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# MODEL DEVELOPMENT OF SMALL AND MEDIUM INDUSTRIAL INVESTMENT CREATIVE ECONOMY BASED IN DENPASAR CITY

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## ABSTRACT

*This study aims to (1) analyze Industry investment potentials of Small and Medium Enterprises in Denpasar (2) Formulate Model Development of Small and Medium Industry in Denpasar. These objectives can be achieved with the output, by means of Location Quotient (LQ); (2) Investment Development Model with the analysis tools External Factors External Factors Summary Matrix and Matrix Summary. This study found that (1) the potential that can be developed Industry investment Small and Medium Enterprises in Denpasar is based creative economy include: Crafts, Publishing and Printing, Fashion, Culinary and Music. (2) Business Climate Investment show: Workforce significant effect on the subsector Crafts, Printing and Culinary; Investment and Economic Value significant effect on the subsector of Crafts, Fashion and Culinary; (3) investment development model Creative Economy Subsector Crafts, Fashion, Culinary and Publishing and Printing right in Denpasar is the Model Growth and Build or Empowerment and Growth strategy with the strategy of market penetration, product development, and integrative strategies. Model development investments Creative Economy Subsector Music is Hold and Maintain, with market penetration and product development.*

# THE ROLE OF PUSH AND PULL FACTORS IN OCCUPATIONAL CHANGE OF RURAL ARTISANS IN PUNJAB

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## ABSTRACT

Occupation not only determines the employment and income potential of an individual but also indicates his economic and social status as well. People generally choose their occupation according to their capacity, capability, availability and earning. These are considered to be some important variables which influence the behavior of artisans to leave one occupation and join the other (Montana and Brooklyin, 1977). In context of rural Punjab, most of the rural artisans had changed their traditional occupations and shifted toward the other occupations. The rural artisans left their ancestral occupations because they faced a stiff competition with imported factory made products which entered into the villages through commercial castes such as bania, traders etc. (Gupta, 1980). The flow of factory made goods in the villages rendered many artisans jobless and they were either shifted toward agriculture as full time labourer or migrated to the cities for the search of livelihood (Jammu, 1974). Specifically, in case of Punjab, the rural artisans were performing various economic activities in the villages. They were directly linked to the agriculture through household tools, farm equipments and maintenance of these equipments (Gurtrell, 1981). The introduction of new agriculture technology has transformed the subsistence agriculture into the commercial agriculture. New farm tools, equipment and machinery had replaced the artisans production and made their production unnecessary to a greater extent. After 1990s, Punjab economy had experienced another important change related to the mode of production in rural areas. The opening up of the economy for industrial produce without taking care of petty producers has disrupted the livelihood means of rural artisans. They remained unable to compete with the imported industrial products (Qureshi, 1987). Further, the developments of infrastructure and communication facilities have extended the approach of industrial commodities to the rural areas. This has resulted the shift in demand pattern in the rural areas from artisans to industrial products. All these forces have compelled the rural artisans to leave their traditional occupations and join the other occupations (Qureshi, 1990). In this paper, an attempt has been made to know the causes behind the occupational change of rural artisans. For this purpose, present paper has been divided into two sections. Section-I examines the percentage of artisan households who left their traditional occupations and joined the other occupations. Section-II analysis the main causes of occupational change of rural artisans. They were changed their traditional occupation in compelling circumstances or they were attracted toward the new occupation remain the major concern of present paper.

# A STUDY ON CUSTOMER SERVICE QUALITY OF RETAIL BANKING SECTOR IN CHENNAI

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## ABSTRACT

*'Service Quality' is a business administration term referred to describe the achievement in service. It reflects both objective and subjective aspects of service area. The measurement of customer service quality requires the predefined dimension for analysis. It is easy to identify the difference between the expected benefit with the perceived result. Customer service quality will be identified on the basis of the customer's imagination of the service they might receive and the service provider's talent to present this imagined service. A customer will have an expectation of service. That is determined by factors such as recommendations, personal needs and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap. Five determinants which may influence the appearance of a gap were described by Parasuraman, Zeithaml and Berry.*

**SUSTAINABLE, RESPONSIBLE AND IMPACT INVESTMENT: A GLOBAL REVIEW**

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**ABSTRACT**

*Sustainable and Responsible Investment (SRI) combines investors' financial objectives with their commitment to social justice, economic development, peace or a healthy environment. The fundamental motives for 'Sustainable and Responsible Investment' is to do away with investor 'complicity' with activities that they object, to encourage companies to improve their impact on society, the environment or the economy and to generate investment outperformance in order to make money. These motives are in line with the Triple bottom line approach of sustainable development. This paper is an attempt to review the various SRI strategies followed by fund managers across the globe, their main characteristics, advantages and limitations. This in turn will help Indian Fund managers in developing SRI products in the form of pension funds and mutual funds.*

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## **SUPER TREND SCALPING STRATEGY FOR NIFTY FUTURES & OPTIONS TRADING**

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### **ABSTRACT**

*In the Indian stock market, a new class of intraday traders has emerged after the online trading and availability of cheap internet as well broker's softwares. Scalping is the shortest form of intraday trading in which the scalpers try to make money by accumulating smaller profits from multiple trades every day. This paper provides an effective strategy for scalping with the use of super trend indicator devised by Oliver Seban.*

# COMPARATIVE EVALUATION OF ULTRASOUND BREAST CANCER IMAGE AND DESPECKLING

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## ABSTRACT

*Breast cancer is the common form of cancer with 81% of cases occurring in women aged 50 years and over in world wide. In Ethiopia the majority (55.2%) of the patients was in the 30-49 age groups. The modalities like Mammography cause severe pain and producing ionizing reactions which causes hazard for the health. By using Ultrasound, the safest imaging modality can be used in the developing countries like Ethiopia and enhance the images and reducing noises which will helps society to increase the awareness about the breast cancer.*

# ROLE OF CONSTRUCTION INDUSTRY IN THE ECONOMIC DEVELOPMENT OF INDIA

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## ABSTRACT

*One of the major sectors of the economy which is receiving increasing attention as a possible area for the development of better institutional structure in the emerging nation of India is construction. This is an industry present in every developmental activity which contributes to economic development by satisfying some of the basic objectives of development including output generation, employment, employment creation, income generation and re-distribution. It also plays a major role in satisfying basic physical and social needs, including the production of shelter, infrastructure and consumer goods. The construction industry in India may be viewed as that sector of the economy which transforms various resources into constructed facilities. Type of public and private facilities produced range from residential and non-residential buildings to heavy construction, and these physical facilities play a critical and highly visible role in the process development. Major objective of development is economic growth. Construction along with manufacturing tends to play an increasingly important role in the economy while agriculture's importance declines. Construction's direct contributions to development are significant, it also stimulates sizeable amount of growth through backward and forward linkages. Construction industry's requirements for goods and services from other industries are considerable. Many up-stream economic activities depend upon construction sector. The development of the construction industry, therefore, stimulates various ancillary industries, thus encouraging further economic growth. This paper aims at studying the contribution of the Construction Industry for the development of Indian economy.*

# POTENTIALITY OF DERIVATIVE TRADING IN INDIAN CAPITAL MARKET: AN EMPIRICAL STUDY ON NSE

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## ABSTRACT

*Discovery of derivatives have restructured and revolutionized the entire financial industry across the globe and derivatives have earned a well-deserved and extremely significant place among all the financial products. Derivatives are specialized contracts which are employed for a various utility such as reduction of funding cost, enhancing the yield and minimizing risk etc. However, the most significant use of derivatives is price discovery and transferring market risk, called Hedging, which is a protection against losses resulting from price volatility. Thus derivatives are a very important tool of risk management as well as speculative and arbitraging tool that help in effective management of risk and optimizing the results by stakeholders. As awareness about the usefulness of derivatives as a risk management, speculative and arbitraging tool has increased; the markets for derivatives too have grown. The emergence of derivative market an ingenious feat of financial engineering that provides an effective and less costly solution to the problem of risk that resulting from high uncertainty and price volatility. Since 2000, financial derivatives market in India has shown a remarkable growth both in terms of volumes and number of traded contracts and the stock markets are becoming globally efficient. Earlier BSE was the most popular and reliable stock exchange in India but after introduction of NSE (National Stock Exchange), it has taken over BSE in terms of turnover. NSE alone accounts for 90 per cent of the derivatives trading in Indian markets. The statistical data seems that the total turnover on the financial derivatives segment has grown by Rs 648258.24 billion during the year 2015-16 as compared with Rs 2365 in the year 2000-01. If compare to trading figures of NSE, performance of NSE is well deserved and extremely elegant and is encouraging both in terms of volumes and number of contracts traded in all categories of derivatives product. Thus present study is undertaken to analyze the derivative trading in NSE in India. It is an endeavor to portray the growth and expansion of financial derivative of NSE in India during the time period of 2000-01 to 2015-16.*



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**SOCIO-ECONOMIC EMPOWERMENT OF WOMEN IN PUNJAB**

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**ABSTRACT**

*In past decades, Indian women face discrimination in every segment like economically, socially. The importance of individual provided on basis of sex. The females are treated very badly in boundary of their houses and gave low living standard. But in the consideration of changes, society adopts change toward the role of women in society. In percent time, Indian female protected by Indian constitute and other factors such as education etc. these determinants encourage women to share equally household resources. Progressive assumptions create developing environment for them. Punjab governments develop policies to upgrade their living and social deals. This study identifies the actual condition of woman due to several facilities which given government including decision making capability.*

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**THE IMPACT OF REMUNERATION MANAGEMENT ON ORGANISATIONAL  
EFFECTIVENESS: A STUDY IN BANGALORE**

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**ABSTRACT**

*The compensation process and methods have transformed in all the industries, from time to time. The genetic definition of the process need, seek, get, evaluate, satisfy and compensate, has remained the same, but the methods have changed and transformed. The change is attributable to change in need, change in method of seeking, change in method of getting, change in method of evaluating, and hence the change in the concept of compensation for good results, retention of excellent experienced employees.*

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# DIGITAL MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR OF YOUTH: A REVIEW OF LITERATURE

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## ABSTRACT

*The buying pattern of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The changing preferences of the present day youth affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing youth behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behavior and behavioural pattern of youth has as greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behavior of youth is focused as the core issue. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.*

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**DEMONETIZATION AND PARALLEL ECONOMY**

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**MILAN PARK, JANTA COLONY**  
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**ABSTRACT**

*Demonetization is a radical monetary step in which a currency unit's status as a legal tender is declared invalid. This is usually done whenever there is a change of national currency, replacing the old unit with a new one. Prime Minister Narendra Modi's sudden announcement to demonetize Rs 500 and Rs 1,000 notes in circulation, though welcomed by people across the country, has left many in the lurch. Despite facing the opposition's ire, the Prime Minister, in an impassioned plea on Sunday, urged the people to support the move while asking them to bear the "pain for 50 days" to help him deliver the "India of your dreams". The surprise move by the govt. is a disaster for people who have accumulated lakhs and crores of unaccounted cash under their pillows and mattresses. By moving Rs 500 and 1000 notes out of the circulation govt. wants to clamp down on the parallel economy which runs side by side to the main economy or structured economy. The present paper is aimed at to study the impact of demonetization on parallel economy.*

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## AN EMPIRICAL ANALYSIS OF STOCK PRICE-VOLUME RELATIONSHIP: A CASE STUDY IN AMERICAN COUNTRIES

**DR. REKHA GUPTA**  
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### ABSTRACT

*In this paper examines the relationship between stock returns and trading volume for six American country indices. For this purpose, Unit root test, correlation, Granger Causality Tests, VAR and GARCH (1,1) have been used. There is no evidence of asymmetry in the relationship between the volatilities and trading volume; trading volume is not important in predicting their future dynamics as well as those of the return. The Granger-causality test shows the evidence of unidirectional causality running from return to volume 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 indicates that old news has more effect. It also concludes that lagged trading volume does not contain information which can be useful in predicting stock returns.*

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**A CONCEPTUAL STUDY ON GIG ECONOMY****N. SANTHOSH KUMAR****I/C PRINCIPAL****SESHADRIPURAM INSTITUTE OF COMMERCE & MANAGEMENT****SESHADRIPURAM****ABSTRACT**

*This Paper focuses on the concept of GIG economy. A different technological revolution – the digital revolution – is partially responsible for the recent return to peer-to-peer exchange. Contingent workers are those who don't have an implicit or explicit contract for long-term employment. Alternative employment arrangements include independent contractors (also called freelancers or independent consultants), on-call workers, and workers provided by temporary help agencies or contract firms. The main objective of our paper is to understand the importance of GIG economy and its impact on the trends in all the sectors. Managing finances is an important part of making gig arrangements viable. Success was once defined as being able to stay at a company for a long time and move up the corporate ladder. Gig Economy will itself become an engine of economic and social transformation. Working nine to five for a single employer bears little resemblance to the way a substantial share of the workforce makes a living today. Millions of people assemble various income streams and work independently, rather than in structured payroll jobs.*

# **SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: A STUDY OF KARIMNAGAR DISTRICT**

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## **ABSTRACT**

*Micro Small and Medium Enterprises play a vital role in economic development of country. It is providing large scale employment the following suggestions are offered for the development of MSMEs. State & Central government have to increase the budget allocation for MSMEs sector & provide assistance to MSMEs for strengthening the share Capital, banks to increase loan amount, government have tax exemption for MSMEs & provide marketing facilities, transport facilities and subsidies, government has to provide raw material, machinery and equipment directly to the MSMEs order to maintain and also providing training in machines, government has to take necessary steps in order to sale the MSMEs products through e – commerce like amazon, snapdeal, and flipkart etc., government has to establish new industrial parks and developing the infrastructural facilities & promotion policies, government should be conduct training and development, awareness programmes, government has to relaxation in labour laws & red tape and governments need to conduct health checkup camps.*

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# **PATTERNS OF INTERNATIONAL MIGRATION AND REMITTANCES: A MACRO ANALYSIS FROM ETHIOPIA**

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## **ABSTRACT**

*International migration was highly accelerated in 1990 due to political situation in Ethiopia at that time. However, as it takes a newer form it turned out to be a conscious action by the economic agents apart from political persecution. The Middle East has emerged as an important destination for Ethiopian migrants. Ethiopia has experienced a continuing surge in inward remittances flows both in terms of volume and in terms of share of GDP over the past two and half decades. This study carried out trend analysis to examine the pattern of international migration and evaluates the contribution of the associated remittances for Ethiopian economy. Secondary data required for this study has collected from different reliable sources for 25 years i.e. from 1990-2015/16 (period of post reform). Simple descriptive statistical analysis was used to analyze the data. The outcomes of this study assert the efforts of government and its international partner's in putting in place legislative and bilateral agreements on labor migration with preferred destinations so as to connect the benefits of migration and its contribution to economic development in Ethiopia.*



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**SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS  
(MSMEs): A STUDY OF WARANGAL DISTRICT**

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**ABSTRACT**

*The MSMEs play vital role in the economic-social development of the country, often acting as nursery of entrepreneurship they also play a key role in the development of the economy with their effective, flexible and innovative entrepreneurial spirit. The MSMEs sector contributes significantly to the country's manufacturing output employment and exports and is credited with generally the higher employment growth as well as accounting for major share of industrial production and exports. Government provide assistance to MSMEs for strengthening the share capital & increase budget allocations, banks are increase the loan amount, government has been conduct the training & development programmes, to enhance marketing facilities, to increase the transport facilities, government has to provide raw material directly to the MSMEs and there should be relaxation in complex labour laws to avoid the inconvenience in compliance.*

# **MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: AN OVERVIEW**

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## **ABSTRACT**

*Micro small and medium enterprises play a vital role in economic development as country. It is providing large scale employment. This paper has covered employment of MSMEs in Telangana State. Investment of MSMEs in Telangana State, and number of MSMEs in Telangana State. The following suggestions are offered for the development of MSMEs. State & Central government have to increase the budget allocation for MSMEs sector & provide assistance to MSMEs for strengthening the share Capital, banks to increase loan amount, government have tax exemption for MSMEs & provide marketing facilities, transport facilities and subsidies, government has to provide raw material, machinery and equipment directly to the MSMEs order to maintain and also providing training in machines, government has to take necessary steps in order to sale the MSMEs products through the commerce like amazon, snapdeal, and flipkart etc., government has to establish new industrial parks and developing the infrastructural facilities & promotion policies, government should be conduct training and development, awareness programmes, government has to relaxation in labour laws & red tape and governments need to conduct health checkup camps.*

# MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN WARANGAL DISTRICT: AN OVERVIEW

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## ABSTRACT

*Micro Small Medium Enterprises MSMEs play vital role in Economic Development of Warangal District, it is providing large scale employment, this paper has covered number of MSMEs in Warangal District, employment of MSMEs in Warangal District and investment of MSMEs in Warangal District. The State and Central government have to increase the budget allocation for MSMEs sector & provide assistance to MSMEs for strengthening the share Capital, banks to increase loan amount, government have tax exemption for MSMEs & provide marketing facilities, transport facilities and subsidies, government has to provide raw material, machinery and equipment directly to the MSMEs order to maintain and also providing training in machines, government has to take necessary steps in order to sale the MSMEs products through – commerce like amazon, snapdeal and flipkart etc., government has to establish new industrial parks and developing the infrastructural facilities & promotion policies, government should be conduct training and development, awareness programs.*

---

**PROBLEMS FACED BY MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN INDIA**

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**ABSTRACT**

*Micro Small Medium Enterprises (MSME's) is play key role in the economic development of the country. It is providing large scale employment is hereby mentioned and covered problems faced by MSME'S in India, which are poor infrastructure, competition from multinational companies, lack of credit banks, unavailability of raw material and other inputs, lack of advanced technology, lack of distribution of marketing channels, lack of Training & Skill development program and complex labour laws and Red Tape the following suggestions are offered for the development of MSME'S. Government has to increase the budget allocation for MSME sector, Banks are increase the loan amount, Government has been conducting Training programmers to increase the Marketing facilities and provide raw material directly to the MSME'S.*

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