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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	STUDY ON EXPLORING ASE EMPLOYEES JOB SATISFACTION <i>CHENG-WEN LEE & TSAI-LUN CHO</i>	1
2.	APPLICABILITY OF INFORMATION SYSTEM TECHNIQUES: A STUDY OF PUBLIC AND PRIVATE POWER SECTOR <i>VIJAY PRATAP SINGH & DR. G.S BATRA</i>	2
3.	CONSTRAINTS OF MGNREGA AS A TRANSFORMATIVE SOCIAL PROTECTION POLICY: AN EMPIRICAL STUDY IN ASSAM <i>REHANA AHMED & SUBHRANGSHU SHEKHAR SARKAR</i>	3
4.	EFFECT OF ECONOMIC ENVIRONMENT ON INTERNATIONAL TOURISM REVENUE: A CO-INTEGRATION APPROACH <i>CHENG-WEN LEE & WEN-CHUAN FU</i>	4
5.	AN EMPIRICAL ANALYSIS OF THE IMPACT OF ECOPRENEURIAL ORIENTATION, ENVIRONMENTAL CONCERN AND GOVERNMENTAL MEASURES ON ECOPRENEURIAL PRACTICES OF WOMEN ENTREPRENEURS IN MALAPPURAM DISTRICT <i>NISHA K.M & DR. MOHD ASIF KHAN</i>	5
6.	SOCIAL ENTERPRISES: INTERPRETATION AND MARKETING STRATEGIES <i>PRAMA VISHNOI & NAMITA PADHY</i>	6
7.	IMPLICATION OF WORK LIFE BALANCE AND JOB STRESS <i>ANURAG MAURYA, GAURAV TALAN & KANCHAN SEHRAWAT</i>	7
8.	TRENDS IN INFORMALITY IN INDIA <i>NIDHI PANDE</i>	8
9.	EMPLOYEE MOTIVATION: ANALYSIS OF SELECT SMALL SCALE UNITS IN MYSURU <i>DIVYACHETHANA S & AASHISH C I</i>	9
10.	A STUDY ON YOUNG ADULT CONSUMER BEHAVIOR TOWARDS ADVENTURE TRAVEL WITH SPECIAL REFERENCE TO HYDERABAD <i>DR. ANDAL AMMISSETTI</i>	10
11.	PARTICIPATION OF RURAL DEVELOPMENT SCHEMES IN INDIA <i>DR. T. VIJAYARAGAVAN</i>	11
12.	THE GROWTH OF GOLD LOAN NBFCs IN INDIA: A CASE STUDY ON MUTHOOT FINANCE <i>JESWIN D.J & GURUDATT KAMATH B</i>	12
13.	WOMEN'S STATUS IN THE ECONOMY OF INDIA <i>DR. AJAB SINGH & DEEPSHIKHA B.</i>	13
14.	TREND ANALYSIS OF IMPACTS OF CARGO PILFERAGE RISK ON POST CONCESSION CARGO THROUGHPUT PERFORMANCE OF NIGERIAN SEAPORT TERMINALS <i>T. C. NWOKEDI, G. C. EMEGHARA & C. IKEOGU</i>	14
15.	CHANGING LANDSCAPE OF FINANCE IN INDIA DURING THE PAST DECADE <i>K.MADHAVA RAO</i>	15
16.	IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOUR <i>NAMITA PADHY & PRAMA VISHNOI</i>	16
17.	TO TAX OR NOT TO TAX: THE DILEMMA OF ABOLISHING INCOME TAXES IN INDIA <i>K SREEHARI NAIR & VIDYA AVADHANI</i>	17
18.	THE ACT NO. 9 OF 1995 ABOUT SMALL SCALE ENTERPRISE: IMPLICATION TOWARDS SMALL SCALE BUSINESS SELF RELIANCE IN STRENGTHEN NATIONAL ECONOMY STRUCTURE (EMPIRICAL STUDY TO SMALL SCALE AGRIBUSINESS INDUSTRY IN SOUTH SUMATERA-INDONESIA) <i>M. SYAHIRMAN YUSI</i>	18
19.	EFFECT OF EDUCATIONAL ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA <i>JOHN WEKESA WANJALA, DR. SUSAN WERE & DR. WILLY MUTURI</i>	19
20.	IMPLEMENTATION OF NATIONAL SOCIAL ASSISTANCE PROGRAMME IN JORHAT DISTRICT OF ASSAM <i>PALLABI GOGOI</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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STUDY ON EXPLORING ASE EMPLOYEES JOB SATISFACTION**CHENG-WEN LEE****PROFESSOR****DEPARTMENT OF INTERNATIONAL BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****TSAI-LUN CHO****RESEARCH SCHOLAR (Ph. D.)****COLLEGE OF BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****ABSTRACT**

The purpose of this study is deeply exploring ASE staff's evaluation of job satisfaction, and to find the root cause. We hope this case study, help companies to treat their employees fairly. As people are company's most important assets. The motivation of the study is due to the ASE sewage case, The Government issued to stop work several times started some rumors in the newspaper, such as employees may take unpaid leave, thus this sparked the idea of this study. Raw data is taken from "http://ibeejobs.com". The data is collected to explore ASE employee's job satisfaction in the company. We found 10 different evaluation items: Company prospects, Evaluation of management, Promotion opportunities, Communication channels, Pay Benefits, Employee morale, Perfect system specification, Balance work and private life, Mutual respect for cultural equality, "Environmental facilities" and 6 open questions and answers via ibee's website. The results showed overall satisfaction rate was 4.70, and the results also showed that the highest satisfaction is for "Company prospects", "Perfect system specification" and "Environmental Facilities" at Overall satisfaction items. Lowest satisfaction was seen for "Employee Morale" at overall satisfaction items. Finally, we will analyze Job title, by dividing into three classes: the first class is "Non-management positions" and "Management positions", the second class is "Direct staff" and "Indirect staff", the third class is "Non-support staff" and "Support staff". Then, the individual class will be independently –Sampled for T Test, to see whether job satisfaction among each given class is different or not.

APPLICABILITY OF INFORMATION SYSTEM TECHNIQUES: A STUDY OF PUBLIC AND PRIVATE POWER SECTOR

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ABSTRACT

Power is a vital necessity for all spheres of our life. It has been found as a fundamental human need. It is a significant infrastructure on which the social and economic progress of the country depends. Supply of power at sensible rates to the rural areas is indispensable for the overall development of the nation. Equally important is availability of reliable and quality power supply at viable rates to Indian industry also to make it internationally competitive. Services sector has made significant contribution in the growth of our national economy. Power keeps primary importance in any economy. The study is to find out how information system is helpful to the power sector and the effectiveness of the information system and to analyze the policy perspective and the problems faced by the public and private power sector in collecting and using the vital information on time.

CONSTRAINTS OF MGNREGA AS A TRANSFORMATIVE SOCIAL PROTECTION POLICY: AN EMPIRICAL STUDY IN ASSAM

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ABSTRACT

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), a social Protection programme was notified on September 7, 2005 and first of its kind in the world (Bordoloi, 2011). It was implemented throughout the state of Assam in three phases. MGNREGA has a potential to bring out transformative social protection if the beneficiaries avail all the benefits it intends to give and if implemented effectively. But there are certain constraints in achieving this goal. The present empirical study in Assam tries to highlight the constraints faced by women beneficiaries in availing the benefits of the programme. The study was conducted by taking two districts of Assam namely Bongaigaon and Dhemaji where MGNREGA was implemented under the first phase and Morigaon from the second phase of MGNREGA implementation, on women beneficiaries of MGNREGA. The sample consisted of 1382 respondent randomly selected from four gram panchayat from each district on the basis of highest number of women beneficiaries enlisted in MGNREGA. A semi structured interview schedule was administered to the respondents to collect the required information. The findings of the study show that the operational constraints (75.16 MPS) were the major constraints faced by the beneficiaries followed by personal and (68.52 MPS) and awareness constraints (54.05 MPS) respectively.

EFFECT OF ECONOMIC ENVIRONMENT ON INTERNATIONAL TOURISM REVENUE: A CO-INTEGRATION APPROACH

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ABSTRACT

We adopt panel co-integration, VECM, and causality test to test if all variables involve co-integration in the long term and the short term under the dynamic framework. By using data from the WDI database and referring to the classification of International Monetary Fund of different economic characters, we categorize the countries into two groups, namely, advanced countries and emerging countries. Empirical results show that variables among different countries are co-integrated, which implies that all variables will be adjusted to equilibrium in the long run. Short-run VECM model was employed to estimate different countries, and the results are different, that is, all variables need to be adjusted upward to equilibrium in advanced countries and downward in emerging countries. Different variable sets involve partly consistent results. However, the groups of inbound numbers to revenues, trade to revenues, and GDP to trade group have different effects. In addition, the GDP variable would not affect tourism revenue and tourism revenue variable would not affect trade, which shows that the causality relations are consistent. Our research on different regimes and effects under countries and variables can provide ideas that may help in adjusting tourism travel goals and the direction of economic development.

AN EMPIRICAL ANALYSIS OF THE IMPACT OF ECOPRENEURIAL ORIENTATION, ENVIRONMENTAL CONCERN AND GOVERNMENTAL MEASURES ON ECOPRENEURIAL PRACTICES OF WOMEN ENTREPRENEURS IN MALAPPURAM DISTRICT

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ABSTRACT

Ecopreneurship is emerging phenomena that imperatively demands for revitalising the contemporary entrepreneurial practices towards a more eco-friendly business. Countries worldwide have growing apprehension over the phenomenal rise in the environmental degradation caused by businesses through destruction of biodiversity, pollution and depletion of natural resources. Fostering of environmentally responsible new generation ecopreneurs can eventually lead to sustainable growth and development of a nation along with the fulfillment of both economic and social goals. The present study is an attempt to empirically analyse the impact of Ecopreneurial Orientation, Environmental Concern and Governmental Measures on the Ecopreneurial Practices of women entrepreneurs in Malappuram district. The empirical data used in this research is drawn from data set collected using a structured questionnaire addressed to 120 women entrepreneurs. The questionnaire was developed by using five point Likert scale and a pilot study of 60 entrepreneurs was carried out for testing the reliability of the scale. Reliability test has been conducted to check the internal consistency of measurement items by using Cronbach's alpha which shows that there was high correlation between the items. Pearson multiple correlation analysis is used to examine the individual relationships between the independent variables (Ecopreneurial Orientation, Environmental Concern and Governmental Measures) and the dependent variable (Ecopreneurial Practices). Multiple Linear Regression (MLR) analysis is carried out to find which determinants could explain better the Ecopreneurial Practices of women entrepreneurs in Malappuram district. It is seen that the independent variables Ecopreneurial Orientation, Environmental Concern and Governmental Measures have a positive impact on Ecopreneurial Practices of women entrepreneurs. Through MLR analysis R Square shows that 70.1% of the variance of Ecopreneurial Practices has been explained by the three independent variables. The adjusted R square is 0.693, and it explains that 69.3% of variance in dependent variable would be accounted for if the model had been derived from the population from which the sample was taken. Therefore, the model is found to be statistically significant and fit for prediction. Among the three independent variables the one variable that has the most significant influence on the Ecopreneurial Practices is the Ecopreneurial Orientation which has the highest beta value. This study has significant implication for both researchers and practitioners as it highlights the necessity of firms to adopt Ecopreneurial Practices that can contribute towards a more sustainable consumption and production patterns, which will in the long run lead to a global renovation towards a green economy. While previous authors made attempts to analyse certain aspects of linkage between entrepreneurial orientation, entrepreneurial growth and performances, this research focused on developing a framework that combines Ecopreneurial Orientation, Environmental Concern, Governmental Measures and Ecopreneurial Practices pertinent to women entrepreneurs in Malappuram. The results support the necessity to identify variables of multiple levels to explain the Ecopreneurial Practices of different firms.

SOCIAL ENTERPRISES: INTERPRETATION AND MARKETING STRATEGIES

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ABSTRACT

Social enterprises are described distinctively in different parts of the world. However, on the basis of some common characteristics they are defined as businesses addressing the social needs through their products, services or by employing disadvantaged people. The main goal of a social enterprise is the sustainability of both financial and social goals. It faces significant business and social challenges because of limited funding, concern for resource opportunities etc. But, marketing a social enterprise is a stabilizing act. Differential marketing emerges out to be a successful way forward for various social enterprises. This paper looks fundamentally at what constitutes a social enterprise, moving to the examples of the same. These examples are then analyzed with regards to their marketing strategies, with an aim to extract broad learnings that could be replicated elsewhere. The paper at length describes and identifies a common set of marketing practices that could be utilized for marketing on an international level by a social enterprise.

IMPLICATION OF WORK LIFE BALANCE AND JOB STRESS

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ABSTRACT

While work-life imbalance and job stress are not new problems, however they have been receiving more attention in recent times than ever before. Together, these two problems pose risks to workers' well-being as well as to organizational performance. To come up with effective solutions, decision-makers need solid evidence on the scope and nature of the problems they face. Also a clear understanding of what employers and employees view as potential solutions will be helpful to formulate successful business strategies. This paper attempts to show the trends which are pressuring employees at work — resulting in stress and imbalance in their lives, and pressuring employers to rethink their human resource programs and practices. To help employers and employees respond effectively to these pressures, this study uses survey evidence to answer a series of key questions and examine the practical implications for employers.

TRENDS IN INFORMALITY IN INDIA

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ABSTRACT

The study of informal sector and informal employment has been in the limelight for the past few years with the recognition that informal economy is integrally linked to the formal economy and contributes to the overall economy. The definition of both is very wide and covers a range of activities. There has been a recent interest among researchers to identify patterns in the informal economy in both developing and developed countries. This has increased the need for better statistics on the informal economy. With its large labour force and economy India is one of the prime regions for studying the informal economy. Recent media coverage has highlighted facts like an overwhelming share of non-agricultural employment is in the informal sector, half of India's economy is informal and informal workers do not have job security and social security benefits. In this paper, using NSSO reports as the base, I examine trends in the informal sector and in informal employment across various states in India.

EMPLOYEE MOTIVATION: ANALYSIS OF SELECT SMALL SCALE UNITS IN MYSURU

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ABSTRACT

A major of feature of post-Independence India is the emergence of small scale sector as a major force in the manufacturing segment of our country's economy. It has been playing a vital role in a number of ways – creating employment opportunities, small investment, quick returns as a result of short gestation period. It is equally important to note that it has been a major foreign exchange earner since the goods manufactured in this sector has boosted our exports. As a result, it is important to analyses the different aspects of this important segment of our economy. This study is one such effort with special reference to select small scale industrial units based in Mysore. For the success of every business, motivation is very important. Motivation helps to improve the confidence of employees and increase of productivity. The performance of motivation is creating condition in which people are willing to work with initiative, interest, enthusiasm, with high moral satisfaction. Employees always get motivated by various factors such as bonus, incentives, appraisals, etc... It is very much essential to motivate employees to achieve more profitability and productivity. Employees get motivated on different factors; hence it is very essential to identify the right factors and to imbibe them. In the small scale unit motivation is very helpful to improve the loyalty and physical presence. And which is helpful to achieve a desired goal and improve the financial level. In every business highly motivated persons work hard compare to unmotivated person. The present study is focused on small-scale industries in Mysore city. For this purpose survey will be conducted among select small scale located in Mysore. The questionnaire will be incorporate sector that are helpful in knowing the level of motivation that the employer has been providing to the worker.

A STUDY ON YOUNG ADULT CONSUMER BEHAVIOR TOWARDS ADVENTURE TRAVEL WITH SPECIAL REFERENCE TO HYDERABAD

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ABSTRACT

Tourism sector is one of the largest employment generators in India. It plays a pivotal role in promoting inclusive growth of the less-advantaged sections of the society. Growing disposable incomes and changing preferences of young adults towards leisure and tourism have brought in significant growth in adventure travel. Present study aims at understanding adventure travellers' preferences in general and their expectations from adventure tours. A primary study has been conducted to understand young adults' consumer behavior towards adventure tours. Responses were gathered from select respondents, who have experienced adventure tour in last one year. Their preferences helped in suggesting appropriate strategies to different stake holders in adventure tourism business.

PARTICIPATION OF RURAL DEVELOPMENT SCHEMES IN INDIA

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ABSTRACT

The purpose of this paper is to describe the rural development significance with the participation of rural development schemes in India. Rural development aims to improve the well being and self sustainability of people who are living in rural. It is a vital process to bring necessary changes among the rural people. The need for rural communities is a broad range of development goals. Rural people need to be given proper education, infrastructure facilities, entrepreneurial skills and so on. Rural development is a dynamic process, which is mainly concerned with the rural areas which include agricultural growth, economic, social infrastructure, housing and house sites for the landless, village planning, public health, education and functional literacy, communication etc. The Department of Rural Development is implementing a number of programmes in rural areas through the state Governments for poverty reduction, employment generation, rural infrastructure, provision of basic minimum services etc.

THE GROWTH OF GOLD LOAN NBFCs IN INDIA: A CASE STUDY ON MUTHOOT FINANCE

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ABSTRACT

Gold has long been a valued commodity, particularly in India where it is considered auspicious, and has been in use for centuries in the form of jewellery, coins and other assets. Though gold is a highly liquid asset, it wasn't until recently that consumers leveraged it effectively to meet their liquidity needs. Lenders provide loans by securing gold assets as collateral. Compared with the rest of the world, in India the gold loan market is big business. Until a decade back, most of the lending was in the unorganized sector through pawnbrokers and money lenders. However, this scenario changed with the entrance of organized sector players such as banks and non-banking finance companies (NBFCs) which now command more than 30% of the market. The recent regulatory measures initiated by the Reserve Bank are in the right direction and is expected to make the gold loans NBFCs robust and reduce the regulatory gaps between banks and gold loans NBFCs. With rapid growth, regulatory scrutiny has increased on gold loan lending practices. NBFCs are under greater focus as a result of their higher interest rates and charges, and non-adherence to know your customer (KYC) regulations. This may further impact the dominance of NBFCs in the gold loan market. This will be a study about the growth of Gold loan NBFCs in India with respect to the updated RBI guidelines. A case study on Muthoot finance has to be done which will be helpful for the successful completion of the paper.

WOMEN'S STATUS IN THE ECONOMY OF INDIA

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ABSTRACT

Despite the fast growing economy of India in the world today, , with a GDP growth rate of more than 8 % during the eleventh plan period. Twelfth five year plan of the Government of India (2012-2017) had decided for the growth rate at 8.2% ,women economic empowerment has not been fast mobilised in rural and urban areas and, in the context of growing inequalities, it remains a national concern. This paper examines the Women's Status in the Economy of India, with a view to understanding both the challenges and achievements of various programs in India. Using NSSO surveys, World Economic Forum and latest Economic Survey data, we first highlight the key indicators on women's status in India. Second, highlights the status of women in India and to investigate various parameters being women in mainstream of different sectors of Indian economy. Finally, to analyze prospects and challenges against women in Indian economy.

TREND ANALYSIS OF IMPACTS OF CARGO PILFERAGE RISK ON POST CONCESSION CARGO THROUGHPUT PERFORMANCE OF NIGERIAN SEAPORT TERMINALS

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ABSTRACT

The aim of this study is to analyze the impact of cargo pilferage risk on post concession cargo throughput performance of seaport terminals in Nigeria. The simple regression analysis model was used to achieve this objective. Data on post concession cargo throughput performance and cargo pilferage in Nigeria seaport terminals from 2002 to 2012 were collected from the Nigerian ports authority (NPA) statistical reports. Hypothesis was set to test all the data collected using t-test. The test showed an acceptance of the null hypothesis with the conclusion that there is no significant impact of cargo pilferage risk on the cargo throughput performance of seaports in Nigeria in the post port concession era. Recommendation was made based on the research findings.

CHANGING LANDSCAPE OF FINANCE IN INDIA DURING THE PAST DECADE

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ABSTRACT

Share market or exchange is a place where stocks and shares and other long term investments are bought and sold. It is a market where savers can buy and dispose of securities as and when they like. In capitalist economics joint stock companies issue stocks and bonds to raise capital. India.....in 2013 It is hard to imagine that India, a country which was in a fiscal debt of 7% of the GDP would be amongst the top ten countries in the world in terms of nominal GDP, when countries with fiscal deficit as low as 5% (like Argentina) had gone bankrupt. Indeed, India has come a long way-the growth rate of India is predicted to be 6.4% in 2013, as predicted by the United Nations (the highest amongst the Asia-Pacific nation) despite the current economic slowdowns that the world has been repeatedly suffering. The more or less escalating growth rate has brought in ample of investment. The first organized stock exchange in India started in Bombay towards the latter part of the 19th century. With both B.S.E and N.S.E., Mumbai leads the stock market operations in the country. The derivative market has become multi-trillion dollar markets over the years. Derivatives are financial commitments indexed or linked in some capacity to changes in the value of underlying assets. A very small volume of derivatives, compared to the total, is indexed to traditional commodities. Small by comparison to other derivatives markets, these commodities-indexed derivatives markets are large compared to the underlying physical commodity markets. By their very nature, the financial markets are marked by a very high degree of volatility. The development of the industries consequently led to the development of financial market in India. New vistas in the financial markets opened leading to the greater turnover. On the whole, the scenario has been positive and the development cumulative. In this paper we are presenting the recent trends in the capital market, money market and derivatives in India.

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOUR

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ABSTRACT

Advertising is important but is it really necessary to pay high celebrity endorsements??? Launching a new product in the market and encouraging customers to use the new product or use the services is done by advertising, so advertising is imperative. The aims of the companies make the advertisement the turning point in the product life cycle. People do not go to shopping every day; they don't keep changing their usual product which they have been using for years. For example, think of family which has no information about "All Out mosquito repellent", and is still stuck with "the Mortein Coil", how would they know about new and many times more effective new product than the traditional mosquito coils? Here, advertising plays a pivotal role in changing the lifestyle. But, is it really required for a celeb, let's say Aamir Khan, to come on the media and convince us to switch from coils to electric mosquito repellents? Recently in a report by times magazine, Rajnikant charged 250cr for various advertisements, in the race of establishing brand loyalty, the companies pay hefty about in the name of celebrity endorsement, which ultimately raises the price of the product to many folds, and thus raising the price of the product which could have been priced at much lower rate. But do these gimmicks really pay off? There are many good and successful examples of trusted brands which are against celebrity endorsements and are quite successful in India and abroad.

TO TAX OR NOT TO TAX: THE DILEMMA OF ABOLISHING INCOME TAXES IN INDIA

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ABSTRACT

In this world, nothing can be said to be certain, except death and taxes” quipped Benjamin Franklin, the great American statesman. But it is everyone’s wish to avoid both! In the context of the present study, a preliminary study is made to cover the feasibility of abolishing income taxes in India and its implication. The concept of income tax can be traced to the 19th century Britain. It is now a global phenomenon and a major source of income to governments the world over. The advocates of abolition cite the examples of some West Asian countries and some European countries which have successfully abolished Income Taxes and are still able to prosper. But whether this is applicable to our country’s economy is a thing to be pondered upon. Economists in favor of the abolishment of Income Tax suggests that , through various other sources such as Coal Block allocation and Telecom Spectrum that kind of money can be raised. The naysayers on the other hand are wary about it as it will destabilize our economy and it is not suitable for our economy as in the case of other West Asian countries. The study, using the published data taken from various sources attempts at examining the implications of foregoing this major source of income that comes from both personal incomes and corporate incomes. Also to be examined are the alternative sources of income, which have continuity and sustainability.

**THE ACT NO. 9 OF 1995 ABOUT SMALL SCALE ENTERPRISE: IMPLICATION
TOWARDS SMALL SCALE BUSINESS SELF RELIANCE IN STRENGTHEN NATIONAL
ECONOMY STRUCTURE
(EMPIRICAL STUDY TO SMALL SCALE AGRIBUSINESS INDUSTRY IN SOUTH
SUMATERA-INDONESIA)**

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ABSTRACT

Small-scale businesses had an important role in employment absorption, economic services, income generation, economic growth, and national stability. Although in practice the development effort had been made, but in reality small businesses were not entirely detached from the problems encountered, both internal and external. With serious attention from the government and its related agencies, the existence of small businesses would be developed as the basis for national economic growth. The purpose of this study was to look at the implications of empowerment as stipulated in The Act No. 9 of 1995 about small business that had been made towards agribusiness small business self reliance in South Sumatera. Primary data were collected through questionnaire from 300 respondents who were randomly assigned and treated through the analysis of Structural Equation Modeling (SEM). The conclusions of the empowerment were composed of the business climate strategy; establishment and development, funding and guaranting, as well as partnerships provide positive implications toward the internal resources and competitive advantage. Furthermore, the internal resources and competitive advantage also gave positive implications toward the business self reliance. The results of the above analysis give an explanation that all the proposed research hypotheses were accepted.

EFFECT OF EDUCATIONAL ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA

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ABSTRACT

All over the world, reports from different organizations say that people living with disabilities (PLWDs) are underemployed. In Kenya besides many organizations lobbying for the increased employment of PLWDs, amplified by the constitution that at least 5% elective positions must be spared for (PLWDs) there is lower rate of employment. For example the entire cabinet and parastatal secretaries of about twenty six people only one is disabled. The empirical review has pointed out that education has affected negatively on people with disability employment; the employer stereotype also has made it difficult for PLWDs to attain jobs. The literature revealed that the organizational culture is of dare consequences as it may work against the advantage of the disabled, also inaccessibility inhibit Disabled employees from accessing organizational facilities. The employer perception in the literature shows that employers view people living with disabilities as costly. The objective of the study investigated the challenges facing employment opportunities for PLWDs while the specific objective investigated; the effect of education on employment opportunities for People Living With Disability. The target population was all People Living with Disability employees in selected Universities in Kenya and associations of People Living with Disabilities in Kenya. The sample size was all employees living with Disabilities and all members of the association of People Living with Disabilities in Murang'a County. The findings were presented in tabular form. Both Descriptive statistics i.e. mean standard deviation, skewness, kurtosis and inferential statistics i.e. Correlation, Regression, ANOVA models were used to analyze the findings. The findings showed that People Living with Disabilities do not secure employment opportunities due to: lack of required Education and Skills. The study recommended that for people living with disabilities to increase their employment opportunities, their Educational level, working experience have to be enhanced.

IMPLEMENTATION OF NATIONAL SOCIAL ASSISTANCE PROGRAMME IN JORHAT DISTRICT OF ASSAM

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ABSTRACT

The Present paper tries to examine the efficacy of the implementing machinery of the National Social Assistance Programme, presently which comprises Indira Gandhi National Old Age Pension Scheme (IGNOAPS); Indira Gandhi National Widow Pension Scheme (IGNWPS); Indira Gandhi National Disability Pension Scheme (IGNDPS); National Family Benefit Scheme (NFBS), and Annapurna. The study is based on both primary and secondary data. The data collected in this study are mainly related with fund received & allocated by the implementing agency and method employed to execute the schemes etc. The Government of India has undertaken various schemes for social security, but due to many reasons like lack of fund, inadequacy of the implementing machinery and negligence of governing body etc some of these schemes are not working properly. Smooth functioning of the implementing agency is necessary for successful performance of the National Social Assistance Programme.

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Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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