INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Polandwith 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 2718 Cities in 161 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.	A COMPARATIVE FINANCIAL ANALYSIS OF INDIAN BANKING SECTOR IN CONTEXT OF NPA MANAGEMENT ALPESH GAJERA & DR. VIJAY PITHADIA	1
2 .	IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) ON EMPLOYEES PERFORMANCE: A STUDY OF MTN NIGERIA	2
	TELECOMMUNICATION LIMITED DR. ADEWOYE, JONATHAN OYERINDE	
3.	KNOWLEDGE INCUBATION PRACTICES PREVALENT IN HIGHER EDUCATION SYSTEM: A REVIEW OF SELECT PRIVATE INSTITUTIONS IN BANGALORE DR. A ELANGOVAN & VALARMATHI.B	3
4.	A STUDY ON INTER-MANDAL AND INTER-DIVISIONAL VARIATIONS IN RURAL FEMALE WORK PARTICIPATION RATE IN CHITTOOR DISTRICT	4
	(ANDHRA PRADESH) DR. E. LOKANADHA REDDY	
5.	IMPACT OF MICROFINANCE ON WOMEN'S LIVES: A STUDY OF LUDHIANA DISTRICT DR. M. L. GUPTA & MUNISH KAPILA	5
6 .	IMPACT OF ANTECEDENTS OF BEHAVIOURAL INTENTION OF STUDENTS' IN HIGHER EDUCATION	6
-	DR. M. KALPANA, DR. D SUDHARANI RAVINDRAN & DR. K.RAMYA	-
7.	M.ANANDAN & S.RAMASWAMY	7
8.	THE EXAMINATION OF CONNECTION OF BOTH BALANCE SHEET FINANCING AND ACCEPTED COMPANIES PERFORMANCE IN TEHRAN STOCK EXCHANGE USING MARKET VALUE TO BOOK	8
	DR. ABOLFAZL GHADIRI MOGHADAM, DR. MOHAMMAD HOSSEIN VADIEI NEUGHABI, DR. HADI JABARI NEUGHABI & YOUSSEF HAGHIGHI	
9 .	TEAM BUILDING IN INFORMATION TECHNOLOGY (IT) INDUSTRIES	9
10 .	SIRISHA DAMARAJU, DR. P. SAI RANI & DR. T. NARAYANA REDDY IMPROVED PARALLEL THINNING ALGORITHM FOR NUMERAL PATTERNS	10
	GAURAV KUMAR & AASISH OBEROI	
11.	AWARENESS AND INDIVIDUAL DIFFERENCES ON ORGANIC FOOD PRODUCTS IN ERODE DISTRICT, TAMILNADU M. GOMATHI & DR. S. KALYANI	11
12 .	THE IMPACT OF ONLINE MARKETING IN INDIA KUSHINI PRASAD & KONDA SANTOSH KUMAR	12
13.	A STUDY ON EMPLOYEE ENGAGEMENT ACTIVITIES AT EFD	13
14	KANIMOZHI.R NATURE AND TRENDS OF PUBLIC EXPENDITURE IN MANIPUR (2000-2010)	14
14.	HUIDROM IMOBI SINGH	14
15 .	CHALLENGES TO RETAIL SECTOR: A STUDY OF DISTRICT RAJOURI IN JAMMU AND KASHMIR STATE AASIM MIR	15
16 .	BLENDING WITH THE BEST: EVALUATION OF SERVICE QUALITY OF HOTEL INDUSTRY	16
17 .	DR. LEENA NITIN FUKEY A CRITICAL ASSESSMENT ON MEASURES OF EMOTIONAL INTELLIGENCE	17
18.	MEETA MANDAVIYA IMPACT OF INFLATION ACCOUNTING ON FINANCIAL STATEMENTS AND EARNING PER SHARE	18
19	MONIKA KHEMANI A STUDY OF EFFECT OF PERFORMANCE APPRAISAL ON THE ORGANIZATION AND THE EMPLOYEE IN NIDHI TECHNOLOGIES	19
	AVINASH GOYAL	
20.	A STUDY ON IMPACT OF GLOBAL RECESSION ON INDIAN ECONOMY WITH REFERENCE TO INDIA'S EXPORTS DR. A.MUTHUSAMY	20
21 .	KNOWLEDGE, ATTITUDE, PRACTICE AND PREVENTION ABOUT HIV/AIDS AMONG MEN WHO HAVE SEX WITH MEN (MSM) IN KARNATAK: AN	21
	EMPIRICAL STUDY OF BELGAUM DISTRICT UMESH T, SEEMA DEVADIGA & DHAVALESHWAR C U	
22 .	RELATIONSHIP BETWEEN INFORMATION SECURITY AWARENESS AND INFORMATION SECURITY THREAT	22
23 .	WILLIAMS SOLOMON ADEDAYO & AKANMU SEMIU AYOBAMI WHY MBA STUDENTS ARE NOT EMPLOYABLE? (WITH REFERENCE TO DAVANGERE MBA STUDENTS)	23
24.	ASIFULLA A AN EVALUATION OF AUDIT EXPECTATION GAP IN NIGERIA	24
25		25
	ROLE OF FINANCIAL INCLUSION FOR INCLUSIVE GROWTH: AN INDIAN SCENARIO BHARGAB KUMAR KALITA	25
26 .	PROBLEMS OF SELF HELP GROUPS WITH SPECIAL REFERENCE TO STATE MICRO FINANCE VISION 2011, ARUNACHAL PRADESH AKEPI LINGGI EHILI	26
27 .	INDEBTEDNESS AND FARMERS SUICIDES IN RURAL PUNJAB	27
28 .	DR. GURMEET KAUR PRESERVATION AND MAINTENANCE OF THE COLLECTION OF SRI VENKATESWARA ORIENTAL RESEARCH INSTITUTE LIBRARY, TIRUPATI: A USER	28
	SURVEY B. DEENADHAYALU, A. SIVAKESAVULLU & M.BHANUMURTHY	
29.	USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) PRODUCTS AND SERVICES IN UNIVERSITY LIBRARIES OF TIRUPATI (A. P.): AN ANALYTICAL STUDY DR. D. KONAPPA	29
30.	SATISFACTION ON FACILITIES AND SERVICES OF J. B. WOMEN'S ENGINEERING COLLEGE LIBRARY IN TIRUPATI: AN USER SURVEY	30
	B. VEENA KUMARI	31
	REQUEST FOR FEEDBACK	

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

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

AMITA Faculty, Government M. S., Mohali

<u>ADVISORS</u>

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

<u>EDITOR</u>

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT $_{
m iii}$

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED:

THE EDITOR

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 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.
- 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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

INDINGS

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.

OURNAL 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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

http://ijrcm.org.in/

Vİ

A COMPARATIVE FINANCIAL ANALYSIS OF INDIAN BANKING SECTOR IN CONTEXT OF NPA MANAGEMENT

ALPESH GAJERA ASST. PROFESSOR DEPARTMENT OF M.B.A. SHRI SUNSHINE GROUP OF INSTITUTIONS RAJKOT

DR. VIJAY PITHADIA DIRECTOR SHRI H. D. GARDI COLLEGE OF MBA RAJKOT

ABSTRACT

NPA involves the necessity of provisions, any increase in which bring down the overall profitability of banks.NPA is the indicators of banking health in a country. In this present research paper, an attempt to evaluate the operational performance of the banking sector. i.e., all schedule commercial banks which are segregated into public sector banks, old private sector banks, new private sector banks and foreign sector banks NPAs trends and issues through secondary data. In the paper, it has been try to analyze how efficiently different sector banks have been managing NPA with various financial tools and techniques. All the Indian banks are facing hard time managing their NPA. The paper has been also derived findings from the analysis which is help to select banking sector for NPA management.



IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) ON EMPLOYEES PERFORMANCE: A STUDY OF MTN NIGERIA TELECOMMUNICATION LIMITED

DR. ADEWOYE, JONATHAN OYERINDE ASSOCIATE PROFESSOR & DEPUTY DEAN DEPARTMENT OF MANAGEMENT & ACCOUNTING FACULTY OF MANAGEMENT SCIENCES AKINTOLA UNIVERSITY OF TECHNOLOGY OGBOMOSO

ABSTRACT

ICT and employee performance may be regarded as complementary factors. To be successful, firms typically need to adopt ICT as part of a "system" or "cluster" of mutually reinforcing organizational approaches. It was in line with this that this research work aim at examining the impact of information and communication technology (ICT) on employee performance-a study of MTN Nigeria telecommunication limited. The study was carried out in Lagos state with One hundred and twenty (120) Questionnaires administered and distributed to both senior & junior staff of the organizations, eighty two (82) Questionnaires were found useful for the purpose of the study representing 85% of the total questionnaire distributed. Data collected was analyzed using frequency table, percentage and mean score analysis while the non-parametric statistical Pearson Correlation Coefficient was used to test the formulated hypothesis using STATA 10 data analysis software to examine the impact of ICT on employee performance and also to look at the relationship between ICT and employee performance respectively. However, the results of the findings shows that ICT practices produce a skilled and motivated work force that can adapt to and take advantage of new technologies and changing markets. ICT practices cover a range of personnel management areas including performance-based pay, job rotation, flexible job designs, employee involvement, skills training, and communication procedures. To this end, it is recommended that investment in organization and human resources skills is crucial in achieving higher levels of employee performance and business management goals.



KNOWLEDGE INCUBATION PRACTICES PREVALENT IN HIGHER EDUCATION SYSTEM: A REVIEW OF SELECT PRIVATE INSTITUTIONS IN BANGALORE

DR. A ELANGOVAN PROFESSOR & HEAD DEPARTMENT OF COMMERCE PERIYAR UNIVERSITY SALEM

VALARMATHI.B ASST. PROFESSOR DEPARTMENT OF COMMERCE CHRIST UNIVERSITY BANGALORE

ABSTRACT

Knowledge is the understanding, insight, experience one posses. Knowledge management practice involves basically five stages namely knowledge incubation, knowledge deposition, knowledge dissemination, knowledge evaluation and knowledge application. Knowledge incubation is a process how higher educational institutions acquire, or create knowledge. The private sector has played an instrumental role in this growth, with private institutions now accounting for 64% of the total number of institutions and 59% of enrollment in the country, as compared to 43% and 33%, respectively, a decade ago. This study focuses on how private institutions are involved in the process of incubating knowledge. Higher education being knowledge economy has to work towards updating its knowledge base. All sectors look up to educational institutions to bring a change in the system they function. The study highlights how private institutions are constantly involved in the process of creating knowledge, to enhance the quality to information it possess.



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

A STUDY ON INTER-MANDAL AND INTER-DIVISIONAL VARIATIONS IN RURAL FEMALE WORK PARTICIPATION RATE IN CHITTOOR DISTRICT (ANDHRA PRADESH)

DR. E. LOKANADHA REDDY PROFESSOR SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY CHITTOOR

ABSTRACT

Women in India play a crucial and contributory role in the field of agricultural production. Rural Indian women are extensively involved in agricultural activities. However, the operations performed by female labour in agriculture are varying from region to region and from one social group to another social group. There are number of studies on the agricultural sector in Chittoor district. Among these studies, the research on agricultural labour is very limited. The empirical investigations are needed to study the agricultural labour problems. Hence this empirical and scientific investigational study of rural female work participation rate in the rural economy of Chittoor district is an important phenomena. This study aims to study the Inter-Mandal variations in rural female work participation rate in three revenue divisions of Chittoor District, Andhra Pradesh. Also, study looks at the Inter-Mandal inequalities in the employment status of female agricultural workers in three revenue divisions of Chittoor District, Andhra Pradesh. For highlighting the Inter-mandal and Inter-divisional variations in Rural Female Work Participation Rate, Coefficient of variation has been calculated, which will reflect the variations in Rural Female Work Participation Rate. The Intermandal and Inter-divisional inequalities in the real agricultural employment status of rural females have been shown by the coefficient of equality. In the present study, the relevant data for explanatory and explained variables is collected from the Census of India 1991 : Population Census. Inter-Mandal variations of Rural Female Work Participation Rate and co-efficient of equality in the three revenue divisions namely Chittoor, Tirupati and Madanapalle of Chittoor District was studied. The co-efficient of variation confirmed less inter-mandal variations in Rural Female Work Participation Rate. The value of co-efficient of variation also confirmed that majority of the mandals have the high level of the real agricultural employment status of rural females. The average co-efficient of equality for rural females in the district was calculated. The results obtained revealed that less variation is noticed in real employment status of rural female agricultural workers in Chittoor division followed by Madanapalle and Tirupati divisions.



ISSN 2231-5756

IMPACT OF MICROFINANCE ON WOMEN'S LIVES: A STUDY OF LUDHIANA DISTRICT

DR. M. L. GUPTA PROFESSOR PEC UNIVERSITY CHANDIGARH

MUNISH KAPILA ASST. PROFESSOR GURU NANAK INSTITUTE OF MANAGEMENT & TECHNOLOGY LUDHIANA

ABSTRACT

The study attempts to analyze impact of microfinance on the lives of the women in Ludhiana district of Punjab. For the purpose of the study data was collected from 120 SHG members of Delon, Khanna and Ludhiana-II block of Ludhiana district through an interview cum schedule method. Data was analyzed to meet the objectives of the study and the results indicate that joining of SHGs have a positive impact on level of income, expenditure and savings of the household. Further, increase in income has helped in increasing savings of the household thus improving the economic position of the household in general and women in particular. Finally, increase in income has a direct positive impact on women role in decision making in the family. Thus joining of SHGs has positive impact on the lives of the women.



ISSN 2231-5756

IMPACT OF ANTECEDENTS OF BEHAVIOURAL INTENTION OF STUDENTS' IN HIGHER EDUCATION

DR. M. KALPANA ASST. PROFESSOR DEPARTMENT OF HUMANITIES PSG COLLEGE OF TECHNOLOGY COIMBATORE

DR. D SUDHARANI RAVINDRAN PROFESSOR PSG INSTITUTE OF MANAGEMENT PSG COLLEGE OF TECHNOLOGY COIMBATORE

DR. K.RAMYA

ASST. PROFESSOR AVINASHILINGAM SCHOOL OF MANAGEMENT & TECHNOLOGY AVINASHILINGAM INSTITUTE FOR HOME SCIENCE & HIGHER EDUCATION FOR WOMEN COIMBATORE

ABSTRACT

This study focuses on the impact of antecedents of behavioural intention of students' in higher education. The constructs service quality, overall satisfaction of students, attitude towards the institution and their behavioural intention was measured using structured questionnaire among 180 post graduate students pursuing MBA programme in Coimbatore city. Service quality was measured based on SERVQUAL (Parasuramanan, 1985) and other constructs such as overall satisfaction, attitude and behavioural intention were measured using items derived from previous studies by Cronin et al., (2000), Ajzen and Fishbein (1980), Athiyaman (1997) and Zeithaml et al., (1996). Non-probability convenience sampling was used in selecting the respondents. It is found from the study that service quality influence the satisfaction of students, satisfaction influence the attitude, attitude influence the behavioural intention. Further the analysis also reveals that the relationship between attitude of students' and behavioural intention is stronger than any other constructs. Focusing on the results concerning to behavioural intention, our study indicates that by ensuring a high level of service quality, administrators of the institutions. Findings of this study provide administrators an insight into the service quality of B-Schools by which they can attract the students towards their institutions.

ENERGY USES IN INDIA: A CASE OF ELECTRICITY

M.ANANDAN RESEARCH SCHOLAR DEPARTMENT OF ECONOMICS THE GANDHIGRAM RURAL INSTITUTE-DEEMED UNIVERSITY DINDIGUL

S.RAMASWAMY PROFESSOR DEPARTMENT OF ECONOMICS THE GANDHIGRAM RURAL INSTITUTE-DEEMED UNIVERSITY DINDIGUL

ABSTRACT

The global economy is set to grow four-fold between now and 2050 and growth could approach ten-fold in developing countries such as India and China. This promises economic benefits and huge improvements in people's standard of living, but it implies a much greater use of energy. Indian electricity supply and demand is projected to increase four to five-fold between now and 2050 (IEA-2008). This development requires massive investments, but it also creates unique opportunities to dramatically change the CO_2 intensity of Indian electricity supply. However, the expansion of the power sector in India faces many barriers such as a spatially uneven distribution of natural resources, financial constraints and high system losses. Accelerated development of natural resources and more transmission and distribution (T&D) capacity are needed in order to overcome the current problems. Increased competition, additional equipment supply capacity and other actions to increase the private sector interest can help to accelerate investments (Dolf Gielen et al, 2009). Hence, Government of India is giving the highest priority to the development of power sector. Initiatives are being taken to bring about comprehensive reforms in the power sector to facilitate and attract investments and bring about improvements in the efficiency of delivery systems. Energy demand, in particular electricity production has resulted in creation of fossil fuel based power plants that let out substantial green house gas, carbon emission into the atmosphere causing climate change and global warming. Further, shortages and constraints in availability of fossil fuels, also necessitates concentrating on the renewable energy in order to bring down the gap between demand and supply. The energy sector is merging as a vital sector in the Indian economy and in the next few years is likely to see a significant growth in power generation capacity in the country. This is likely to happen through a combination of Public Private Partnerships, private sector investments as well as through Government investment in the Public Sector. The growth would be across a wide spectrum of technologies, with significant capacity addition expected in both hydro as well as coal based thermal sectors. With the civil nuclear co-operation deal a reality, there would be capacity additions in the nuclear energy sector. New initiatives on gas based power plants are expected. Most importantly, new and renewable energy, including wind power, bio-mass and solar power would play an important part. As a result, the power scenario in different states is likely to change significantly. This study attempts to look at the power crisis situation in southern region states in India, and demand supply gap to look at alternative opportunities, policies and strategies.

THE EXAMINATION OF CONNECTION OF BOTH BALANCE SHEET FINANCING AND ACCEPTED COMPANIES PERFORMANCE IN TEHRAN STOCK EXCHANGE USING MARKET VALUE TO BOOK

DR. ABOLFAZL GHADIRI MOGHADAM PROFESSOR OF ACCOUNTANCY UNIVERSITY FERDOWSI OF MASHHAD IRAN

DR. MOHAMMAD HOSSEIN VADIEI NEUGHABI PROFESSOR OF ACCOUNTANCY UNIVERSITY FERDOWSI OF MASHHAD IRAN

DR. HADI JABARI NEUGHABI PROFESSOR OF STATISTICS UNIVERSITY FERDOWSI OF MASHHAD IRAN

YOUSSEF HAGHIGHI STUDENT OF ACCOUNTING UNIVERSITY FERDOWSI OF MASHHAD IRAN

ABSTRACT

The purpose of this study is that to compare the companies performance before and after balance sheet financing. Criteria used to achieve the above objective, financing (through debt and equity) as the independent variable and P/E and P/B and Q-Tobin has used as dependent variables. After analyzing about 130 years from 2000 to 2007 using Klmvgrf- Smirnovf the samples was not a normal distribution, and to investigate the different performance of test Wilcoxon Signed Ranks which don't sensitive to the distribution instead of being paired T-Test was used. The results suggest that companies year performance after the financing has to deal with the loss. Also the effect of financing ways is used from test Man-Whitney, and the borrowing impact is impressed more than from the share issue performance after financing.



TEAM BUILDING IN INFORMATION TECHNOLOGY (IT) INDUSTRIES

SIRISHA DAMARAJU RESEARCH SCHOLAR JAWAHARLAL NEHRU INSTITUTE OF ADVANCED STUDIES SECUNDERABAD

DR. P. SAI RANI ASSOCIATE PROFESSOR JAWAHARLAL NEHRU INSTITUTE OF ADVANCED STUDIES SECUNDERABAD

DR. T. NARAYANA REDDY ASSOCIATE PROFESSOR JNT UNIVERSITY ANANTAPUR

ABSTRACT

In the present scenario of Information Technology (IT) industries, maintaining a team is fairly considered as a challenging task. Organizations are striving hard to bring individuals into a team which in turn gives them high productivity, with conflict resolution among themselves which works with a common morale. Organizations spend huge amounts of money on training individuals to cope up with the ever changing business environments, in the hope of building teams which coordinate themselves and create wonders in accomplishment of projects by the company. This paper grasps the status as the study establishes the bond between the team development, individual development, conflict resolution when they arise and team building as its main motive. The Evaluation of the study used a detailed questionnaire for conducting a survey on different teams to understand the research questions & team effectiveness in the organization. To evaluate the team is a from the study.



IMPROVED PARALLEL THINNING ALGORITHM FOR NUMERAL PATTERNS

GAURAV KUMAR STUDENT M. M. UNIVERSITY MULLANA

AASISH OBEROI ASSOCIATE PROESSOR M. M. UNIVERSITY MULLANA

ABSTRACT

Thinning has been a part of morphological image processing for a wide variety of applications. Thinning algorithms have played an important role in the preprocessing phase of OCR systems.. Many algorithms for vectorization by thinning have been devised and applied to a great variety of pictures and drawings for data compression, pattern recognition and raster-to-vector conversion. The vectorization algorithms often used in pattern recognition tasks also require one-pixel-wide lines as input. But parallel thinning algorithms which generate one-pixel-wide skeletons can have difficulty in preserving the connectivity of an image or generate spurious branches. A few most common thinning algorithms have been implemented and evaluated on the basis of performance parameters.



AWARENESS AND INDIVIDUAL DIFFERENCES ON ORGANIC FOOD PRODUCTS IN ERODE DISTRICT, TAMILNADU

M. GOMATHI ASST. PROFESSOR DEPARTMENT OF MANAGEMENT STUDIES SURYA ENGINEERING COLLEGE ERODE

DR. S. KALYANI ASST. PROFESSOR DEPARTMENT OF COMMERCE LRG GOVT ARTS COLLEGE FOR WOMEN THIRUPUR

ABSTRACT

Consumers' food consumption patterns are changing rapidly. Consumers become more concern about the food they consume. They tend to consume foods that are nutritious, healthy, safe and friendly to the environment and animals. An individual with a positive attitude towards a organic food product is more likely to make a purchase. This makes the study of consumer opinion is highly important for a sellers. The present study examines the awareness and individual differences of consumers towards the organic food products .With a sample of 500 respondents the data obtained from the survey were analyzed with the help of convenience sampling method in Erode District of Tamil nadu state of India.



THE IMPACT OF ONLINE MARKETING IN INDIA

KUSHINI PRASAD ASST. PROFESSOR VAAGDEVI COLLEGE OF ENGINEERING BOLLIKUNTA, WARANGAL

KONDA SANTOSH KUMAR ASST. PROFESSOR VARDHAMAN COLLEGE OF ENGINEERING KACHARAM VILLAGE, SHAMSHABAD

ABSTRACT

This work is entitled an impact of online marketing on India it is mainly focused on the growth of Indian internet users, their attitude and the purchase pattern of customers, now days the people are started using internet as modem of shopping for everything. The major reason for doing online marketing is convenience, user friendly websites, and safe electronic payment system. Online shoppers have been increasing day by day The banking reforms also helped the online shopping since they are encouraging customers to use of online banking/internet banking/mobile banking and use of ATM (Auto Mated Teller Machines) for shopping, few of the online shopping sites has introduced a unique payment system COD Cash on Delivery this concept has build the confidence level and the trustworthiness about online shopping.



A STUDY ON EMPLOYEE ENGAGEMENT ACTIVITIES AT EFD

KANIMOZHI.R ASST.PROFESSOR DEPARTMENT OF BUSINESS ADMINISTRATION THIRUVALLUVAR ARTS & SCIENCE COLLEGE KURINJIPADI

ABSTRACT

Employee Engagement activities is one of the major criterion to know about the success of any organization whether it is a small or big one. The study on the employee engagement activities at EFD – eFunds Corporation (P) Ltd, explores the expectations of the associates to get entertained by their engagement activities. From the study on the employee engagement activities at EFD, it was found that the most of the associates are highly engaged with the company both intellectually & emotionally. Also this paper infers that the associates are more pleased about the birthday bashes celebrations and external agencies giving presentations/seminar at EFD, however they expect more increased entertainment programs. Therefore the concern has to concentrate more on increasing the entertainment programs & recognize their personally preferred topics for external agencies presentations. This paper shows that the associates of EFD-eFunds Corporation (P) Ltd are very much impressed about the Company and the only thing is that they have to incorporate the fewer changes in existing engagement activities and there such that they can satisfy their associates.



NATURE AND TRENDS OF PUBLIC EXPENDITURE IN MANIPUR (2000-2010)

HUIDROM IMOBI SINGH ASST. PROFESSOR DEPARTMENT OF ECONOMICS DON BOSCO COLLEGE MARAM

ABSTRACT

This paper assesses how the State's Expenditure and its component influences economic development in the State economy of Manipur. It uses for analysis the available data on State's Expenditure during the periods 2000 to 2010. It examines the volume and trends of government expenditure. It analyses the developmental and non-developmental expenditure, Plan and Non-plan expenditure in the State. A multiple regression model employing all the expenditure variables was applied in the analysis. The findings will provide useful information for policy makers and reformers that can help broaden their understanding of the relationship between Government Expenditure and economic development. A right direction of Expenditure is the urgent needs in the state economy and this finding could aid policy formulation.



CHALLENGES TO RETAIL SECTOR: A STUDY OF DISTRICT RAJOURI IN JAMMU AND KASHMIR STATE

AASIM MIR ASST. PROFESSOR SCHOOL OF MANAGEMENT STUDIES BGSB UNIVERSITY RAJOURI

ABSTRACT

Retail industry is one of the most important and essential pillars of world economy. Most of the developed as well as developing economies have a very strong retail segment present in them. India is one among those countries which have a very strong retail segment and contributes near about 14 to 15 percent of its GDP. The India retail market is estimated to be US \$ 450 billion and is one of the top five retail markets in the world in terms of economic value. Recent Govt. step to introduce FDI in retail sector in Indi will now boost this sector to a great extent and also generate heavy profit for masses besides good employment opportunities. Present study seeks to identify various challenges faced by retailers in Rajouri district of Jammu and Kashmir. The study also helps in developing a framework which will be useful for retailers to cope up with the modern challenges faced by retailers in Rajouri district of Jammu and Kashmir. The study also conducts a survey of 250 people who are lined with retail business in Rajouri district.



BLENDING WITH THE BEST: EVALUATION OF SERVICE QUALITY OF HOTEL INDUSTRY

DR. LEENA NITIN FUKEY ASST. PROFESSOR CHRIST UNIVERSITY BANGALORE

ABSTRACT

Assessing and improving service quality has become an important task for many organizations. While the services sector has grown, service providers have become aggressive and service quality has become an emphasis of their attention. The concept and the conceptual model of service quality is indispensable if we wish to understand the origin of service quality and probable gaps in quality. This paper aims to review existing literature on service quality management in the hotels, its process, concepts, dimensions, and the effective service quality management framework. The purpose of this paper is to show the importance of service quality in hotel industry from both the conceptual standpoint and that of service quality measurement models and encourages hotels to improve its management to better satisfy their guests. The research aim is to gain and understanding of the service quality models in hotel industry and provides industry with sound research from which to develop effective model to facilitate best practices in improving overall service quality Purpose of this study is to examine whether hotel industries service quality standards and engagement while staying at the hotel? Do the overall service quality affect their hotel stay? These are the emerging questions the hotel industry faces to better service and satisfy guests. This study also includes understanding the technological changes and needs of the guest and why they choose the hotel. The objective of the research is to discover whether there is need for hotels to seriously look into the practices in operations and management and improve overall service delivery.



A CRITICAL ASSESSMENT ON MEASURES OF EMOTIONAL INTELLIGENCE

MEETA MANDAVIYA ASST. PROFESSOR MARWADI EDUCATION FOUNDATION GROUP OF INSTITUTES RAJKOT

ABSTRACT

Emotional intelligence is getting attention from both academic-press and popular-press in its challenges to previously-held normative theories. One developing paradigm is that of Emotional Intelligence-based Leadership that has become popular for identifying potentially effective leaders, and as a tool for developing effective leadership skills. Despite this popularity, there is only limited theoretical discussion and empirical study, and reports are dichotomized between popular-press and academic-press. This paper integrates both the popular and scholarly theories and empirical research of Emotional Intelligence-based Leadership into a comprehensive review.



IMPACT OF INFLATION ACCOUNTING ON FINANCIAL STATEMENTS AND EARNING PER SHARE

MONIKA KHEMANI ASST. PROFESSOR DEPARTMENT OF COMMERCE SHYAM LAL COLLEGE DELHI UNIVERSITY NEW DELHI

ABSTRACT

Inflation is a common phenomenon in developing countries like India. Recently its influence on financial statements has increased on account of constant decline in purchasing power of money. The primary objective of accounting is to make financial statements give a true and fair view and such an objective is marred if the impact of changing value of money is not considered in the accounts. Inflation accounting is of utmost importance during depreciating value of money. Historical Cost Accounting (HCA) doesn't give a correct view and the profit is either understated or overstated and so is the financial position. The purpose of this study is to address the impact of inflation on financial statements and Earning Per Share (EPS) for improving the confidence of the shareholders and credibility of the financial statements.



A STUDY OF EFFECT OF PERFORMANCE APPRAISAL ON THE ORGANIZATION AND THE EMPLOYEE IN NIDHI TECHNOLOGIES

AVINASH GOYAL ASST.PROFESSOR GURU NANAK INSTITUTIONS IBRAHIMPATNAM

ABSTRACT

Performance Appraisal has been considered as the most significant an indispensable tool for an organization, for an organization, for the information it provides is highly useful in making decisions regarding various personnel aspects such as promotion and merit increases. Performance measures also link information gathering and decision making processes which provide a basis for judging the effectiveness of personnel sub-divisions such as recruiting, selection, training and compensation. This research will concentrate on examine the effect of the performance appraisal on an individual as well as on the organizations. The sample size of 100 has been chosen from the north Indian states. The data used for the study is primary data collected through the help of questionnaire filled by the samples. The data was evaluated with the help of statistical tools i.e., descriptive statistics, regression, correlation, residual analysis and chi square test. The findings of the research show that there is a noticeable effect of the performance appraisal on as well as on the Individual.



A STUDY ON IMPACT OF GLOBAL RECESSION ON INDIAN ECONOMY WITH REFERENCE TO INDIA'S EXPORTS

DR. A.MUTHUSAMY ASST. PROFESSOR DEPARTMENT OF INTERNATIONAL BUSINESS & COMMERCE ALAGAPPA UNIVERSITY KARAIKUDI

ABSTRACT

India accepted globalization and liberalization in the year 1991, since then India's foreign trade has undergone substantial changes. India's major exports include manufacturing and engineering goods. There has been a gradual increase in India's export and imports trades and also there is a rise in trade deficit. India has good trading relations with all the major countries in the world. Foreign trade has played a crucial role in India's economy growth. Financial crisis hit the real economy and became a global economic crisis; it was rapidly transmitted to many developing countries. The economic crisis leads to a decreased demand for goods and services, which in turn leads to a decrease in production, lay-offs and a sharp rise in unemployment. In the age of globalization, no country can remains isolated from the fluctuations of world economy. India was affected less by external world depressions as it relived more on internal consumption, savings, import substitutions and exports.



KNOWLEDGE, ATTITUDE, PRACTICE AND PREVENTION ABOUT HIV/AIDS AMONG MEN WHO HAVE SEX WITH MEN (MSM) IN KARNATAK: AN EMPIRICAL STUDY OF BELGAUM DISTRICT

UMESH T TEACHING ASSISTANT DEPARTMENT OF SOCIAL WORK SANJEEV MSW COLLEGE LINGASGUR

SEEMA DEVADIGA ICTC COUNSELLOR FAMILY PLANNING ASSOCIATION OF INDIA BELAGAVI BRANCH BELAGAVI

DHAVALESHWAR C U FACULTY DEPARTMENT OF SOCIAL WORK RANI CHANNAMMA UNIVERSITY BELAGAVI

ABSTRACT

The continuum of care for HIV/AIDS of MSM has been advanced mostly in developed countries, mostly due to the prolonging of life and an improved prognosis for those testing HIV-positive due to the advent of triple therapy and ART. This continuum has come to include a set of modalities including prevention, treatment of opportunistic infections, HIV syndrome treatment, antiviral drugs, social/psychological care, and palliative care. Here researcher made an attempt to know the MSM's knowledge, attitude and practice aspects related with the HIV/AIDS, paper covered definition; HIV/AIDS control programs and MSM measurement issues, suggestions and recommendations with the social work perspective to prevent HIV among the MSM's



RELATIONSHIP BETWEEN INFORMATION SECURITY AWARENESS AND INFORMATION SECURITY THREAT

WILLIAMS SOLOMON ADEDAYO STUDENT SCHOOL OF COMPUTING UNIVERSITI UTARA MALAYSIA MALAYSIA

AKANMU SEMIU AYOBAMI RESEARCH SCHOLAR SCHOOL OF COMPUTING UNIVERSITI UTARA MALAYSIA MALAYSIA

ABSTRACT

Information security threat has been reported to be on the increase among users of internet technologies, especially the academic communities, comprising the students, lecturers and tutors. In attending to this situation, past studies have either conceptually discussed or empirically studied some related factors to information security threat generally, with few (if at all any) studied information security awareness' relationship within the conceptual framework of community training, vulnerability to threat, perceived threat severity and compliance to security policies with information security threat. And none has studied this among the Universiti Utara Malaysia community. This paper studies these factors in view of the relationship between information security awareness and information security threat among the Universiti Utara Malaysia students' community. This study uses Quantitative method, with Pearson correlation as the statistical tool. The findings of this study showed that community training; vulnerability to threat, perceived threat severity and compliance to security and compliance to security and compliance to information security awareness is positively related to information security threats.



WHY MBA STUDENTS ARE NOT EMPLOYABLE? (WITH REFERENCE TO DAVANGERE MBA STUDENTS)

ASIFULLA A LECTURER INSTITUTE OF MANAGEMENT STUDIES DAVANGERE UNIVERSITY TOLHUNSE

ABSTRACT

"Education Is the Key to Unlock the Golden Door" this beautiful quote is only good to hear but in reality education is not creating a golden opportunities for students to get a better job after their completion of studies. There are many reasons that why students has failed in getting a job. We have highlighted in this article about the reasons for the failure of student'semployability. We have shown one model about the factors influencing a student to become employable. Many of the research scholars and professors have proved that management education in India is in crisis due to the lack of student's employability. Aim of the paper is to know the reasons for the failure of MBA students in getting a job and to know their perception about the MBA program. We have chosen 100 respondents (MBA Pursuing students) as our sample size. In survey we used Stratified and Simple Random sampling technique is used and to analyze data we have used Likert Scale of 5 point rating, Garrett Ranking Method and Chi-square for hypothesis analysis. After the data analysis we found that most of the MBA students have perception that, MBA is to get better job and high pay. But, they are not focused to their development of skills required or expected by the industries.



AN EVALUATION OF AUDIT EXPECTATION GAP IN NIGERIA

OLOLA OLAYEYE ADUWO ASST. LECTURER DEPARTMENT OF ACCOUNTING FACULTY OF MANAGEMENT SCIENCES EKITI STATE UNIVERSITY ADO-EKITI

ABSTRACT

The audit expectation gap refers to the differences between what the public expects from an audit function and what the auditing profession accepts as the objective of auditing. The existence of audit expectation gap is likely to affect the value of auditing and auditing profession as the society art actually realized the role performed by auditing exercise. This has necessitated lead to numerous professional and regulatory forms aimed at protecting shareholders rely on the financial statements for economic decision. In spite of the existence of research pointing to what to the difference between what the public expects from audit and what the audit profession believes as the objective of auditing, there appears to be paucity of research on how to tackle this issue in Nigeria. Therefore, this research investigates audit expectation gap and perception of stakeholders on audit functions. Respondents view was also sought on how the gap could be narrowed. Four hypotheses were formulated and tested using chi-square. The study reveals that an audit expectation gap exist in Nigeria, with reference to auditor's responsibility it was also observed that there are significant differences in the perception of respondent groups on the existence of the audit expectation gap in Nigeria. Therefore, the study recommends that the public should be enlightened about the objectives of an audit, auditors' role and responsibilities in order to reduce the existence of audit expectation gap.



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

ROLE OF FINANCIAL INCLUSION FOR INCLUSIVE GROWTH: AN INDIAN SCENARIO

BHARGAB KUMAR KALITA RESEARCH SCHOLAR DEPARTMENT OF ECONOMICS GAUHATI UNIVERSITY JALUKBARI

ABSTRACT

The term 'Financial Inclusion' means the transfer of banking services at a reasonable cost to the huge sections of deprived and low income group. 'Inclusive Growth' by its definition implies an impartial distribution of resources with profits gained to every sections of the society. Financial inclusion and inclusive growth are the two sides of a coin. Both are interrelated and interdependent. For growth to be inclusive, all people should be come under access to financial services. In India, we can see that growth is hampered by Financial Exclusion, which is just the opposite of financial inclusion. Many a times, banking services etc. are not delivered adequately; specially in rural areas. So, there is a need to examine or verify the contribution of financial inclusion (i.e. delivery of financial services to poor) to mould the growth of India which is inclusive i.e. proper allocation of resources to every corners of the country. This paper will be studied with the help of secondary data collected from various journals, Reports, Articles, Reports of various Committees, Plans etc. We will be looking to see a positive relationship between financial inclusion and inclusive growth in India. So, let us hope that this paper reflects a true picture of India in case of access to financial services and building a strong case for inclusive growth.



PROBLEMS OF SELF HELP GROUPS WITH SPECIAL REFERENCE TO STATE MICRO FINANCE VISION 2011, ARUNACHAL PRADESH

AKEPI LINGGI EHILI RESEARCH SCHOLAR RAJIV GANDHI UNIVERSITY DOIMUKH

ABSTRACT

The Self Help Group (SHG)-Bank Linkage Programme, in the past nineteen years, has become a well known tool for bankers, developmental agencies and even for corporate houses. SHGs, in many ways, have gone beyond the means of delivering the financial services as a channel and turned out to be focal point for purveying various services to the poor. The programme, over a period, has become the common vehicle in the development process, converging important development programmes. With the small beginning as Pilot Programme launched by NABARD by linking 255 SHGs with banks in 1992, the programme has reached to linking of 69.5 lakh saving-linked SHGs and 48.5 lakh credit-linked SHGs and thus about 9.7 crore households are covered under the programme, envisaging synthesis of formal financial system and informal sector. In view of the large outreach and predominant position of the microfinance programme, it is important to keep a continuous track of the status, progress, trends, qualitative and quantitative performance comprehensively. To achieve this objective, Reserve Bank of India and NABARD issued guidelines in the year 2006-07 to Commercial Banks, Regional Rural Banks and Cooperative Banks to furnish data on progress under microfinance. The data so collected covers various parameters like savings of SHGs with banks, bank loan disbursed to SHGs, bank loan outstanding against SHGs, gross nonperforming assets of bank loans to SHGs, recovery performance of loans to SHGs. Further, the banks also furnished the data regarding bank loans provided to Micro Finance Institutions (MFIs). NABARD has been bringing out the consolidated document annually. This research presents the bird eye view regarding the small achievement the microfinance vision 2011 of Government of Arunachal Pradesh has made progress under microfinance sector under the model, SHG – Bank Linkage model, the problems encountered by the members of SHGs in moving ahead for the common good of the groups.



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

INDEBTEDNESS AND FARMERS SUICIDES IN RURAL PUNJAB

DR. GURMEET KAUR EX. RESEARCH SCHOLAR IN ECONOMICS PUNJABI UNIVERSITY PATIALA

ABSTRACT

The present paper attempts to examine the extent and determinants of indebtedness among the different farmer categories in the rural areas of the Punjab state. Indebtedness is really a worrisome phenomenon. There is an urgent need to examine it in the context of weaker sections of the rural society. The high rate of suicides by farmers and agricultural labourers in the village has a link with the rising level of indebtedness. The most tragic aspect of the phenomenon has been the increasing number of marginal and small farmers resorting to take large amount of loans at high rates of interest. However, the problem of indebtedness depends upon the amount, nature and purpose of the loan taken. The commission agents come out to be the largest contributor towards loans in all the farmers' categories. They provided loans for productive as well as unproductive purposes due to the reason that they are easily approachable at odd hours and their simple way of lending. The major amount of loan has been taken by farmers for productive purposes. The major proportions of non-productive loans are spent on social- religious ceremonies. Loans taken for productive purposes are increasing as we from small farmer category to large farmer category. It has been observed that the amount of productive loans is increasing with the increase of farm size. As the farm size is increased, the proportion of debt on unproductive purposes decreased. Proportion of non farm income and education level of the farmers has inverse relationship with indebtedness.



PRESERVATION AND MAINTENANCE OF THE COLLECTION OF SRI VENKATESWARA ORIENTAL RESEARCH INSTITUTE LIBRARY, TIRUPATI: A USER SURVEY

B. DEENADHAYALU RESEARCH SCHOLAR DEPARTMENT OF LIBRARY & INFORMATION SCIENCE S. V. UNIVERSITY TIRUPATI

A. SIVAKESAVULLU RESEARCH SCHOLAR DEPARTMENT OF LIBRARY & INFORMATION SCIENCE S. V. UNIVERSITY TIRUPATI

M.BHANUMURTHY STUDENT DEPARTMENT OF LIBRARY & INFORMATION SCIENCE S. V. UNIVERSITY TIRUPATI

ABSTRACT

Sri Venkateswara Oriental Research Institute (SVORI) was started in July 1939 by the management of Tirumala Tirupati Devasthanams (T.T.D) with a view that it should be a first-rate research and training centre with appropriate divisions for the study of Sanskrit and other languages of the Hindu religion and philosophy and of the Hindu culture generally. The users of the library consist of M.Phil and Ph.D. scholars and teaching staff members and P.G students of S.V. University. The present study is restricted to make the survey of users of M.Phil and Ph.D scholars and students only. Further, the paper suggests the affective measures for improving the techniques of preservation and organization of manuscripts in SVORI.



USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) PRODUCTS AND SERVICES IN UNIVERSITY LIBRARIES OF TIRUPATI (A. P.): AN ANALYTICAL STUDY

DR. D. KONAPPA LIBRARIAN P. V. K. K. INSTITUTE OF TECHNOLOGY ANANTAPURAMU

ABSTRACT

The present study has been undertaken with an attempt to evaluate the use of Information and Communication Technology (ICT) products and services made available in the Tirupati (A.P) University Libraries amongst the P.G students of Science and Technology with special reference to Sri Venkateswara University, Sri Padmavathi Mahila Viswa Vidyalayam, Acharya N.G. Ranga Agricultural University and Rastriya Sanskrit Vidyapeeth which represent truly population. For that purpose, survey method has been adopted by the investigators, which comprises of administration of questionnaire, observation of the participants, and interview of some of the participants for knowing the opinion of the respondents in respect of use of ICT) products and services for their academic and research activities.



SATISFACTION ON FACILITIES AND SERVICES OF J. B. WOMEN'S ENGINEERING COLLEGE LIBRARY IN TIRUPATI: AN USER SURVEY

B. VEENA KUMARI RESEARCH SCHOLAR DEPARTMENT OF LIBRARY &INFORMATION SCIENCE S. V. UNIVERSITY TIRUPATI

ABSTRACT

The present study has been made analyze and interpret the user's opinion on the facilities and services provided by J.B.Women's Engineering College Library. During the preparation of this paper, an attempt was made to collect the required data from all available sources. However, sample survey method is used for the study. 270 questionnaires were distributed out of which 210 were received from the respondents.



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and 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 i.e. <u>infoijrcm@gmail.com</u> 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

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





