



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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## IMPACT OF CUSTOMER DEMOGRAPHICS ON THE CRM AWARENESS AND EFFICIENCY: AN EXPLORATORY STUDY OF THE FIVE SELECT PUBLIC SECTOR BANKS IN INDIA

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### ABSTRACT

The major objective of this research study is to analyze the nature and impact of customer demographics (gender, occupation and tenure of banking) on the CRM awareness and efficiency from five select public sector commercial banks that are located in Hyderabad and Secunderabad cities of Andhra Pradesh state. A sample size of 2502 respondents was chosen and a survey instrument was designed to measure the relationship between the demographics and CRM awareness and efficiency. CRM efficiency was measured on a Likert scale of 1 to 5, where 1=Very Low, 2=Low, 3=Moderate, 4= High and 5= Very High. Chi-Square test was performed to assess the relationship between the respondents' occupation and their perception of CRM awareness. This test was also used for testing the association between the tenure of banking and CRM effectiveness. The relationship between the gender type and customers' bank preference was also tested by using Chi-Square test. In line with the research findings suggestions were offered to strengthen the service delivery in the Indian banks.



## A FRAMEWORK FOR LEADERSHIP DEVELOPMENT IN PUBLIC SECTOR BANKS

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### ABSTRACT

*This paper provides an overview of the leadership development frameworks. It refers to leadership development as an organizational process for developing leaders based on the strategic needs and presents a synthesized framework/approach for leadership development in public sector banks.. Leadership development is a two way collective process of teaching and learning in meeting the challenges of change on a continuous basis and prepares the organization for future. A framework is a model representing the elements of the leadership development program. This paper presents a flexible framework to Leadership Development considering the changing needs of public sector banks and needs assessment at various levels of the banks.*



**THE EFFECTIVENESS OF LIQUIDITY MANAGEMENT ON THE NIGERIAN ECONOMY****OLOWE, OLUSEGUN****LECTURER****DEPARTMENT OF BANKING & FINANCE****COLLEGE OF DEVELOPMENT STUDIES****COVENANT UNIVERSITY****OTA****ABSTRACT**

*Within the context of risk integration, this study set out to empirically analyze the effectiveness of liquidity and asset management on the economies of developing nations with reference to Nigeria. The work examined how liquidity management has affected the economy considering some explanatory variables of balance of payments, exchange rates, international liquidity, and broad money supply in relation to the real gross national product as dependent variable. The study revealed significant relationships in terms of the degree of effectiveness. In the light of this, the null hypotheses were rejected while the alternative hypotheses were upheld. Some cogent and credit policy formulation recommendations were preferred in line with the result of the findings. This framework of the study uses the econometrics approach of ordinary least squares while the EVIEWS statistical software justified the method of analysis, using annual data of Central Bank from 1979 to 2008 for asymptotical relevance and credence.*



**MICROFINANCE IN CAPE COAST METROPOLIS: A BASELINE SURVEY****JAMES ATTA PEPPRAH****LECTURER****DEPARTMENT OF ECONOMICS****UNIVERSITY OF CAPE COAST****GHANA****ABSTRACT**

*The success of the intervention partly depends on research to assess the impact for future directions in the microfinance landscape. In Ghana most studies on baseline surveys have focused on outreach and performance indicators that focus on how well clients are doing with a few from the institutional point of view which can be used as a basis for future research. The success of the microfinance industry does not only depend on impact assessment from client perspective but also on availability of institutional database for future research. With Cape Coast as the study area in Ghana, the paper attempts to establish and provide some baseline data from the institutions. The study interviewed 18 MFIs and data analysis was purely descriptive. Results indicate that Rural and Community Banks (RCBs) have low capitalization and it is time for RCBs to go listed on the stock market. Credit Unions (CUAs) have high capitalization and it is believed that establishment of apex bank for CUA will be in the right direction. Women clients far outweigh men clients as supported by the literature except the case of S&Ls. The paper breaks new ground in concluding with establishing Apex body for CUAs and advocating for RCBs get listed on a hybrid Stock Exchange. MFIs are encouraged to make information available to research institutions in order to facilitate research in the industry. Apex bodies need to collaborate with research institutions by making funds available for more empirical work and orientation of MFIs on the need for research in microfinance.*



**CORPORATE SOLVENCY MANAGEMENT: HOW EFFECTIVE ARE CONTEMPORARY TOOLS?**

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**ABSTRACT**

*The spate of bankruptcy and business failures worldwide has invoked the need to look closely at the components of contemporary business models. Researchers over the years have come up with many innovations in the management of financial resources of an organization which include recent developments in solvency management tools. Three of such tools, the traditional Current Ratio, the Altman's Z-score, and the recently developed Enyi's Relative Solvency Ratio were used in a comparative study of the performance and liquidity status of 7 quoted companies in Nigeria using their annual reports. The results revealed that the Current Ratio and the Z-score models though adequate for static and historic measurement suffer from many limitations including imprecision while the Relative Solvency Ratio combines the capability of an effective indicator with the precision required of a true predictor.*



**DEPOSITORY SYSTEM IN INDIA - A COMPARATIVE STUDY OF NSDL AND CDSL****DR. SULTAN SINGH****DEAN AND CHAIRPERSON****DEPARTMENT OF BUSINESS ADMINISTRATION****FACULTY OF COMMERCE AND MANAGEMENT****CHAUDHARY DEVI LAL UNIVERSITY****SIRSA - 125 055****ABSTRACT**

*The present study is an attempt to analyze and compare the performance of NSDL and CDSL for a period of 11 years, i.e. 2000-2010. On the basis of results, it is concluded that an increase in the terms of number of companies available for demat, number of companies signed for demat, number of depository participant, number of locations, value of dematerialized stock is observed during the period under study in both the depositories, i.e. NSDL and CDSL. There is a significant difference in the performance, on an average, of both the depositories on the basis of the selected parameters. There is also a positive correlation in the performance of the depositories on the above parameters, which is also found significant. On the basis of comparative financial analysis, it is concluded that the liquidity position as measured by current ratio is better in case of CDSL as compared to NSDL. The profitability position of NSDL is better than that of CDSL as measured by return on net worth and return on capital employed. However, return on equity and EPS is low in NSDL as compared to CDSL.*



## THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON CUSTOMER SATISFACTION IN HDFC BANK OF INDIA

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### ABSTRACT

*This paper deals with the factors that affect Electronic Banking (E-Banking) customer satisfaction. More specifically, it examines the case of an HDFC Bank branch in India which is a pioneer in introducing and applying e-banking services in India. In this framework, this paper performs a factor analysis based on the gathered results provided by customer questionnaires in order to quantify the various parameters that affect the use of an Electronic Banking system (EBS). The findings of the analysis show that although EBS in India is steadily increasing its penetration, factors like security, ease of use, and perceived usefulness of a system continue to play a major role on the final decision of the customer to adopt an E-Banking system.*



**TESTING THE CAPITAL ASSET PRICING MODEL (CAPM) – A STUDY OF INDIAN STOCK MARKET****DR. G. SUDARSANA REDDY****PROFESSOR****SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES****BANGALORE - 560 106****ABSTRACT**

Investor tries to know the risk and return of the select security or asset on which they are planning to invest. They will be ready to invest even on risky assets when it appears to pay premium return for accepting the risk. Therefore, investors demand a higher expected return for investments in riskier securities. However, it's still unclear how investors assess the riskiness of the cash flow on a security or on a project and how they determine what risk premium to demand. Investors' uses Capital Asset Pricing Model to study the risk and return of the securities and market. It provides how a risky security is priced in competitive capital market. It postulates a positive and linear relationship between risk and return. This paper is aimed at examining the validity of the Capital Asset pricing Model in the Indian Stock Market. The study examines historical monthly average stock prices of 80 companies and historical monthly average values of market index of BSE 100 for the period June 2000 to May 2007, and the data collected from NSE and BSE websites. Data analysed in three steps: one, calculation of beta, alpha and expected return, two, calculation of relationship between risk and return of the selected Securities by using Spearman's correlation coefficient, and third, testing hypothesis using Z-test. From the study we can say that there is significant relationship between risk and return, investors have realised higher return by opting for higher risky securities, and the validity of CAPM coefficients signifies the implication of the CAPM in the Indian stock market in determining the required rate of return of risky securities.



## PANCHAYATS AND EMPOWERING THE RURAL POOR SPECIALLY THE WOMEN: THE WEST BENGAL EXPERIENCE

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### ABSTRACT

The study on 'Gram Panchayat' requires exploring the knowledge about empowerment of rural poor and weaker section of the community, particularly the women, as gram panchayat itself symbolizes power at the grass root level. The term empowerment refers to a psycho-social and econo-political process by which it is possible to improve the strategic position and quality of life of the poor, marginalized and powerless people through horizontal integration so as to throw a new light on the existing structure of power relationship or on the existing form of the hegemony. In this study empowerment is defined as the participation in decision making process and institutions. If one does not participate in the process of decision making, he/she is unable to enjoy power. In our study, we would like to see whether West Bengal's Panchayati Raj has the capability to improve the political and social power among the less privileged sections of the society, particularly the women. For the purpose of this study we have undertaken a field survey at 8 No. Saraboth Gram Panchayat of Garbeta Block-II in the district of Paschim Midnapore in West Bengal. From this study it is found that panchayat representation from the poor and weaker section of the community has been increased to a large extent but so far as organizational representation is concerned, it has been found a disappointing picture where most of the decision makers in different levels of political organization are from rich peasant or from businessmen. The absence of the poor, marginalized and weaker sections in the party level does not signify any radical restructuring of the rural power structure. It is also found that there is no revolutionary transformation in regard to women liberation.



**MICRO-CREDIT: A STUDY OF MICRO-CREDIT USAGE BY SELF HELP GROUP MEMBERS IN GOA****DR. ELIZABETH JOEY HENRIQUES****ASSOCIATE PROFESSOR****DEPARTMENT OF ECONOMICS****GOVERNMENT COLLEGE OF ARTS, SCIENCE & COMMERCE****QUEPEM, GOA****DR. REKHA RAMESH GAONKAR****ASSOCIATE PROFESSOR & HEAD****DEPARTMENT OF ECONOMICS****M.E.S COLLEGE OF ARTS & COMMERCE****ZUARINAGAR, GOA****ABSTRACT**

Over the years, micro-credit came to be perceived as an important tool of pro-people development and a magic bullet for poverty alleviation. The present study is basically an attempt to get insights into the usage of micro-credit by members of SHGs in the State of Goa and to ascertain whether the micro credit beneficiaries continue to be dependent on other institutionalized and other channels to avail financial accommodation. For the purpose of the present study, both primary and secondary data have been relied upon. A structured interview schedule was administered to a total of 500 SHG members drawn from a 100 SHGs in the State of Goa. The study findings indicate that the respondents have availed of credit for financing both productive and consumption requirements and that a larger percentage of the respondents have utilised credit availed for non-income generating activities. The data suggests that there is a greater tendency on the part of the poor to use micro-credit for productive and income generating purposes than among the non-poor micro credit beneficiaries. The age of the SHG also has a bearing on the usage of micro credit availed. It has been noted that respondents belonging to SHGs which have been in existence for a longer period of time have a tendency to utilise credit more towards financing non-income generating activities rather than income generating activities. The findings also reveal that the SHG movement has not necessarily eliminated the dependence of the respondents on other financial institutions and channels to source their credit requirements.



**ROLE OF FDI IN INFRASTRUCTURE DEVELOPMENT IN INDIA****DR. JIMMY M. KAPADI****ASST. PROFESSOR****S. R. LUTHRA INSTITUTE OF MANAGEMENT****M. T. B. COLLEGE CAMPUS****SURAT – 395 007****DR. (MRS.) HEMLATA AGARWAL****ASST. PROFESSOR****S. R. LUTHRA INSTITUTE OF MANAGEMENT****M. T. B. COLLEGE CAMPUS****SURAT – 395 007****ABSTRACT**

Inflow of Foreign Direct Investment (FDI) in the infrastructure sector has brought about a host of changes in the economy, including putting an end to a large number of government regulations and has given birth to innovative schemes of financing infrastructure projects. India is now the third most favoured destination for FDI, behind China and USA. In fact, UNCTAD has said that India is one among the dominant host countries for FDI in the Asia-Pacific region. Times have been really changing as far as this theme of foreign participation is concerned. However, all said and done, unless there are clear policy instructions with respect to the prioritizing of infrastructure projects and reform of the supportive institutional framework (basically the law and judiciary), invitation to any kind of capital, especially the one from foreign sources, will of no use. In this view, this paper endeavours to give an overview about the infrastructure development in India since the inception of the first five year plan. The paper in essence focuses on the role of FDI in the infrastructure development in India especially since the Liberalisation, Privatisation and Globalisation era. It also seeks to highlight the sectors in which FDI investments have taken place over the past decades and the changing pattern of FDI investments with respect to the sectors in which the investments are made. The study is broadly based on secondary data and the paper has its significance to the academicians, industrialists as well as to the policy makers.



**AN EMPIRICAL ANALYSIS ON BAD LOANS IN PERSONAL LOAN  
(WITH SPECIAL REFERENCE TO RURAL BANKS IN ODISHA)**

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**ABSTRACT**

*The quantum of NPA of Indian Banking has undergone a significant decline. Still it is high by international standards and posing a serious problem of the Indian banking sector affecting its earning capacity and profitability. Present paper makes an attempt to analyze the quantitative trend and pattern in growth of NPA with reference to Personal loan scheme. An effort has been made to analyze the causes of default by surveying in rural, urban and semi-urban areas and the officials of banks of Rural Banks. For the purpose of confidentiality the name of branches has not been disclosed. Khurda & Cuttack districts of Odisha was selected for the study from the point of view of accessibility of the researcher to collect the data and able to finish the research within a stipulated period. Different factors causing NPA on personal loan scheme are analyzed and suggestions made to overcome the problem.*



## MERGERS & ACQUISITIONS: AN EMPIRICAL STUDY ON THE SHORT-TERM POST- MERGER PERFORMANCE OF CORPORATE FIRMS IN INDIA

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### ABSTRACT

Mergers and acquisitions (**M&A**) become the major force in the changing environment. The policy of liberalization, decontrol and globalization of the economy has exposed the corporate sector to domestic and global competition. It is true that there is little scope for firms to learn from their past experience. Therefore, to determine the success of a merger, it is to be studied if there is financial gain from mergers. The present study is carried out with a sample of 20 firms listed in one of the leading Indian stock exchanges namely **Bombay Stock Exchange** out of 52 manufacturing firms which have undergone **M&A** in the same industry during 2007. It was aimed at to compare the liquidity performance of the sample acquirer firms using ratio analysis and t-test during the study period of three years before and after the period of mergers. Some measures of corporate performance such as **current ratio, quick ratio, working capital ratio, net profit ratio, operating profit ratio, return on investment ratio, net worth ratio, debtors turnover ratio, fixed assets turnover ratio, total assets turnover ratio, working capital turnover ratio, debt equity ratio, interest coverage ratio and total borrowing and equity to EBITD** are used. The study proves that merging firms which were merged with reputed and good management appear to have been financially benefitted in short run period in India.



## AN EMPIRICAL ANALYSIS OF SEMI-MONTH AND TURN OF THE MONTH EFFECTS IN INDIAN STOCK MARKET

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### ABSTRACT

*The efficiency of the capital market raises various issues all over the world. Earlier research studies give evidence that the capital markets are informational efficient and hence, cannot outperform the market consistently on the basis of price change predictions. However, some researchers have also brought into light seasonal effects/calendar anomalies in the developed markets. This paper investigates one such anomaly (Semi-month and Turn of the month effects) in an emerging Indian Capital Market. The S&P CNX Nifty and BSE Sensex Index data have been collected and analyzed for a period of six years from 1<sup>st</sup> January 2005 to 31<sup>st</sup> December 2010. The analysis of the study found that the semi-month and turn of the Month Effect not exists in Indian Stock Market during the study period.*



## PHYSICAL INFRASTRUCTURE FACILITIES FOR AGRICULTURAL MARKETING IN HARYANA: A CASE STUDY OF SIRSA DISTRICT

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### **ABSTRACT**

*An efficient regulated agricultural marketing system helps in optimization of resource use, output management, increase in farm incomes, widening of markets, growth of agro-based industry, addition to national income through value addition, and employment creation. And the structure, conduct and performance of the Regulated Markets are affected by the availability of marketing infrastructure. Furthermore, at present the need for these market infrastructures has increased due to increased production and marketed surplus. With keeping in view the importance of physical infrastructure facilities in regulated agricultural markets, an attempt has been made in the present paper to examine the availability of physical infrastructure facilities in regulated markets in Sirsa District of Haryana. The results of the study are based on the primary data collected from farmers through pre-tested open ended questionnaire as well as secondary data taken from Haryana State Agricultural Marketing Board and Agricultural Department of Haryana. The study reported that the condition of the infrastructure facilities in the selected mandi yard is not very good. The physical infrastructure facilities are available to a very small number of the farmers as well as they are not in good condition.*



**AN EMPIRICAL STUDY OF ENTREPRENEURSHIP DEVELOPMENT IN SUB URBAN REGIONS: A CASE STUDY****DR. S. K. SINHA****HEAD****DEPARTMENT OF FINANCIAL STUDIES****VBS PURVANCHAL UNIVERSITY****JAUNPUR****DR. JYOTI AGARWAL****LECTURER****INSTITUTE OF BUSINESS MANAGEMENT****MANGALAYATAN UNIVERSITY****ALIGARH****ABSTRACT**

Globalization is the new buzzword that has come to dominate the world since the beginning of the nineties. Globalization has brought new opportunities to developing countries resulted into greater access to developed country markets, technology transfer which hold out promise of improved productivity and higher living standard. Entrepreneurship and economic development are intimately related. Schumpeter opines that entrepreneurial process is a major factor in economic developed and the entrepreneur is the key to economic growth of a country. Whatever be the form of economic and political set up of the country, entrepreneurship is indispensable for economic development. But globalization has posed some challenges like inadequate growth across and within nations, volatility in financial market and environmental deteriorations. Considering these challenges in the mind the proposed study is an attempt to analyze the growth rate of women entrepreneurship development in eastern part of UP and suggest the survival strategy for small and cottage scale entrepreneurs for strengthening the regional economy and eliminating the disparities.



**INTRODUCTION OF ISLAMIC BANKING IN INDIA: A SUGGESTED LEGAL FRAMEWORK****A. PANDU****ASST. PROFESSOR (SG)****VIT BUSINESS SCHOOL****VIT UNIVERSITY****VELLORE - 14****DR. MOHAMMED GALIB HUSSAIN****PROFESSOR****DEPARTMENT OF CORPORATE SECRETARYSHIP****ISLAMIAH COLLEGE****VANIYAMBADI – 635 752****ABSTRACT**

*This paper examines the Islamic Banking system on a domestic level in comparison to the global level as well as comparison to the conventional banking system. A well developed banking system is a pre-requisite for the smooth and effective functioning of an economy, at the same time as efficient allocation of the country's assets. The basic task of any banking organisation is it to mobilize savings from the investors' community and channel these savings to high – yielding projects. The fundamental of the most banks in the world are based on interest charged on loans and interest paid on deposits. Islamic banking is based on Islam's Shariah principles, according this, interest (Ribah) in any form is unlawful and borrower must not bear all the risks/ cost of a failure, resulting in a balanced distribution of income and not allowing lender to monopolize the economy. Hence, Islamic Banking operates without charging or paying interest. India is still in front line for attracting placements and investments from abroad and the Muslim dominated middle east countries are having excess funds and looking for suitable investment opportunities, this is the precise time to understand and adopt this emerging mode of banking known as Islamic Banking and to analyze its prospects in India. However the present rules and regulations prohibit this banking system from entering and setting base in India. The authors have suggested a universally accepted legal frame work for introducing the same into India, after research on past, present and existing regulatory models and market scenario.*



**MEASURING CORPORATE SUCCESS: STATISTICAL ANALYSIS OF FINANCIAL PERFORMANCE INDICATORS****DR. HEMAL PANDYA****ASST. PROFESSOR****S. D. SCHOOL OF COMMERCE****GUJARAT UNIVERSITY****AHMEDABAD****CHETANA PARMAR****ASST. PROFESSOR****S. D. SCHOOL OF COMMERCE****GUJARAT UNIVERSITY****AHMEDABAD****ABSTRACT**

The Financial Theory has long for suggested that the corporate objective is to maximize the wealth of its shareholders by maximizing the market price of its shares. In other words performance on the stock market is an index of corporate success. Any corporate entity experiencing a rise in the market price of its stocks is considered a good bet by the investors. Although Share prices in the market are sensitive to a large number of factors, there is no denying the fact that the profitability of an enterprise is a prerequisite for its performance in the stock market. Also a large number of profitability measures such as Return on Investment (ROI), Return on Capital Employed (ROCE), Return on Net Worth (RONW), Return on Sales, (ROS) and the most recent measure Economic Value Added (EVA) are used to gauge the financial health of a business corporate. The present paper aims at Measuring Corporate Success through various profitability indicators for selected Indian Corporates. The study empirically evaluates these measures for the 30 selected companies from major industry sectors of India. Statistical Estimation of the relationship between these performance indicators and market price of the shares of these Corporates for the period of five years 2005 to 2009 has been carried out using Correlation and Step-wise Multiple Regression Analysis. A comparative Analysis of the performance indicators for Indian Corporates is conducted by ranking the selected companies as regards various indicators and the variations in the rankings are statistically examined. The results of the study contribute in two ways: Firstly, they help to find out the best profitability measure for Indian Industries and secondly, to estimate the financial strength of the companies and its relation to the company share prices for the period under consideration.



**FACTORS INFLUENCING INVESTOR BEHAVIOUR: AN EMPIRICAL STUDY IN PUNJAB****GAURAV DAWAR****LECTURER****LOVELY SCHOOL OF BUSINESS  
LOVELY PROFESSIONAL UNIVERSITY  
PHAGWARA****CHHAVI WADHWA****ASST. PROFESSOR****TECHNOLOGY EDUCATION & RESEARCH INTEGRATED INSTITUTE  
KURUKSHETRA****ABSTRACT**

*The Indian capital market has been one of the most preferable areas of investment during the last decade for investors both retail & wholesale. This paper aims at identifying the most affecting and the least affecting factors influencing investor behavior in Punjab with the help of modified questionnaire. The questionnaire included thirty-five items that belong to five categories: self-image/firm-image, accounting information, neutral information, advocate recommendations and personal financial needs. Also an attempt has been made to identify the sector which have outperformed in comparison to benchmark SENSEX for the period of 1999 to 2008. The result of the survey concluded that the behavior male and female investing in stock market in Punjab have almost the same set of factor that influence their behavior.*



**TEXTING MANIA - A SOCIAL DILEMMA****DR. SATEESHCHANDRA JOSHI****ASST. PROFESSOR****NEVILLE WADIA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
PUNE****VINOD K. LALBEG****LECTURER****NEVILLE WADIA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
PUNE****ABSTRACT**

*The purpose of this research is to find out the extent youth has been crazy about usage of new gadgets like cell phones, iPod, MP3 players etc. The major focus has been on usage of cell phones for texting. Technological change is occurring all around us every-day. This is a challenging situation. Youth have been witnessing the change in technology as against their life style. However this change in technology is not without a cost, and the major cost being waste of time on irresponsible texting. With the evolution of the internet, a special innovation came into being known as social networking. Basically social networking is a way in which one can keep himself connected to his near and dear ones in some way or the other. Social networking has enabled us today to connect easily. The objective of this research includes observing & ascertaining the habits of texting & its impact on the youth. Also the purpose of the research is to provide tips for responsible parenting. The exercise is likely to be just an initiative to put forth social evils erupting among youth due to too much texting addictions. It tries to provide workable pointers to successfully tackle such real life situations.*



**CLIMATE CHANGE: A MAJOR ISSUE IN THE SUSTAINABLE DEVELOPMENT OF INDIA****DR. PRERNA JAIN****ASST. PROFESSOR****JAIPURIA INSTITUTE OF MANAGEMENT****JAIPUR – 302 033****DR. PRAGATI JAIN****ASST. PROFESSOR****CENTRAL UNIVERSITY****KISHANGARH – 305 802****ABSTRACT**

*The grave challenge that the world today faces is that of climate change. This change has been the harbinger of negative development and its more pronounced impacts are to be witnessed by the developing countries whose economies thrive on climate-sensitive sectors like agriculture – India being one of them. Climate change and sustainable development are interlinked. Sustainable development encompasses in itself “intergenerational responsibility.” The present paper is an attempt to bring forth the vulnerabilities that India is prone to due to the climate change. Further it points that it is necessary to focus on poverty, land degradation, access to water and food and human health to effectively address to climate change concerns. Given the central role of energy in reducing poverty, the paper suggests that innovative technologies in energy sector are required to meet the challenges. Lastly, the paper concludes with various initiatives to be dealt with at an individual and at the national level to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system.*



**ADHERENCE OF CUSTOMER NEEDS THROUGH THE REDRESSAL MECHANISM OF BANKS****DR. V. DARLING SELVI****ASST. PROFESSOR OF COMMERCE****RANI ANNA GOVERNMENT ARTS COLLEGE FOR WOMEN****TIRUNELVELI - 8****ABSTRACT**

*The Reserve Bank initiated several measures during 2006-07 to protect customers' rights, enhance the quality of customer service and strengthen the grievance redressal mechanism in the Reserve Bank as well as in banks. The Banking Ombudsman which has been initiated during the year 2006 can receive and consider any complaint relating to the various deficiencies in banking services including internet banking. The forum of redressal of consumers' grievances about banking, the Banking Ombudsman (BO), received 79,266 complaints at its 15 offices in 2009-10, contributed largely by the complaints received at the offices of the three major metropolises of Mumbai, New Delhi and Chennai. This paper is an attempt to evaluate the nature and progress of complaints received and disposed related to the banking services. Among the complaints received, the complaints regarding Credit cards, debit cards and ATM cards ranks first. Hence, it is strongly recommended that the Scheduled Commercial banks should improve the customer services in general and with ATMs in particular in order to avoid the complaints from the customers.*



## MEASURING ROI: A STUDY OF HURCONOMICS ON EMPLOYEES OF THE STEEL MANUFACTURING INDUSTRY IN KARNATAKA

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### ABSTRACT

Employer wants to encash every investment. Indian companies has made huge investment made on HR in the recent past and companies are started adding this HR investment in their balance sheets. The effective performance of an organization lies not only in available resources but it's strategic utilization of resources. It also widely accepted that company's profits and sustainability is mainly depends on the proper utilization of human resource. employee's quality outcomes and their competencies should be regularly improved and enhanced in the path of vision and mission. This allows the company to continue and increase its market. There is need for greater clarity of better aware of required skills and monetary contribution for the job performance and reach the expectations of management. The perception of management is dynamic towards employees from slave to inimitable potential resource and now employees are termed as economic object. Managers started converting employee's outputs in monetary value and comparing it with the total investment made on employees. Hurconomics gives the concrete information about total human resource investment by the company and how much returns expected output from the employee to company in economic terms and their contribution to profits. Hurconomics outcomes provide the ground rules to build an organization excelling in people, processes, products, profits and helps in making investment decisions on employees by used the TVRLS Methodology to calculate the expected economic returns. This article focused on the expected potential output in monetary terms from Process manager and safety manager profiles of Steel manufacturing industry at Karnataka.



**INDIA'S RECENT ECONOMIC PERFORMANCE AND FUTURE OUTLOOK – NEED FOR CAUTIOUS OPTIMISM****C. BARATHI****RESEARCH SCHOLAR****MANIPUR INSTITUTE OF MANAGEMENT STUDIES****MANIPUR UNIVERSITY****IMPHAL****S. PRAVEEN KUMAR****ASSOCIATE PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****PANIMALAR ENGINEERING COLLEGE****CHENNAI****ABSTRACT**

*The housing bubble in the US caused by unmindful lending without any modicum of financial prudence led to the financial crisis in the US which in a short time snowballed into the global economic crisis because of the integrated nature of the globalised economy. The effect of these was the steep decline in global growth, plummeting global trade, severe liquidity crunch, failure of banks both in the US and many other countries, free fall in global stock markets, rising unemployment and loss of livelihood and increase in poverty and food insecurity. Indian economy which was the second fastest growing economy in the pre-crisis era did experience the impact of the debilitating global crisis. Though the economy is driven to a large extent by domestic consumption, many sectors of the economy experienced a slow down and growth rate in the crisis year fell to 6.7 per cent from 9 per cent in the preceding year. The stimulus package implemented by the government led to the revival of the economy in 2008-09 and the economy is back in the growth path in 2009-10, and expectation are that in 2011-12 it will return to the 9 per cent plus growth rate. Though the Indian economy has staged a quick recovery, there are several challenges in the future growth path. Therefore it becomes imperative to take stock of the performance, progress made and the challenges ahead in order to ensure that adequate measures are taken to overcome the challenges and ensure sustained growth.*



## MANAGEMENT OF STONE CRUSHING INDUSTRY AND ITS IMPACT ON EMPLOYEES AND ENVIRONMENT - A CASE STUDY

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### ABSTRACT

*The present study tries to find out the performance of SCUs, its impact on employees and environment. As one of the units of informal sector, the SCUs has been significantly contributing in strengthen the small scale sector with establishment of 12,000 units with annual turnover of US\$ 1 billion and providing direct employment to over 500,000 people in its various activities. But the study extremely found that the SCUs have a regressive and insignificant impact on socio economic conditions of workers due to low wages, lack of working and welfare measures and environment...., Accordingly, the study intended some policy implications to balance the existence of SCUs, employees welfare and environment protection.*



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With sincere regards

Thanking you profoundly

**Academically yours**

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**Co-ordinator**