



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE SMALL AND MEDIUM ENTERPRISES IN GCCS: A COMPARISON BETWEEN SULTANATE OF OMAN AND UNITED ARAB EMIRATES <i>DR. THRESIAMMA VARGHESE</i>	1
2.	LAND TENURE AND FARMERS' INVESTMENT ON AGRICULTURE: EVIDENCES FROM THREE COUNTIES IN HAWZEN DISTRICT, TIGRAY, NORTHERN ETHIOPIA <i>DEREJE TEKLEMARIAM GEBREMESKEL & ABEBE EJIGU ALEMU</i>	2
3.	LEADERSHIP QUALITY PRACTICES AND PERFORMANCE OF AUTONOMOUS POLYTECHNIC COLLEGES IN TAMIL NADU <i>M.ISAKKIMUTHU & DR. S. GOWRI</i>	3
4.	STUDENTS PERCEPTION TOWARDS ENTREPRENEURIAL TRAITS AND THEIR COMPETITIVENESS: AN EMPIRICAL STUDY <i>DR. D. S. CHAUBEY, PRAVEEN KUKRETI & LOKENDRA YADAV</i>	4
5.	EMPOWERING WOMEN THROUGH SELF HELP GROUPS <i>DR. P. ABIRAMI & DR. J. SIVASUBRAMANIAN</i>	5
6.	PRODUCTIVITY GROWTH AND PRODUCTION STRUCTURE IN SMALL SCALE INDUSTRIAL SECTOR: A COMPARISON OF PUNJAB AND HARYANA <i>SATINDER KUMAR & DR. PARMINDER SINGH</i>	6
7.	POLITICAL ECONOMY AND LOCAL AREA DEVELOPMENT SCHEME IN TAMIL NADU <i>DR. S. RAJENDRAN & N. RAJASEKARAN</i>	7
8.	MARKET INTEGRATION OF INDIAN STOCK MARKETS: A STUDY OF NSE <i>DR. PRASHANT JOSHI</i>	8
9.	DEMOGRAPHY OF INDIA: THE DYNAMICS AND DIFFERENCES - A REFLECTIVE STUDY OF CENSUS 2011 <i>DR. S. P. RATH, DR. BISWAJIT DAS, PRIYA PUTHAN, A. K. SHARMA & LEENA NAIR</i>	9
10.	EMERGING SME CLUSTERS IN INDIA – A STUDY <i>DR. REKHAKALA A. M. & RUCHI MEHROTRA</i>	10
11.	NEED FOR CREDIT SCORING IN MICRO-FINANCE: LITERATURE REVIEW <i>ARUN KUMAR VAISH, DR. ARYA KUMAR & DR. ANIL BHAT</i>	11
12.	FULFILMENT OF MERGER MOTIVES - EVIDENCES FROM MERGERS AND ACQUISITIONS IN THE INDIAN BANKING SCENARIO <i>DR. V. K. SHOBHANA & DR. N. DEEPA</i>	12
13.	SERVICE QUALITY SATISFACTION IN INDIAN ORGANIZED RETAIL INDUSTRY - A CASE STUDY OF DELHI & NCR <i>SHISHMA KUSHWAHA & DR. M. K. GUPTA</i>	13
14.	BASEL I NORMS: BOON OR BANE TO INDIAN PUBLIC SECTOR BANKS - A PRELUDE TO BASEL II NORMS <i>DR. G. SHANMUGASUNDARAM</i>	14
15.	CORPORATE SOCIAL PERFORMANCE THROUGH VALUE ADDED REPORTING - A CASE STUDY OF HINDUSTAN PETROLEUM CORPORATION LTD. <i>DR. CHITTA RANJAN SARKAR & DR. KARTIK CHANDRA NANDI</i>	15
16.	TRENDS IN FDI INFLOWS IN INDIA <i>LAILA MEMDANI</i>	16
17.	CONCEPTUAL FRAMEWORK ON DESIGNING RURAL COMMUNICATION STRATEGY AND MARKETING OF PRODUCT: A MODEL BASED APPROACH TO STUDY RURAL MARKET <i>PANKAJ ARORA & ANURAG AGRAWAL</i>	17
18.	EXPORT OF COIR AND COIR PRODUCTS FROM INDIA: AN ANALYSIS <i>NAGARAJA.G</i>	18
19.	DEVELOPMENT OF CREDIT RISK MODEL FOR BANK LOAN RATINGS <i>DR. KAMALESHKUMAR. K. PATEL</i>	19
20.	ROLE OF MONETARY AND FISCAL POLICY IN INDIA'S DEVELOPMENT PROCESS <i>NEELAKANTA.N.T</i>	20
21.	A STUDY ON JOINT VENTURES BY THE INDIAN COMMERCIAL BANKS <i>DR. SAVITHA G.LAKKOL</i>	21
22.	BLUE OCEANS OF URBAN AFFORDABLE APARTMENTS <i>ROSHNY UNNIKRISHNAN</i>	22
23.	FOREIGN DIRECT INVESTMENT IN INDIA AND ITS ECONOMIC SIGNIFICANCE <i>S. HARISH BABU & DR. CYNTHIA MENEZES</i>	23
24.	A MARKOV CHAIN APPROACH TO INFLATION IN INDIA SINCE 2001 <i>DR. N. KUBENDRAN</i>	24
25.	LAW FOR SURROGACY: NEED OF THE 21ST CENTURY <i>DR. KIRAN RAI</i>	25
	REQUEST FOR FEEDBACK	26

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THE SMALL AND MEDIUM ENTERPRISES IN GCCS: A COMPARISON BETWEEN SULTANATE OF OMAN AND UNITED ARAB EMIRATES

DR. THRESIAMMA VARGHESE
ASST. PROFESSOR
FACULTY OF BUSINESS
SOHAR UNIVERSITY
SULTANATE OF OMAN

ABSTRACT

Small and Medium-sized Enterprises are the main drivers of job creation, growth and economic diversification (Gulf Research Centre, 2009). They have local roots and provide local jobs, but can also exploit the opportunities from globalization. Despite the GCC region's strong entrepreneurial traditions and the large size of the Gulf SME sectors, they have not yet fully lived up to their potential of sustainable diversification and job creation. SMEs therefore deserve an adequate public policy to help them to get their ideas off the ground and grow, as well as tailor-made services provided by specialized support organizations. Chambers of Commerce in GCC countries are at the core of SME development. Building on their expertise in providing business support services and their daily direct contact with their member enterprises, they are in the best position to put forward specific policy recommendations to national and regional governments. At this junction, this research paper tried do a comparative framework, comparing SME policies of Oman and U.A.E in particular. This study tried to give an insight to the various programmes and structures of SME's in these two countries by addressing the existing definitions of SMEs in the Oman and the U.A.E through presenting and analyzing the available economic data on both country's Small and Medium Enterprises (SMEs). This study have used the secondary data and relied on a descriptive methodology. Here we tried to propose some recommendations that could be considered across the region to further SME development.

LAND TENURE AND FARMERS' INVESTMENT ON AGRICULTURE: EVIDENCES FROM THREE COUNTIES IN HAWZEN DISTRICT, TIGRAY, NORTHERN ETHIOPIA

DEREJE TEKLEMARIAM GEBREMESKEL
LECTURER
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
ETHIOPIA

ABEBE EJIGU ALEMU
ASST. PROFESSOR
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
ETHIOPIA

ABSTRACT

Security of tenure has long been an issue of argument and still is an area of debate in the proposition that secured farmers have better confidence to invest on land and produce more. However, studies also revealed that there has been little relationship between tenure security and agricultural investment. This paper aims at providing preliminary and up-to-date scientific evidence about the debate in the context of three administrative units (Tabias) in Tigray, Northern Ethiopia. 150 survey questionnaires were administered to farming households and OLS was employed to determine the statistical significance of the independent. Findings of the study revealed that tenure security adversely affected farmers' investment and the vegetating effort households made on their land; and it was found statistically significant. The model result also revealed that fertilizer, labor and gender matters were found determinant for agricultural productivity. The existing land tenure has negative impact on terracing (soil and water conservation) yet statically insignificant. Investment on labor, vegetating effort and technology found to have a direct bearing on agricultural productivity. Hence, improving the farming households' confidence through land certification and related measures which enhance 'ownership' needs to be considered to supplement farmers' effort of investment on their land and improving vegetation cover.

LEADERSHIP QUALITY PRACTICES AND PERFORMANCE OF AUTONOMOUS POLYTECHNIC COLLEGES IN TAMIL NADU

M.ISAKKIMUTHU
REGIONAL OFFICER
DIRECTORATE OF TECHNICAL EDUCATION
CHENNAI

DR. S. GOWRI
REGISTRAR
ANNA UNIVERSITY OF TECHNOLOGY
CHENNAI

ABSTRACT

The leadership in educational institutions is widely recognized as having crucial importance for performance. There is a strong association between leadership quality practices and performance of the educational institutions. The students of autonomous polytechnic colleges have been selected by adopting random sampling and the data and information have been collected from 200 faculties and pertain to the year 2010-2011. The foregoing analysis shows that the results show that about 70.50 per cent of students are males while the rest of 29.50 per cent of students are females. The results indicate that about 73.50 per cent of students of autonomous polytechnic colleges in Tamil Nadu belong to the age group of 16-17 years and about 27.00 per cent of students belong to the Mechanical followed by Electrical and Electronics (23.00 per cent), Electronics and Communication (21.00 per cent), Civil (16.50 per cent) and Computer Science engineering (12.50 per cent). The student's satisfaction, faculty's satisfaction, service to the students and environment and safety discriminate best among five branches of the students in autonomous polytechnic colleges in Tamil Nadu. The correlation analysis indicates that there is a meaningful positive and strong correlation between leadership quality practices and performance results in autonomous polytechnic colleges in Tamil Nadu. Leaders in polytechnic colleges often have a space of action where it is possible to influence the inhibiting structures. In polytechnic colleges, which is characterized by internal responsiveness, the leaders are sensitive to the needs of the faculties and students and will change regulation when necessary and possible, in order to achieve the higher academic performance.

STUDENTS PERCEPTION TOWARDS ENTREPRENEURIAL TRAITS AND THEIR COMPETITIVENESS: AN EMPIRICAL STUDY

DR. D. S. CHAUBEY

DIRECTOR

UTTRANCHAL INSTITUTE OF BUSINESS STUDIES

DEHRADUN

PRAVEEN KUKRETI

ASSOCIATE PROFESSOR

SHRI GURU RAM RAI INSTITUTE OF TECHNOLOGY AND SCIENCE

PATEL NAGAR, DEHRADUN

LOKENDRA YADAV

LECTURER

DOON INSTITUTE OF MANAGEMENT AND RESEARCH

SHYAM PUR, RISHIKESH

ABSTRACT

Entrepreneurs play an important role in any given economy and are the prime movers of economic development. However, the concept of entrepreneurship is complex phenomenon and difficult to determine entrepreneurial behaviour for innovation and business competitive. Competitiveness is viewed as a threefold concept comprising the potential, the process and the performance. To remain competitive, a firm needs to satisfy the four conditions of sustainability, controllability, relativity, and dynamism. The potential dimension of entrepreneurial traits like Initiative, See and act on opportunity, Self confidence, assertiveness and persuasion were taken into consideration and questionnaire was developed to identify entrepreneurial traits and its linkage with firm's performance as perceived by students. This study examined relationships among entrepreneurial traits and their performance using survey data from 326 students doing professional courses in various management, engineering, law and medical colleges of Uttarakhand and aspiring to become entrepreneurs. The study indicates a dominant and close relationship between the entrepreneurial traits across the parental background and across the professional courses. However study reveals that in spite of high entrepreneurial traits more students are inclined to join government sector as well as public sector job as compared to private sector. Majority of the students are of the opinion that entrepreneurial traits and firm's competitiveness are closely related to each other.

WORLD

EMPOWERING WOMEN THROUGH SELF HELP GROUPS

DR. P. ABIRAMI
ASST. PROFESSOR
SCHOOL OF MANAGEMENT
SRM UNIVERSITY
CHENNAI

DR. J. SIVASUBRAMANIAN
DEAN
SHIVANI SCHOOL OF BUSINESS MANAGEMENT
TRICHY

ABSTRACT

Socio-economic empowerment amongst people in general, women in particular is a hallmark and a major indication of transformation. In the recent years transformation of lives and livelihood of the underprivileged has gained highest prominence the entire world over, especially in the developing countries. Empowerment is a phenomenon of nineties, which means equipping women to be economically, physically and mentally independent, self-reliant, have a positive self esteem to enable them to face any difficult situation and active participation in decision making. Economic empowerment means the upliftment of women with economic well being associated with a changed status of women. A SHG is a registered or unregistered group of entrepreneurs having heterogeneous social and economic background; voluntarily coming together to save small amounts regularly. They mutually agree to contribute to common fund and to meet their emergency needs. The objectives of the study were to examine the demographic factors of SHG, to assess whether women are economically empowered, to evaluate women in SHG's are properly trained in all respects for empowerment and to estimate whether women are politically and socially empowered through SHG. The sample size is 50 respondents who met in a gathering and data was collected through interview schedule. The findings showed that majority of the respondents have agreed the positive impact of SHG on their economic empowerment and their association with SHG has contributed to their social and political empowerment. The contribution of SHG is yet another step towards the path of the socio-economic status of women and it also proved to be instrumental for the rural transformation.



**PRODUCTIVITY GROWTH AND PRODUCTION STRUCTURE IN SMALL SCALE INDUSTRIAL SECTOR: A
COMPARISON OF PUNJAB AND HARYANA**

**SATINDER KUMAR
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA**

**DR. PARMINDER SINGH
PROFESSOR AND HEAD
PUNJAB SCHOOL OF ECONOMICS
GURU NANAK DEV UNIVERSITY
AMRITSAR – 143 005**

ABSTRACT

The major thrust of the present paper is to analyse the inter-temporal variations in the total factor productivity growth of the Small-Scale Industrial sector in India with specific reference to Punjab and Haryana for the period 1971-2006. Total factor productivity (TFP), and Partial productivity during the period 1971-2006, pre-reform period (1971-1990) and Post-reform period (1991-2006) are estimated by using the Kendrick index of TFP growth. The paper also estimates the production structure using Cobb-Douglas and CES production function. The findings of the present study are quite interesting. Results reveal that the economic reform package failed to sustain the TFP growth and led to decline in the average annual growth rates.

POLITICAL ECONOMY AND LOCAL AREA DEVELOPMENT SCHEME IN TAMIL NADU

DR. S. RAJENDRAN
PROFESSOR & HEAD
DEPARTMENT OF ECONOMICS
PERIYAR UNIVERSITY
SALEM - 11

N. RAJASEKARAN
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
PERIYAR UNIVERSITY
SALEM - 11

ABSTRACT

Political economy originally was the term for studying production, buying and selling, and their relations with law, custom, and government. Political economy originated in moral philosophy. These papers give some related studies, statement of the problem, objectives, hypotheses, methodology, appropriate statistical tools and sample size. The study is largely based on primary data collection. In analysis and discussion it is evident that the government has a moral responsibility to take care of the welfare of the people. Ever since the political independence the objective of equitable development approach has been on the main agenda in Indian polity. The present exercise reveals that the MPLADS as an instrument to empower the local communities on the economic dynamism. Such useful, interventional mechanism needs to be addressed in the areas, where it is actually and desperately required.

MARKET INTEGRATION OF INDIAN STOCK MARKETS: A STUDY OF NSE**DR. PRASHANT JOSHI****PROFESSOR****DEPARTMENT OF FINANCE****FACULTY OF MANAGEMENT****UKA TARSADIA UNIVERSITY****MALIBA CAMPUS, GOPAL VIDYANAGAR, TARSADI - 394 350****ABSTRACT**

The study tries to explore the dynamics of comovement of stock markets of USA, Brazil, Mexico, China and India during the period from January, 1996 to July, 2007 using daily closing price data. The long-term relationships among the markets are analyzed using the Johansen and Juselius multivariate cointegration approach. Short-run dynamics are captured through vector error correction models. The analysis reveals that there is an evidence of cointegration among the markets demonstrating that stock prices in the countries studied here share a common trend. The results reveal that the speed of adjustment of Indian stock market is higher than other stock markets of the world.

DEMOGRAPHY OF INDIA: THE DYNAMICS AND DIFFERENCES - A REFLECTIVE STUDY OF CENSUS 2011

DR. S. P. RATH
INSTITUTE OF HOTEL MANAGEMENT
UNIVERSITY OF HUDDERSFIELD, U.K.
TAJ HOTELS, RESORTS & PALACES (IHCL) - A TATA ENTERPRISE
AURANGABAD

DR. BISWAJIT DAS
PROFESSOR - MARKETING AND COMMUNICATION AREA
SCHOOL OF MANAGEMENT
KIIT UNIVERSITY
BHUBANESWAR – 751 024

PRIYA PUTHAN
INSTITUTE OF HOTEL MANAGEMENT
UNIVERSITY OF HUDDERSFIELD, U.K.
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UNIVERSITY OF HUDDERSFIELD, U.K.
TAJ HOTELS, RESORTS & PALACES (IHCL) - A TATA ENTERPRISE
AURANGABAD

ABSTRACT

Demography is the key element of any developmental study. This concept in the Indian context dates back to Mauryan period of BC 350 to BC 150 as a state practice. British period gave it a regular shape of study in India from 1872. National economy and planning requirements are heavily dependent on the outcomes of the Census every decade. No wonder demography has gone beyond the headcounts; study of the population in every census in India raises issues of National and International concern. Especially, India is at the alarming stage of demographic developmental studies as per the statistical anticipation of having the worlds' largest population by 2036. Censuses in India have defined the population growth as – 1891 – 1921, as Stagnant Population, 1921 – 1951, as Steady Growth, 1951 – 1981, as Rapid Growth, 1981 – 2011 High Growth with signs of Slowing down, 2011 – onward, as Controlled Growth which has been used as parameters of measuring many social sciences studies. Current census of 2011 clearly defines the Indian Population as the emerging Super Power in Manpower of the world by 2020 because of the largest segment of the young population, which is of course a transit advantage for the country. Like other censuses this current census 2011 has highlighted the issues like (CSR) declining Child Sex Ratio, higher level of (TFR) Total Fertility Rate, Increased Literacy Rate etc. as controllable measures for the nation. The most significant is the issue of accommodating people in the country by 2101 onward in the country. Will India plan to shift people possibly to the satellite 'Moon' by 2111 AD or will negotiate and buy the land mass from the countries who have surplus to dispose as a good will gesture to the human civilization or will encourage the population to migrate as global citizens to take up different nationalities in different countries. Global citizenship may be a convenient option for the Indian population which is currently seen as the international migration from this country in search of better earning avenues, that trend may be augmented to shift to different countries to avail living space and land. Unless we are prepared for the consequences the disaster of the population growth will be having different roots in the next century. Indian demography needs many facets to study for strategic options in the future otherwise disaster will be faced by the Nation.

EMERGING SME CLUSTERS IN INDIA – A STUDY

DR. REKHAKALA A. M.
AREA CHAIR – FINANCE
SCHOOL OF BUSINESS
ALLIANCE UNIVERSITY

CHIKKAHAGADE CROSS, CHANDAPUR-ANEKAL MAIN ROAD, BANGALORE – 562 106

RUCHI MEHROTRA
SR. LECTURER – FINANCE
SCHOOL OF BUSINESS
ALLIANCE UNIVERSITY

CHIKKAHAGADE CROSS, CHANDAPUR-ANEKAL MAIN ROAD, BANGALORE – 562 106

ABSTRACT

The paper examines the role of SME clusters in the development of the SMEs of India. It starts with historically; clustering is a known phenomenon in Indian context and has played a significant role in the nation's industrial growth and diversification and now the evolving phase of the same. Study includes the origin of cluster and how this approach concept was introduced in Indian context with the recent emerging trends of New SME clusters. The scope of study is confined to India's emerging new trends in SME cluster but its substantial contribution to the IIP-industrial output & production & overall GDP. The genesis of cluster development was brought into limelight by Gol who had constituted an Expert Committee on Small Enterprises in 1996 and UNIDO along with Ministry of Small Scale Industries who successfully implemented this concept. So the government – tariff rebates, subsidies boosting this sector & commercial banks how they also help in funding aspects. For the analysis part of the report two distinct clusters were studied. The sector chosen was the auto components sector. This industry is dominated by SMEs. Under this, Pune cluster was analysed. Key findings would include like private players constitute the majority in the ownership with 41% of the companies. Majority of the exports are to the American market. The challenges faced by them include infrastructure, power supply, labour unavailability, increasing tariffs and further on. Other sector under study is IT/ITes of Bangalore which has brought India on global platform by Bangalore being deemed as Silicon Valley. The key findings include how tax holidays, global IT companies venturing in this city, better infrastructure & climatic conditions being contributing more & more this sector to grow here. This is a descriptive & analytical study based on secondary data.

NEED FOR CREDIT SCORING IN MICRO-FINANCE: LITERATURE REVIEW

ARUN KUMAR VAISH
VISITING FACULTY (FINANCE)
BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
PILANI

DR. ARYA KUMAR
CHIEF - ENTREPRENEURSHIP DEVELOPMENT & IPR UNIT
BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
PILANI

DR. ANIL BHAT
PROFESSOR
BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
PILANI

ABSTRACT

Poverty alleviation has been one of the most important objectives of development planning in India. Various approaches to alleviate poverty have been undertaken by the Government of India since independence especially from Fourth Five Year plan (1969-74) onward. The approach has been mainly dominated by many subsidy linked credit for income generating activities to poor. Lending to poor involves various risks and in particular risk of default. Credit risk is one of the most important risks to be addressed by any lender. An effective method of credit scoring and information sharing can greatly increase the speed of loan processing and reduce the cost & delinquency of microloans. The paper draws insight on various factors affecting recovery of microloans and highlights benefits & issues of implementing credit scoring system & credit information bureau.

FULFILMENT OF MERGER MOTIVES - EVIDENCES FROM MERGERS AND ACQUISITIONS IN THE INDIAN BANKING SCENARIO

DR. V. K. SHOBHANA
ASSOCIATE PROFESSOR & HEAD
PG & RESEARCH DEPARTMENT OF COMMERCE
VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
THINDAL, ERODE - 12

DR. N. DEEPA
ASST. PROFESSOR
PG AND RESEARCH DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE
ERODE - 638 316

ABSTRACT

The Government of India has adopted the route of mergers among others with a view to restructure the banking system. Mergers and Acquisitions are considered to be the fast track for increasing the size, expanding branch network and enlarging business operations. This study makes a probe into the fulfillment of motives as vowed in the merger deals of the nine select merged banks. The study uses Summary Statistics, Wilcoxon Matched Paired Signed Rank Test and 't' test for analysis and interpretation of data pertaining to the five pre and post merger periods each. The result indicates that there has been only partial fulfillment of the motives as envisaged in the merger deals.

SERVICE QUALITY SATISFACTION IN INDIAN ORGANIZED RETAIL INDUSTRY - A CASE STUDY OF DELHI & NCR

SHISHMA KUSHWAHA
RESEARCH SCHOLAR (M. D. U. ROHTAK)
RESEARCH CENTRE, GOVERNMENT P. G. COLLEGE
FARIDABAD - 121 002

DR. M. K. GUPTA
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
GOVERNMENT P. G. COLLEGE
FARIDABAD - 121 002

ABSTRACT

Retail service is a comprehensive term that includes all those activities which contribute to the satisfaction of a customer so as to establish a long term relationship with the customer. The quality of the retail services by the retailer influence the customer's judgment about the retailer so retailer should pay special attention to the retail services provided to the customer. The retailer provide the various services to the customers like wise accessibility of location, convenience of timing, choice of products, information about the products, convenience of size, credit facilities, home delivery, parking facility, complaint redressal, goods return facility, special facility to senior citizen etc. The Indian retail industry is flourishing like anything and it is at the 4th position in the Global retail development index. So, to sustain the growth of Indian retail industry, the customer should be satisfied with the services provided to them by the retailer. So, the researcher has aimed to analyze the preference of the customers about the various services dimensions provided by the Indian organized retailers and determining the customers' satisfaction from those services. Researcher also tried to find out the various services dimension on which organized retailers need to work to provide the best services up to the expectation of the customers.

BASEL I NORMS: BOON OR BANE TO INDIAN PUBLIC SECTOR BANKS - A PRELUDE TO BASEL II NORMS

DR. G. SHANMUGASUNDARAM
ASSOCIATE PROFESSOR
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUCHERRY

ABSTRACT

The Basel capital accord (Basel I) had its major objectives of strengthening of the international banking system. The Indian public sector banking is not an exception. This study attempts to assess the outcome of implementation of the Basel I norms in case of the public sector banks in India. The outcome has been studied in terms of three parameters, namely, operating, efficiency and profitability, each with four variables adding to a total of twelve variables. Wilcoxon test has been used to assess the difference in parameters over the two periods all the four variables considered under the head 'operational performance' show significant improvement between the periods. Second, among the four variables studied under the head 'efficiency' the NPA/advances have reduced in period 2. Deposits/employee, advances/employee and net income/employee have increased in the second half. Third, scrutiny of the profitability condition shows moderate improvement due to better operation and efficiency. Out of the 12 variables 11 variables (excluding interest earned/total assets) exhibit highly significant improvement in the second half. Multiple correlation matrixes used to see the association between the variables and multiple regressions to find the linearity between the variables.

CORPORATE SOCIAL PERFORMANCE THROUGH VALUE ADDED REPORTING - A CASE STUDY OF HINDUSTAN PETROLEUM CORPORATION LTD.

DR. CHITTA RANJAN SARKAR
READER & HEAD
DEPARTMENT OF COMMERCE
THE UNIVERSITY OF BURDWAN
RAJBATI, BURDWAN - 713 104

DR. KARTIK CHANDRA NANDI
ASST. PROFESSOR
BANWARILAL BHALOTIA COLLEGE
USHAGRAM, ASANSOL, BURDWAN - 713 303

ABSTRACT

The primary objective of financial management of any business enterprise is the maximization of shareholders' wealth. But there has been a considerable interest among other stakeholders like employees, government, supplier and the general public who are looking at the performance of an enterprise from a broader socio-economic perspective. This increasing interest among the other stakeholders made the management to redesign the corporate objectives as well as the reporting practices. One of the important contributions of a business enterprise to the society and to improve the standard of living of the society is the value addition through its business operations. Therefore, for measuring and reporting the socio-economic objectives of the business, the value added reporting has emerged as a new reporting measure of corporate performance. Value added is an important measure of corporate performance rather than conventional measure based on traditional financial accounting. It can be particularly useful for highlighting employees' oriented approach which will allow more fruitful and objective assessment of business enterprises in terms of productivity and profitability. This paper makes an attempt to make an empirical study of Hindustan Petroleum Corporation Ltd. (HPCL) for measuring the performance from 1999-2000 to 2009-10 through generation of value added, application of value added, various ratios relating to value added reporting and with the help of some statistical techniques. The analysis of this study clearly signifies that the management of the company has not only improved its profitability but has also fulfilled its responsibility towards the society at large.

TRENDS IN FDI INFLOWS IN INDIA

LAILA MEMDANI
ASST. PROFESSOR
BADRUKA INSTITUTE OF MANAGEMENT STUDIES
KACHIGUDA, HYDERABAD

ABSTRACT

The article discusses the trends in Foreign Direct Investment (FDI) since the initiation of reform process in India i.e. since 1990-91. It starts with the policy of the government towards foreign capital, discusses the advantages and disadvantages of FDI and then finally it analyzes the trends in FDI by using graphical method as well as least squares method.

CONCEPTUAL FRAMEWORK ON DESIGNING RURAL COMMUNICATION STRATEGY AND MARKETING OF PRODUCT: A MODEL BASED APPROACH TO STUDY RURAL MARKET

PANKAJ ARORA

LECTURER

DISHA INSTITUTE OF MANAGEMENT & TECHNOLOGY

RAIPUR

ANURAG AGRAWAL

LECTURER

KRUTI INSTITUTE OF TECHNOLOGY & ENGINEERING

RAIPUR

ABSTRACT

The paper reviews the state of rural marketing in India and examines the difficulties which company face in establishing distribution network and running communication programme in rural India. It also exhibits the dilemma which company faces in crafting rural communication program. In Present paper researchers had examines the paradigm shift which had been in rural market, designed strategies for effective rural communication for rural managers and concludes with some further questions on how the future need of rural people can be addressed. The tempt of rural India has been the theme of vibrant discussion among corporate, researcher and academician. And there is a superior reason too. With urban markets getting saturated for several categories of consumer goods and with rising rural incomes, marketers are running and discovering the strengths of the large rural markets as they try to enlarge their markets. In the vein of any market that has seen a demand and awareness boom, rural India has been seen significant changes in purchasing power and brand recognition. Shift in consumption patterns and easiness to medium of communication have made the rural market a vital mechanism in the churning sales, especially with demand for many categories increasing in the urban markets. The proposed framework can help contribute to the theoretical development of strategic issues of participant who are operating in market under different modalities and norms in present system. It may also provide insights communication gap and challenges in present rural market structures.

EXPORT OF COIR AND COIR PRODUCTS FROM INDIA: AN ANALYSIS

NAGARAJA.G
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
SRI VENKATESWARA UNIVERSITY P.G. CENTRE
KAVALI, NELLORE - 524 201

ABSTRACT

India, one of the top producers and exporters of coir in international market. The Indian Coir Products are in great demand in the international market because of their special attributes like fitness, price, craftsmanship, quality, attractiveness and Eco-friendly, biodegradable renewable natural resources, non-pollutant, usage of the product is up to the expected level when compared to plastic and other environment pollutant item. The trend in the overall volume of sale of coir and coir products significantly changed from the sixties when more than 50 percent of the production used to be exported. Export trade is dominated by private merchants and manufacturers who control about 90 percent of export trade. A few Government companies and some large co-operatives account for the remaining 10 percent. The exports of coir and coir products are mostly to Western Europe and USA with Japan and West Asia. The Central Government and State Governments, Coir Board and NGOs should take necessary steps to increase the coir and coir products exports from India by improving the quality of coir products with International standards, and also conduct export campaign. The present paper attempts to analyze the value-wise and volume – wise of Coir and Coir products exported from India. Primary objective of the paper is to highlight the trend in exports of Coir and Coir products from India both in terms of volume and earnings.

DEVELOPMENT OF CREDIT RISK MODEL FOR BANK LOAN RATINGS**DR. KAMALESHKUMAR. K. PATEL****ASST. PROFESSOR****S. K. SCHOOL OF BUSINESS MANAGEMENT****HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY****PATAN - 384 265****ABSTRACT**

Credit rating is an opinion about future ability and obligation of the issuer to make timely Payments of principal and interest on a specific fixed income security. Traditionally the scope of rating was limited up to fixed income securities. Today, the credit rating agencies started rating of almost all types of instruments. The bank loan market is much larger than the bond market. Banks lend to various entities, many of whom have not felt the need for or do not have the ability to pay, therefore BLR is essential. Now, however, with the advent of Basel II regulations, which encourage banks to better calibrate the credit risk on their books, BLR's are more important. The bank loan rating can be at the request of the borrower or the lender. The ratings strengthen the banks' confidence in their borrowers. The present study aims to develop model for reliable bank loan ratings after investigate the relationship between financial ratios and rating scales. The model is developed for long-term bank loan ratings with the help of multiple regression. The model is developed with the help of financial data and rating information of 32- sample companies. The developed model will serve the banking sector to evaluate the credit-worthiness of the borrowers.

ROLE OF MONETARY AND FISCAL POLICY IN INDIA'S DEVELOPMENT PROCESS

NEELAKANTA.N.T
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
UNIVERSITY COLLEGE OF ARTS
TUMKUR UNIVERISTY
TUMKUR – 572 103

ABSTRACT

The study examine the immediate aftermath of the fiscal reforms was essentially brought about through cut in investment expenditure, as rise in committed revenue expenditure could not be curtailed. Within a short span, it became increasingly obvious that the Indian approach to fiscal correction was not sustainable. While reduction in investment spending affected future growth prospects with consequent slowdown in revenue receipts, the interest payments and public debt continued to grow, resulting in reversal of fiscal consolidation process in the latter half of the 1990s.

A STUDY ON JOINT VENTURES BY THE INDIAN COMMERCIAL BANKS

DR. SAVITHA G.LAKKOL
ASST. PROFESSOR
JSS CENTRE FOR MANAGEMENT STUDIES
JSS TECHNICAL INSTITUTION CAMPUS
MYSORE – 570 001

ABSTRACT

The extensive body of literature is available examining the growth and development of Indian banking, while little attention has been paid to financial services sector and in particular the cooperative attempts in the financial services sector. The present study focus on the joint venture attempts by the Indian commercial banks. Primarily the study focuses on the comparison of growth of non-interest income of the banks involved in insurance and mutual fund joint ventures. In insurance and mutual fund JVs the study attempts to identify is there any advantage of having a bank promoters. To analyses the same business generation by joint venture companies in the area of insurance and mutual fund categorizing promoters into bank promoters and others was considered. The results indicate that the bank promoted Joint ventures in the insurance sector generated higher business through bank channels than others and held more assets under management in mutual fund sector. They have also registered higher growth rate in asset under management.

BLUE OCEANS OF URBAN AFFORDABLE APARTMENTS

ROSHNY UNNIKRISHNAN
ASST. PROFESSOR
OXFORD COLLEGE OF BUSINESS MANAGEMENT
BANGALORE - 560 102

ABSTRACT

Smartly small seems to be the new big thing in today's volatile times. This where the concept of affordability stands out in a world economy which is still rising out of the depths of recession. But the fact remains that the job creation resulting from positive growth will grow at a rate lesser than the rate of fall in the economy that was experienced. This process would take years to recover fully and mark positive growth in all sectors. The quest for the common man at the "bottom of the pyramid" to have a roof over his head will continue in spite of stagnating incomes and absence of focus of products targeted specifically to the segment. It is to address this emerging need that this paper attempts to establish "affordable apartments" as a blue ocean strategy, by trying to establish how it will cater to a new, unexplored customer base the "urban poor" and venture into uncharted territories as being done by prominent builders as a measure to get over the current slump in apartments market and in terms of creating new demand by targeting the untargeted segment hence forth.

FOREIGN DIRECT INVESTMENT IN INDIA AND ITS ECONOMIC SIGNIFICANCE

S. HARISH BABU
RESEARCH SCHOLAR
CANARA BANK SCHOOL OF MANAGEMENT STUDIES
BANGALORE UNIVERSITY
BANGALORE

DR. CYNTHIA MENEZES
READER
CANARA BANK SCHOOL OF MANAGEMENT STUDIES
BANGALORE UNIVERSITY
BANGALORE

ABSTRACT

This paper investigates the impact of foreign direct investment and policies on generation of equity capital in various sectors of the economy by considering factors affecting FDI, and includes comparative analysis with the help of statistics relating to sectors attracting highest FDI equity inflows for the financial years 2008-09 to 2010-11. Share of top investing countries FDI equity inflows for the financial years 2008-09 to 2010-11, and state wise FDI equity inflows for the financial years 2008-09 to 2010-11. Here we have made an attempt to find out the economic significance of FDI. One of the most liberal policies for foreign investment and technology transfer is followed by India. Foreign investment gives the Indian industry a chance for technological up gradation, access to global managerial skills and practices, optimum utilization of human capital and natural resources, and to compete efficiently in the international market. FDI is vital for India's integration with the universal production chains that are engaged by various multinationals across the world.

A MARKOV CHAIN APPROACH TO INFLATION IN INDIA SINCE 2001

DR. N. KUBENDRAN
LECTURER IN ECONOMICS
BITS-PILANI (GOA CAMPUS)
ZUARI NAGAR, GOA – 403 726

ABSTRACT

One of the most important objectives of Monetary and Fiscal Policy is to promote economic growth with price stability in the country. When price increases due to shortfall in productivity, the increase in price will powerfully decrease purchasing power and demand for commodity. This paper makes an attempt to use appropriate statistical method to predict the changes in inflation by using a well known approach called Markov Chain Model which employs a probabilistic view to analyze the price changes in India since 2001.

LAW FOR SURROGACY: NEED OF THE 21ST CENTURY

DR. KIRAN RAI
ASST. PROFESSOR
INSTITUTE OF LAW
NIRMA UNIVERSITY
AHMEDABAD

ABSTRACT

This paper focuses on the various issues related to Surrogacy like historical, ethical, economical, legal etc. In India there is no specific law pertaining to it. This paper is an attempt to bring out human angle to a business model. As this business model rotates around the life, ethics and sentiment of many people, besides finance, so it requires special attention from various sectors like government, NGOs, medical practitioners.

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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator