

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3330 Cities in 172 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CORPORATE SOCIAL RESPONSIBILITY AND GOVERNMENT REGULATION: EVIDENCES FROM BANKING INDUSTRY <i>DR. T.N.MATHUR, ABHINEET SAXENA, DR. MAMTA JAIN & SURESH KUMAR YADAV</i>	1
2.	THE IMPACT OF CURRENCY DEPRECIATION ON LOGISTIC SECTOR IN INDIA <i>DEEPA DIVAKARAN & DR. G S GIREESH KUMAR</i>	2
3.	IFRS CONVERGENCE AND ITS APPLICABILITY ON INDIAN CORPORATE SECTOR <i>DR. M. MUNIRAJU & GANESH.S.R</i>	3
4.	THE NEW LARR BILL, 2011 AND ITS CHALLENGES <i>PRASANT KUMAR BEHERA</i>	4
5.	HUMAN RESOURCE ACCOUNTING: RECOGNITION AND DISCLOSURE OF ACCOUNTING METHODS & TECHNIQUES <i>GIRISHA H.J & VISHWANATH C.R</i>	5
6.	CORPORATE SOCIAL RESPONSIBILITY - A STEP TOWARDS VALUE CREATION: EVIDENCE FROM INDIAN COMPANIES <i>DIVYA MEHTA & MONICA AGGARWAL</i>	6
7.	ECONOMIC GROWTH AND CONVERGENCE ACROSS THE OIC COUNTRIES <i>DR. UMUT UNAL</i>	7
8.	THE IMPACT OF TRADE LIBERALIZATION ON BALANCE OF PAYMENTS OF ETHIOPIA <i>SYED HASAN QAYED</i>	8
9.	CAN ECONOMICS AFFORD NO AFFILIATION WITH ETHICS? <i>GURLEEN KAUR</i>	9
10.	EFFECTIVENESS OF MGNREGA IN ASSAM: A CASE STUDY <i>GOBIN CHANDRA BORUAH</i>	10
11.	PERCEPTIONS OF GUARDIANS ABOUT THE ADMISSIONS OF CHILD INTO ENGLISH MEDIUM SCHOOLS WITH SPECIAL REFERENCE TO SILIGURI REGION OF WEST BENGAL <i>DR. DEBASISH BISWAS & DIPANJAN MOITRA</i>	11
12.	AN EMPIRICAL STUDY ON TEA EXPORT COMPETITIVENESS IN SRI LANKA: BASED ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL (PLS-SEM) <i>DR. P. J. KUMARASINGHE & K. M. V. SACHITRA</i>	12
13.	CROSS CULTURAL MANAGEMENT IN INDIAN SOFTWARE COMPANIES: AN EMPIRICAL INVESTIGATION ON JAPANESE & INDIAN MANAGERS <i>H. RAHAMATHSULTHANA</i>	13
14.	BUSINESS PROCESS OUTSOURCING: PROBLEMS & PROSPECTS <i>GANIPAKA.MAHESHWAR</i>	14
15.	KOLKATA TO KUNMING: IMPORTANCE OF NORTH EASTERN INDIA <i>SANABAM GUNAJIT MANGANG</i>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	16

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNMENT REGULATION: EVIDENCES FROM BANKING INDUSTRY

DR. T.N.MATHUR

PROFESSOR

**DEPARTMENT OF ECONOMIC ADMINISTRATION & FINANCIAL MANAGEMENT
UNIVERSITY OF RAJASTHAN
JAIPUR**

ABHINEET SAXENA

RESEARCH SCHOLAR

**DEPARTMENT OF ECONOMIC ADMINISTRATION & FINANCIAL MANAGEMENT
UNIVERSITY OF RAJASTHAN
JAIPUR**

DR. MAMTA JAIN

ASSOCIATE PROFESSOR

**DEPARTMENT OF ECONOMIC ADMINISTRATION & FINANCIAL MANAGEMENT
UNIVERSITY OF RAJASTHAN
JAIPUR**

SURESH KUMAR YADAV

RESEARCH SCHOLAR

**DEPARTMENT OF ECONOMIC ADMINISTRATION & FINANCIAL MANAGEMENT
UNIVERSITY OF RAJASTHAN
JAIPUR**

ABSTRACT

Corporate social responsibility (CSR) is emerging as a new field in the social science research. CSR aims to better integrate social and environmental concerns into business routines on a voluntary basis. In India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has made an attempt to understand the status and progress and initiatives made by Banking Institutions of India in context to CSR policy framing and implementation. In this Research paper, we have made an effort to provide an analysis of the current trends in CSR in India, particularly how Banks are managing CSR, their focus areas and how they are disclosing their CSR activities to the public. Our findings are based on research conducted using secondary literature review on information available in the annual reports and the Bank's websites. For this study 20 banks has been selected for the study out of top 100 companies on the basis of net sales for the financial year 2012-13. Results of the study depicts that although India has entered or taken a transformational change by involving into new CSR initiatives, but still a lot has to be done in this area. Indian banks are doing well in the Area of CSR but most of the banks are engaged in the non financial activities. Only one bank ICICI out of selected bank is investing amount more than 1% of PAT on CSR activities. All other banks are lacking with a huge GAP. In terms of transparency Most of the public sector banks are lacking behind. It is also noted that there are very few banks who have disclosed; amount contributed towards CSR in their annual reports. Hence Banking Institutions will have needed to revisit their CSR policies, strategies and activities in order to align with new companies Bill and CSR regulations as per the Clause 135.

THE IMPACT OF CURRENCY DEPRECIATION ON LOGISTIC SECTOR IN INDIA

**DEEPA DIVAKARAN
RESEARCH SCHOLAR
M G UNIVERSITY
KOTTAYAM**

**DR. G S GIREESH KUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
NIRMALA COLLEGE
MUVATTUPUZHA**

ABSTRACT

The most concerning chapter for India during last two years is the Weakening of rupee against dollar. It is not only that rupee has lost its value in the Global context but also dollar has improved its performance in the global trading markets. Though weakening of rupee is beneficial to some sectors it is a real threat for the country's overall fiscal health and increases the Current Account Deficit heavily. Depreciation leads to imports more costly, and prices of various imported commodities like gold, oil etc rising thereby increasing overall inflation higher. The Logistic sector in India plays an important role in the economic growth of the country. Rupee depreciation has a great impact on Indian logistic sector. The paper makes an attempt on factors contributing currency depreciation and its impact on Indian logistic sector.

IFRS CONVERGENCE AND ITS APPLICABILITY ON INDIAN CORPORATE SECTOR

DR. M. MUNIRAJU
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
BANGALORE UNIVERSITY
BANGALORE

GANESH.S.R
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
BANGALORE UNIVERSITY
BANGALORE

ABSTRACT

Financial reporting system, providing indispensable financial information about the company to its shareholders and other stakeholders, needs to be reliable, free from bias and should enable comparison on the basis of common benchmarks. In India, accounting standards are issued by the Institute of Chartered Accountants of India (ICAI). So far, ICAI has issued 32 accounting standards. Every country has its own accounting standards. This worked well, till trade was confined to domestic country. Liberalization made economies open to globe. This created the need to have uniform accounting standards for comparison of financial statements. International Accounting Standards Committee (IASC) initially issued International Standards which worked well for twenty-seven years. IASC was replaced by International Accounting Standards Board (IASB). IASB issued International Financial Reporting Standards (IFRS) from time to time. So far, IASB issued 14 IFRS Standards. This study is analytical in nature. Study is based on secondary data. Secondary data on selected variables sourced from the published annual reports of Wipro Ltd. for the year 2011-12. Other sources are annual general reports, journals, interview with auditors, newspapers, e-IFRS and concerned websites. Article examines the impact and consequences on financial statements due to changes in the adoption of uniform standard maintained by Wipro Company limited. The result concluded with a strong desire in the IFRS implementation with a fair valuation of financial statements and its comfortableness in using unique standard.

THE NEW LARR BILL, 2011 AND ITS CHALLENGES

PRASANT KUMAR BEHERA
ASST. PROFESSOR IN ECONOMICS
CENTRAL UNIVERSITY OF ORISSA
KORAPUT

ABSTRACT

The draft Land Acquisition and Rehabilitation and Resettlement Bill, which was introduced in the Lok Sabha on September 7, 2011 is one of the most important legislations waiting for Parliamentary approval. In its present form, the bill is a major improvement over the extremely old Land Acquisition Act, 1894 that has created lots of difficulties over land acquisitions across the country. This new bill makes a genuine effort for a better land acquisition regime in the country by doing three things: combining both compensations, resettlement and rehabilitation (R&R) into a single bill; raising the prospects of better compensation and R&R for millions of land owners and other project stakeholders; and reposing some faith in participatory grassroots institutions such as Gram Sabha in the acquisition process. However, a number of loopholes in the bill need to be addressed. Otherwise, it will not respond adequately to the sensitive nature of India's land situation and instead, make the conflict more intractable by covering unchanged practices under a new law. This paper provides a brief comparison of the new bill with the present Land Acquisition Act, 1894, introducing the key features of the bill. It evaluates the monetary and non-monetary entitlements under the bill in this context. The study is presented in two parts. In the first part all the key features of the bill has been presented while in the second part a comparative study with Land Acquisition Act, 1894, has been made to find out the positive & negative aspects, benefits & effects and criticisms of the new bill.

HUMAN RESOURCE ACCOUNTING: RECOGNITION AND DISCLOSURE OF ACCOUNTING METHODS & TECHNIQUES

GIRISHA H.J
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT
N.D.R.K FIRST GRADE COLLEGE
HASSAN

VISHWANATH C.R
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT
SUJALA FIRST GRADE COLLEGE
HASSAN

ABSTRACT

Human Resource Accounting (HRA) is a new approach in evaluating human resources that represents the current status of human resources valuation concept and recognition. Human resources accounting strives to quantify the intangible qualities that individuals bring to a business. It is an attempt to identify, quantify and report investment made in Human resources of an organization. While recognized human as a business asset or a capital has proven problematic for accountants and economists to evaluate. A clearer understanding of this area of accounting is essential for businesses become increasingly dependent on the knowledge and capabilities of employees in their foot step. This paper attempts to place a broad view on the problems of HRA implementation, a conceptual framework and their pros and cons. Such is the implementation of HRA for problems as disparate as economic efficiency, organizational effectiveness, and social effectiveness measurements.

CORPORATE SOCIAL RESPONSIBILITY - A STEP TOWARDS VALUE CREATION: EVIDENCE FROM INDIAN COMPANIES

**DIVYA MEHTA
ASST. PROFESSOR
DYAL SINGH COLLEGE
UNIVERSITY OF DELHI
DELHI**

**MONICA AGGARWAL
ASST. PROFESSOR
RAM LAL ANAND (EVENING) COLLEGE
UNIVERSITY OF DELHI
DELHI**

ABSTRACT

Corporate Social Responsibility refers to the set of actions by the company towards various stakeholders such as employees, customers, suppliers and society at large. The very nature of Corporate Social Responsibility being voluntary raises an alarm as to does it has any role in value creation of the firm which provides motivation for the current paper. The objective of the current paper is to explain theoretically the benefits that the companies derive from adopting Corporate Social Responsibility and what challenges a company has to face in implementing Corporate Social Responsibility.

ECONOMIC GROWTH AND CONVERGENCE ACROSS THE OIC COUNTRIES

**DR. UMUT UNAL
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
TURGUTOZAL UNIVERSITY
ANKARA
TURKEY**

ABSTRACT

The main purpose of this study is to analyze whether the Organization of Islamic Cooperation (OIC) countries show a regional economic convergence during the last three decade. Following the other leading studies in the literature, income convergence in the OIC countries is estimated by using the following two methods: (i) absolute income convergence; (ii) conditional income convergence. As an extension, the determinants of growth across the countries are also examined. For a given starting level of real per capita GDP, the growth rate is enhanced by higher schooling and investment rate, better maintenance of the rule of law, lower fertility and improvements in the terms of trade. For given values of these and other variables, growth is adversely related to the initial level of real per capita GDP.

THE IMPACT OF TRADE LIBERALIZATION ON BALANCE OF PAYMENTS OF ETHIOPIA

SYED HASAN QAYED
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
ADDIS ABABA UNIVERSITY
ETHIOPIA

ABSTRACT

This study examines the impact of trade liberalization on the Ethiopia's balance of Payment using the data over the period from 1981 to 2012. In order to capture the partial effects of trade liberalization on the balance of payments different variables were included into the model and long run and short run relationships were analyzed with the use of ordinary least square (OLS) method and Error Correction Method (ECM) respectively. The results of the study show that the trade liberalization dummy variable and terms of trade variable is statistically significant and negative, implying that the trade liberalization deteriorates the balance of payments. Therefore in order to mitigate this negative impact and to ensure that trade liberalization will increase both the growth of exports and imports and consequently improve welfare, the government should complement the trade liberalization with a well designed macroeconomic reforms along with specific conditionalities.

CAN ECONOMICS AFFORD NO AFFILIATION WITH ETHICS?

GURLEEN KAUR
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
SRI GURU GOBIND SINGH COLLEGE OF COMMERCE
UNIVERSITY OF DELHI
DELHI

ABSTRACT

Can economics be called an independent science, which has hardly anything to absorb from other disciplines, including ethics? What is the stand of economists today on this point? Can economics be value free? What are the ethical considerations pertinent to policy making in contemporary times? Would economics benefit from an innate engagement with ethics? What could be the rationale behind such an association? This paper raises and attempts to answer these questions. Taking cues from the available literature this paper is a study of the unavoidable association of economics with ethics, underlining the relevant ethical issues pertinent to economic decision making and hence, bringing out the rationale for such a dependence of economics as an evolved science on moral philosophy. This paper concludes that there are ethical issues in relation to both how and why economists undertake their work.

EFFECTIVENESS OF MGNREGA IN ASSAM: A CASE STUDY

GOBIN CHANDRA BORUAH
ASST. PROFESSOR
KHERAJKHAT COLLEGE
DEOTALA

ABSTRACT

The creation of adequate employment has been an important policy of the Government of India in the nation-building process since independence. Various employment generation programmes have been launched by the Government of India from time to time. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is one among the major programmes implemented by Govt. of India in their plan period who provide the 100 days job guarantee for the unemployed. This paper, drawing upon a primary research conducted in 2010-11 in one district of Assam, namely in Lakhimpur, assess the success and failure of MGNREGA programme in the rural area of the state.

PERCEPTIONS OF GUARDIANS ABOUT THE ADMISSIONS OF CHILD INTO ENGLISH MEDIUM SCHOOLS WITH SPECIAL REFERENCE TO SILIGURI REGION OF WEST BENGAL

DR. DEBASISH BISWAS
ASST. PROFESSOR
DEPARTMENT OF MBA
VIDYASAGAR UNIVERSITY
MEDINIPUR

DIPANJAN MOITRA
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT
UNIVERSITY OF NORTH BENGAL
BAIRATISAL

ABSTRACT

Of late, guardians are taking deliberate decisions in respect of admissions of their children into English Medium Schools or non-English medium schools. There are multifarious factors which take predominant roles to take rational decisions in respect of admissions of their children. In this present study we are very much interested to find out the probable factors which are responsible to take the concrete decision in this regard. Only the financial factor is not generally being considered as per admission is concerned. Therefore, in this present study, we have given concentration on the following parameters mainly financial aspect of guardians, their educational status, nature of employment and religion.

AN EMPIRICAL STUDY ON TEA EXPORT COMPETITIVENESS IN SRI LANKA: BASED ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL (PLS- SEM)

DR. P. J. KUMARASINGHE

SR. LECTURER

**DEPARTMENT OF BUSINESS ECONOMIC
FACULTY OF MANAGEMENT STUDIES & COMMERCE
UNIVERSITY OF SRI JAYEWARDENEPURA
NUGEGODA**

K. M. V. SACHITRA

LECTURER

**DEPARTMENT OF COMMERCE
FACULTY OF MANAGEMENT STUDIES & COMMERCE
UNIVERSITY OF SRI JAYEWARDENEPURA
NUGEGODA**

ABSTRACT

Export development plays an important role in promoting economic growth and development. Understanding of export competitiveness has primarily been pursued in terms of economic variables and market conditions. The study involved an investigation into the determinants of export competitiveness of tea industry in Sri Lanka and to develop a framework to enhance the competitiveness of tea industry. Quantitative research approach was used and Porter's diamond model with some adaptations was taken as proposed model of this study. E-mail survey compromised with the structured questionnaire was used to collect primary data from the sample. Key managers of tea exporting firms were considered as the respondents. Partial least squares structural equation model (PLS-SEM) was utilized to analyze the contribution of each factor on tea export competitiveness. The data obtained from the firm level survey were analyzed using Smart PLS version 2.0 statistical packages. Supported by the empirical evidences this study found out that factor conditions have the most significant influence of export competitiveness of tea industry and the second important is government support. Followed by government support, demand condition and brand loyalty have also made positive impact on export competitiveness of tea industry in Sri Lanka. While identifying important elements, results indicated that raw material, technology, physical infrastructure, information infrastructure, related industries, and firm characteristics have significant impact. Giving priority to those elements strategies should be developed to enhance competitiveness of Sri Lankan tea export. By creating favourable conditions, Sri Lanka can remain competitive position in the global tea industry for many years to come.

CROSS CULTURAL MANAGEMENT IN INDIAN SOFTWARE COMPANIES: AN EMPIRICAL INVESTIGATION ON JAPANESE & INDIAN MANAGERS

H. RAHAMATHSULTHANA
RESEARCH SCHOLAR
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Globalization & Liberalization together have helped many developing countries to become a part of globalized world. The incremental globalization of the world economy has brought the researchers to scrutinize the cross-cultural aspects of the companies. Research has specially focused on the changes of the global economy on the multinationals from developed economies going into developed or emerging economies. Thus many questions about the management culture practiced in foreign subsidiaries of emerging countries' multinationals remain confused rather unanswered. However, the speed of globalization, it is important for the foreign Managers to understand the business and management culture in India and on the same platform how Indian employees working in these MNC's adapt to the foreign management styles to deliver the best of organizational performance. The research explored Japanese and Indian Managers' differences in perception of the diversity management practices in Indian software companies to understand the context in which they manage their human resources.

BUSINESS PROCESS OUTSOURCING: PROBLEMS & PROSPECTS

GANIPAKA.MAHESHWAR
RESEARCH SCHOLAR
S R ENGINEERING COLLEGE
WARANGAL

ABSTRACT

Times are changing, and rapidly so. Outsourcing may have started off on the basis of a labour arbitrage benefit in non-core jobs, but it is now rapidly redefining business models. Changing macro-economic factors supplemented by technological advances have led to the evolution of the outsourcing industry. Solid history in software development, High English proficiency, Government support activities, Cost effectiveness, Process quality focus, Skilled workforce, Good entrepreneurial skills, Reasonable technical innovations, had built India as a dominant player on the global front in BPO industry and ranks ahead of competitors such as China, Philippines, Ireland, Australia, Canada etc. On the other hand Improper Infrastructure, lack of business process experience, Poor globalization skills, Internal competition for resources, Regional geopolitical uncertainty, Rising labor costs, Competition from other countries, Government blocking reforms and different means of Corruption are the future challenges for Indian BPO sector. This article tries to elucidate the prospects and problem for Indian Outsourcing Business.

KOLKATA TO KUNMING: IMPORTANCE OF NORTH EASTERN INDIA

SANABAM GUNAJIT MANGANG
RESEARCH SCHOLAR
INSTITUTE OF FOREIGN POLICY STUDIES
UNIVERSITY OF CALCUTTA
KOLKATA

ABSTRACT

Sino-India's relation had taken a paradigm shift when both come forward to engage in form of trade and commerce with the India's initiation of 'Look East Policy' and China's shifting of development in priority basis towards the southern and western. In this course the Kolkata to Kunming or K2K initiation take shape as a medium of sub-regional integration. This initiative was conditioned by the regional (eastern India and southern China) importance in their respective policy making and framing. K2K had cross a decade with not much of significant endeavors in the course of Sino-India's relations. Something has been missing out and the resultant is the slow pace in integrating the respective regions and missing part is the North Eastern India in form of bridge. The racial and cultural affinity to China and physical belongingness to India, the North Eastern India do have a role to be played which is not seen by many. The BCIM car rally projected the possibility of connecting the Bangladesh, China, India and Myanmar from eastern India to southeastern China via Bangladesh and Myanmar. Thus Kolkata-Imphal-Kunming does make better sense in connection with that of K2K initiative.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

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

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

