to relate between stock returns and financial leverage, study is based on financial statement which is not free from bias.

## WEB SESSION CLASSES: PERFORMANCE METRICS FOR BUSINESS LOGIC ISSUES IN N-TIER AND MVC ARCHITECTURE

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### ABSTRACT

Information is a vital role playing versatile thing from availability at church level to web through trends of books. WWW is now the exposed and up-to-date huge repository of information available to everyone, everywhere and every time. Nowadays web and web applications play an important role in every aspect that limelight the performance issues. The most common consideration is performance, because these systems must provide services with low response time, high availability, and certain throughput level. Whenever we think to address these performance issues we find tools like Yahoo!YSlow, GTmetrix, WebPageTest, Google Page Speed etc that consider these issues relevant to application layer only. A hard truth about these issues is that application layer of a web application includes 80%-90% of overall performance issues. In this work we addressed remaining 10%-20% performance issues related with other layers of architecture. With the help of performance models, the performance metrics having dimensions like average response time, average download time, average processing time, session per second, page per second can be evaluated. The goal of our work is to consider these dimensions and the n-tier utilization of web applications while developing square side performance of n-tier and MVC architecture web application. In this work we experiment a web application with concurrent user sessions having database reader classes and web service in order to validate the n-tier and MVC models in ASP.NET environment. This paper is an experimental strives to develop and implement a framework with n-tier and MVC architecture to address performance issues tied with business and database layer. This work is an implementation experience for use of concurrent sessions with web service and reader classes to provide a keen analysis on dimensions of performance metrics evaluated.

VERBODEN



## THE STUDY OF PROBLEMS FACED BY COMMERCE STREAM STUDENTS OPTING FOR COMPUTER EDUCATION

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### ABSTRACT

*The purpose of this study was to investigate the problems faced by the commerce students who have opted for computer education at Higher Secondary stage in the schools affiliated to Gujarat Secondary and Higher Secondary Education Board of Vadodara city. The research design adopted for the study was survey. Data collection ended using validated tools like Rating Scale based on the criteria's for text book analysis given by NCERT and separate questionnaire (comprising open ended and close ended questions) were used for both for the students and the teachers. The analysis and interpretation of data was through critically analyses. Findings indicate that the overall quality of the curriculum and text book of the computer education in commerce stream needs change to keep pace with the changing situations of the commercial world leading to many problems are faced by the students and teachers dealing with the present curriculum and syllabus.*

## AN EVALUATION OF ETHICS IN INSURANCE SECTOR

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### ABSTRACT

*The financial services sector has an increasingly difficult task balancing the demands of a lengthening list of 'stakeholders' – shareholders, the community, investors and pressure groups. So, it is not surprising that the sector is subjected to so much public scrutiny. A firm that demonstrates a good standard of ethical behavior can generate loyalty internally. Furthermore, promulgation of that stance throughout its business dealings can significantly raise staff awareness of ethical issues, which in turn can lead to early identification of problems and have cost and reputation savings for the firm.*

## COMPARATIVE STUDY OF ADVERTISING MEDIA EFFECTIVENESS IN NAVSARI CITY

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### **ABSTRACT**

*The objective of this study is to compare various advertising media for effectiveness of advertising among literate people of Navsari city of Gujarat State. Different parameters like attention seeking ability, remembrance ability, deception, celebrity impact, flexibility, dramatisation effect and demonstration effect were taken to study effectiveness of media for advertising. Effectiveness of different media source for different types of products is also studied. This study also tries to find out correlation among age and television viewing habits and newspaper reading habits of consumers.*

## DHARMA ENSURING WELFARE & TRANSPARENCY IN CORPORATE GOVERNANCE

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### ABSTRACT

*An organisation which can be called Dharmic or a truly ethical organisation or the one pursuing business ethics in its day-to-day practice is the one which tries to ensure to the extent possible, the welfare of all its stakeholders. The true purpose of an organisation as highlighted by a number of studies is to Pareto optimise the welfare of the organisational stakeholders, as they are the ones, who in reality contribute towards the long-term growth and sustenance of the organisation. 'To ensure the welfare of all concerned' has been the endeavour and a part of the Indian culture and tradition right from the very beginning. The Indian scriptures have always hailed the ideal of Sarvajana Hitaya, Sarvajana Sukhaya (for the benefit and welfare of all). The excerpt from the Kaivalya Upanishad given below gives an insight into the all encompassing approach of the Indian culture which has enabled the Indian civilisation (the longest and the only surviving ancient civilisation) to survive the last 5000 years and more. "business should not be swayed by excess profits and wealth maximisation for a few, but should realise the significance of social responsiveness. Therefore, corporate philosophy should be guided by dharma (righteousness). A business organisation is to be treated as a place of worship, wherein the entire workforce, by means of sincere work, offers worship to god."*

**A STUDY ON VALUE GENERATION IN LEVERAGED BUYOUT'S**

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**ABSTRACT**

Leveraged Buyout's (LBO) have become very attractive as they usually represent a win-win situation for the financial sponsor and the banks. The financial sponsor can increase the returns on his equity by employing the leverage; banks can make substantially higher margins when supporting the financing of LBOs as compared to usual corporate lending, because the interest chargeable is that much higher. A leveraged buyout (LBO) is an acquisition of a company or a segment of a company funded mostly with debt. A financial buyer (e.g. private equity fund) invests a small amount of equity (relative to the total purchase price) and uses leverage (debt or other non-equity sources of financing) to fund the remainder of the consideration paid to the seller. The LBO analysis generally provides a "floor" valuation for the company, and is useful in determining what a financial sponsor can afford to pay for the target and still realize an adequate return on its investment.

## DOES THE OWNERSHIP MAKE A DIFFERENCE IN PERFORMANCE?: AN ASSESSMENT ON PUBLIC AND PRIVATE INSURERS IN INDIA

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### **ABSTRACT**

*Insurance is a shield against financial loss arising on the occurrence of an unexpected event. Insurance may be depicted as a social device to reduce or eliminate risk of loss to life and property, when it becomes somewhat impossible for a man to bear by himself 100% loss to his own property or interest arising out of an unforeseen incident. Insurance is a system or process, which distributes the burden of the loss on a number of persons within the group formed for this particular purpose. At the same time insurers have to perform well and generate more business to compensate the loss of insured. Considering this, the present study focused on the performance of insurers based on their ownership pattern. For the purpose of analysis seven (Growth in number of offices, Growth in number of individual agents, Average Number of Individual Policies Sold by Individual Agents, Average Individual New Business Premium by Individual Agents, Growth in Number of Corporate Agents working in Life Insurance, Average Number of Individual Policies Sold by Corporate Agents and Average Individual New Business Premium by Corporate Agents) parameters considered for a period of five years from 2007-08 to 2011-12. It was found that the ownership makes the difference in the performance of insurers in India.*



**REASSESS OF CAPITAL STRUCTURE THEORIES****RAJIB DATTA****LECTURER****DEPARTMENT OF FINANCE****PREMIER UNIVERSITY****CHITTAGONG****TASNIM UDDIN CHOWDHURY****LECTURER****DEPARTMENT OF FINANCE****PREMIER UNIVERSITY****CHITTAGONG****HARADHAN KUMAR MOHAJAN****ASST. PROFESSOR****PREMIER UNIVERSITY****CHITTAGONG****ABSTRACT**

*This study presents a review of major capital structure fiction. Capital structure decision is important for companies because it helps to increase firm value by ensuring that the company has enough resources to carry out planned investments using as much as possible the cheapest cost of capital. It therefore involves choices between the different sources of capital such as debt, equity and hybrid capital. The different sources of finance available to companies are also influenced by the quality and maturity of the financial system and the overall risk of operating in that environment. The paper identified a host of capital structure theories that are key contemplation in the financing structure of firms around the world. This review will help companies in emerging and underdeveloped economies identify the peculiarities in the choosing the appropriate blend of capital.*

## **A STUDY OF ICT APPLICATION IN THE LIBRARIES AT THE TERTIAL LEVEL IN SIKKIM**

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### **ABSTRACT**

*The present paper endeavours to focus on the current scenario of ICT application in the higher education library in Sikkim. The transitional transformation is attributed to the splendid changes being brought about by the information communication technology to the domain of the information management and dissemination. The effectiveness of communication technology depends how well it provides its client with information rapidly, economically and authentically.*

# THE INTERPLAY OF ORGANIZATIONAL DYNAMICS ON CORPORATE GOVERNANCE IN THE FACE OF A PERFORMANCE CONTRACTING IN KENYA

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## **ABSTRACT**

*This study sought to examine how sound corporate governance plays a vital role for good corporate governance to protect the interests of investors, maintain financial order, regulate the development of capital markets and strengthen the confidence of investors. Strategies are reviewed all the time due to the constant changes and during this period, several parties are affected resulting in politics in one way or another. Politics itself determine organisational policies. There is also the politics of the state which is a factor that determines the policies that will be employed in managing the organization to be able to attain organizational objectives. The objective of the study is to identify the Organizational dynamics as an element in Corporate Governance that needs to be considered if the organization is to succeed in the performance contracting in a dynamic business environment. The methodology involved interviewing several Senior Officers from:- (1) the Private Sector, (2) Government run public organizations and (3) Government run semi-private sector at length, and linking this information to published and unpublished documentation. Given the sensitivity of the subject all requested complete anonymity and I have endeavored to comply. The findings were that the Organizational dynamics may be both positive and negative in the sense that constructive politics contributes to the good of the organization while negative politics is detrimental to the attainment of organizational objectives. The study thus discloses that there is a positive relationship between cabinet approach towards business and board perspective and board compositions.*

## WHAT DOES SUSTAINABLE DEVELOPMENT REALLY MEANS? - A STUDY ON DIFFERENT DIMENSIONS OF SUSTAINABILITY

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SALALAH, SULTANATE OF OMAN**

### **ABSTRACT**

*Sustainable Development, although a widely used phrase, is a contested concept. In a wider sense, it is an attempt to combine growing concerns about environmental issues with socio economic issues of development. Sustainable development, while maintaining a sound economic base, must remedy social inequities and environmental damages. To have a clear understanding of the plurality of opinion and policies, this paper present a classification of different perspectives of sustainable development. This paper also stresses the need to adapt the existing institutions of all kind, including corporations, local and national governments, and transnational organisations to the requirement of sustainable development.*

**GREEN AUDIT: NEXT GENERATION'S HOPE**

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**DARBHANGA**

**ABSTRACT**

*As we have experienced the effects of the globalization and industrialization on mankind and society at large, it is noticed that there is a serious need to create a checkpoint to abet the exponential exploitation of the natural resources for the future generation. The current natural resources is also part of the wealth of the future generation and morally or legally exploiting the rights of the society for the personal benefit should not be granted at any cost. So there is a serious need to inculcate the principle of Green Audit within an organizational which will be benefiting the organization and society at large – not only in environmental terms but also in economic terms. This paper is a modest attempt to discuss on the concept, need and the role of the green audit to work as a checkpoint and prevent further devastation of the environment. The paper also outlines different steps of Green Audit. Finally the paper presents an overview of present status as well as challenges and future expectations of Green audit in India for the betterment of human life.*

## AN ANALYTICAL STUDY FOR FINANCIAL MANAGEMENT OF FLAT GLASS INDUSTRIES IN INDIA

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**VICE- PRESIDENT (COMMERCIAL)**  
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### ABSTRACT

*Indian Flat Glass Industries is one of the core and fast developing industries of india. Flat Glass Industries produces flat glass for residential,commercial construction and automotive industries comprises significant 80% market share.The purpose of this study is to comparative study of financial performance of india leading flat glass industries.The most common tools for financial analysis is various Ratio as used.it is concluded that selected flat glass industris are not equally financial sound. A general conclusion that could be made from the analysis is that, in all the measures, there was a significant improvement in the Indian Flat Glass industries. It is concluded that overall financial performance of flat glass industries are satisfactory in Profitability level,short term liquidity position. Appropriate suggestions have also been provided by the researcher for selected flat glass companies towards the effectiveness of the profitability,working capital Ratio among the selected large, medium and small sized companies.*

**SECURITY ISSUES IN DBMS**

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**ABSTRACT**

*As data is very important for an organization so its security is very sensitive issue. In this paper these security issues and threats are discussed. As there are four major concepts related to the security of data which are confidentiality, integrity, authentication and non-repudiation. After that security issues are discussed like daily Daily Maintenance, Varied Security Methods for Applications, Post-Upgrade Evaluation, Split the Position, Application Spoofing, Manage User Passwords, Windows OS Flaws, Site failure, Network problems are considered . We have discussed just a few of the database security problems that exist within organizations. The best way to avoid a lot of these problems is to employ qualified personnel and separate the security responsibilities from the daily database maintenance responsibilities. There is a vast scope of research in this field. I have tried to raise the issues only.*



## **A STUDY OF MOTIVATIONAL FACTORS FOR THE EMPLOYEES OF A POULTRY INDUSTRY**

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**RESEARCH SCHOLAR**  
**MAHATMA GANDHI CHITRAKOOT GRAMODAY UNIVERSITY**  
**CHITRAKOOT**

### **ABSTRACT**

*The study aims at bringing out the factors which motivate the managerial and office level employees of the service industry, which is a poultry firm. The study was conducted by means of a questionnaire covering twenty-five motivational factors and fringe and benefits present and expected from the firm. Samples were obtained from one hundred one employees and the sampling method adopted is proportionate stratified random sampling. The study has thus successfully brought out the motivational factors already prevalent in the firm and the factors which would motivate the two categories of employees further.*

# AN ANALYSIS OF WORKING CAPITAL MANAGEMENT EFFICIENCY IN INDIAN TEXTILE INDUSTRY

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## ABSTRACT

*The objective of Working Capital Management is to make certain that the firm is able to carry on its operations and that it has enough cash flow to satisfy both maturing short-term debt and upcoming operational expenses. In order to improve the working capital management practices, it is essential for the finance managers to adopt a proper approach of working capital decisions making to drive their respective firms towards success in order to generate the value for the shareholders. Textile Industry in India is the second largest employment generator after agriculture. The industry employs about 35 million people and contributes to approximately 4% of the GDP of India and 17% of the country's export earnings. Indian textiles industry also contributes nearly 14% of total industrial production of the country. Therefore, in this paper investigates the Effective management of working capital in Indian Textile Industry. The data required for the study was collected from Annual report of the company, financial statements of the SHREE NARAYAN SILK HOUSE PVT. LTD. for the period of 4 years, from 2008 to 2011.*

## AN ANALYSIS OF INCOME AND EXPENDITURES OF TAMIL NADU BASED PRIVATE SECTOR BANKS IN INDIA

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**HEAD**  
**SRI KALISWARI COLLEGE**  
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**ASSOCIATE PROFESSOR**  
**SRI KALISWARI COLLEGE**  
**SIVAKASI**

### ABSTRACT

India has witness to a sea change in the way banking is done in the past more than two decades. Since 1991, the Reserve Bank of India (RBI) took steps to reform the Indian banking system at a measured pace so that growth could be achieved without exposure to any macro-environment and systemic risks. Some of these initiatives were deregulation of interest rates, dilution of the government stake in public sector banks, guidelines being issued for risk management, asset classification, and provisioning. Technology has made tremendous impact in banking. 'Anywhere banking' and 'Anytime banking' have become a reality. Increased competition, new information technologies and thereby declining processing costs, the erosion of product and geographic boundaries, and less restrictive governmental regulations have all played a major role for Public Sector Banks in India to forcefully compete with Private and Foreign Banks. It has become very mandatory to study and to make a comparative analysis of services of Scheduled Commercial Banks. The Indian economy exhibited clear momentum in recovery, and the GDP growth for the year 2010-11 has been estimated at 8.50%, up from 7.20% recorded in the previous year despite persistent global uncertainty.

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Sd/-

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