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- 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.

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MARKET REACTIONS TOWARDS CAPITAL EXPENDITURE ANNOUNCEMENTS**DR. SHANTANU MEHTA****DIRECTOR****ST. KABIR INSTITUTE OF PROFESSIONAL STUDIES****AHMEDABAD****RAJALAKSHMI VEL****ASST. PROFESSOR****ST. KABIR INSTITUTE OF PROFESSIONAL STUDIES****AHMEDABAD****ABSTRACT**

This study attempts to examine share price reactions to a firm's capital expenditure announcements in the Indian stock market. While previous studies make important contributions to furthering our understanding of the valuation effects of corporate investment decisions, they do not suggest why capital allocation decisions of some companies are favorably received by the market, whereas similar decisions of other companies are discouraged by the market. Therefore the pertinent research question is to examine the key determinants of positive/negative abnormal returns. In this study we postulate investment opportunities by focused firms are assessed positively (increase) by market and those by diversified firms are assessed negatively by the market (decrease) irrespective of their industry background. Our empirical results are consistent with these predictions. The results of our study support our conjecture that focused firms tend to have better investment opportunities than highly diversified firms.

IMPACT OF INFORMATION TECHNOLOGY ON MSMEs IN INDORE REGION

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ABSTRACT

The Micro, Small and Medium scale enterprises (MSMEs) today playing a pivotal role in the economic and social development of Indian economy, contributing through industrial outputs, employment, exports, investment, innovations etc. Though MSME sector in India is highly heterogeneous in terms of the size of the enterprises, variety of products, and services, and levels of technology with a total of 30 million MSME units. MSMEs contribution towards GDP was 17% in year 2011, and raised to 22% in year 2012. in today's era of Indian globalization MSMEs are facing new challenges and some are struggling hard to survive due to lack of modernization, non-availability of suitable technology, inability to identify new markets etc, these shortcomings can be workout through technology improvement and skill enhancement with the help of Information technology (IT) infrastructure. Through this paper I have attempted to investigate the relationship between MSMEs competitiveness and Information Technology in Indore region.

COMPLIANCE OF CORPORATE GOVERNANCE AND ITS IMPACT ON FIRM PERFORMANCE: AN EMPIRICAL ANALYSIS WITH DUMMY VARIABLES

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ABSTRACT

Good corporate governance is fundamental to the economies with extensive business background and also facilitates the success for economic growth. Corporate governance secures an effective and efficient operation of company in the interest of all stakeholder. It provides assurance that management is acting in the best interest of the corporation, thereby contributing to business prosperity through openness in disclosures and accountability. An analysis of these practices and the association of their adoption and effects on firm performances can form a basis for economic reforms in the context of the changing corporate environment. Studying the impact of the best practices on the companies across diverse sectors of the Indian Economy would enable us to analyze the efficacy of the said practices. This paper aims at exploring the impact of adoption of the Clause 49 of Listing Agreement pertaining to corporate governance clause recommended by SEBI, by the selected Indian corporate. The results reveal that among the selected corporate governance norms, presence of a key executive director in audit committee is of vital significance in affecting overall performance of organizations.

CAUSE RELATED MARKETING AND ITS IMPACT ON BRAND PREFERENCES & BRAND ATTACHMENT AMONG CUSTOMERS AT BHAVNAGAR CITY WITH SPECIAL REFERENCE TO P&G FMCG PRODUCTS

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ABSTRACT

Cause Related Marketing (CRM) has emerged as a top management priority in the last decade due to the growing realization that it one of the most valuable intangible tool that firms have to gain better corporate image from Internal as well as External Customers. This paper identifies some of the influential work in the area of Cause related marketing practices carried out by P&G and its impact on corporate brand image of the company. The main aim of the paper is to find out causality between cause related marketing practices and Brand preferences as well as brand attachment with special reference to P&G FMCG products. This paper also explore some practices used by P&G for Cause related marketing such as "Shiksha Abhiyan-Padhega India, Badhega India by Anupam Kher" etc. Relationship between cause related marketing and its impact on customer's brand preferences & brand attachment is find out by selecting 100 samples using convenience random sampling from Bhavnagar city and data has been analyzed using co-relation co-efficient. The main findings of the research includes that customer do prefer brand of the company as cause related marketing has created positive impact. The paper also outlines some gaps that exist in the research of variables and formulates a series of related research questions.

FACTORS THAT AFFECT MEMBERS' LEVEL OF PARTICIPATION IN SAVING AND CREDIT COOPERATIVES (SACCOS) AFFAIRS IN ETHIOPIA: A CASE STUDY IN MEKELLE CITY, TIGRAY

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ABSTRACT

The objective of this study was to identify and analyze the factors that determine members' level of participation in saving and credit cooperatives (SACCOS) in Mekelle city, Tigray. Primary data was collected from 265 randomly selected members by using structured questionnaire. The data was analyzed through Tobit model regression. The Tobit model test indicated that from the total 15 explanatory variables only age has statistically significant negative influence and sex (being a male), member's saving per month, duration of membership, education, membership situation and training had statistically significant positive influence on members' active participation in SACCOS' affairs. To tackle the problem of passive participation of members, the intervention strategies of the marketing and cooperative promotion office of Mekelle city and other stake holders should focus on the members' awareness that they are owners, users and have responsibility to control SACCO's activities. The limitation of this study was that it did not compare the level of participation among the associations (Mahibers). Moreover, due to more female dominated associations (Mahibers), there was a limitation to compare the level of participation between male and female members. Thus, further researchers may focus these limitations and include on their study.

AN APPROACH TOWARDS EFFICIENT PREFERRED DATA RETRIEVAL BY PRESORTING

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ABSTRACT

Skyline query processing has become an important issue in database research. The popularity of the skyline operator is mainly due to its applicability for decision making applications. In such applications, the database tuples are represented as a set of multidimensional data points and the skyline set contains those points that are the best trade-offs between the different dimensions. Evaluating skylines, existing techniques primarily focus on skyline algorithms to produce skyline after complete scan of dataset where each tuple is compared with every tuple for Skyline selection. This techniques faces serious limitations, namely (1) Decision making lasts after complete dataset scan, and (that is why) (2) Skyline can only be computed after execution of other relational operator. Developed method PRESORT TO GET SKYLINE (PGS) introduced as an extension to existing Block Nested Loop (BNL) method by improve response time in answering skyline. We claim once a tuple is included in skyline candidate list no subsequent tuple can dominate it hence is not required to compare with tuples following it.

PERCEIVED USEFULNESS, USER ACCEPTANCE OF E-BANKING AND SUCCESSFUL TRANSITION TO CASHLESS POLICY IN NIGERIA

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ABSTRACT

The study examined the nature of e-banking transactions against the backdrop of modalities CBN has put in place to operationalize its cashless policy in Nigeria. From the survey of 234 e-banking users in Nigeria, using the framework of Technology Acceptance Model (TAM), we sought to determine the Perceived Usefulness (PU) of e-banking as a basis for articulating strategies and measures for getting them to accept and use it as the dominant payment option in financial transactions. Based on tested hypotheses and answered research questions, we came to the conclusion that electronic based transaction has great many advantages over Cash based transaction and that its benefits are clear and demonstrable and consequently can be sold to Nigerians without application of force. From the perspective of selling a very good and needed product to expectedly able and willing market we made a number of recommendations hinging on communicating the benefits of electronic based transaction effectively and offering some incentives to facilitate speedy adoption and sustained use of the platform.

SENSITIVITY OF INTERNAL AND EXTERNAL CHANGE JUSTICE AS A PREDICTOR IN PRIVATE SECTOR

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ABSTRACT

The demand of global market have collectively transformed the ownership and structure of Indian organization, which is leading towards stress among employees, restructuring organizational pattern, downsizing, change in technology, change in product quality, job rotation, change in responsibility of Managers as well as workers. The present paper deals with a case study of two industries (private sector) located in Allahabad district and its process of change, reason and effectiveness in terms of job satisfaction, productivity and quality. And the influence of ownership change and technology change on manager's perception.

PRODUCTIVITY IMPROVEMENT THROUGH PREVENTIVE MAINTENANCE: THE CASE OF ATSC TEXTILE MANUFACTURING FIRM

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ABSTRACT

Through effective preventive maintenance system, there is a way for the manufacturing firms to enhance their capacity and to provide better product than they are doing at present. This paper examines how preventive maintenance improves the productivity of textile machines in textile manufacturing firms, especially focused on weaving machines (looms). The study has explored the major problems and causes of machine breakdown at the existing situations and proposed the means to avoid the breakdowns. The investigation of this work indicates an increase of 46.26 % of productivity improvement and mean time between failures (MTBF) increased to 75.41 % from 44.4 %. The mean time to repair (MTTR) also decreases from 12 hrs per breakdown to 10.04 hrs per break down which is a 10.19 % reduction.

A STUDY OF FACTORS RELATED TO SUCCESS & FAILURE OF ENTREPRENEURS IN SMALL SCALE INDUSTRIES WITH IMPORTANCE ON THEIR LEVEL OF EDUCATION AND TRAINING

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ABSTRACT

This paper explore the determinants of the business long & short-term success and failure of small scale enterprises/businesses. Entrepreneurs & small firm success and failure have been the subject of wide research. It is important to understand the external, internal, & motivational factors that responsible for business start-up, the obstacles faced during the starting and continue the business & advice Or help available to entrepreneurs. The aim of this paper is to explain the main factors are related to success & failure of entrepreneurs in small scale industries/business in local area of Muradnagar & Modinagar (NCR), India, and Based on a random sampling of more than 10 enterprises marked as successful & failures are selected. The collected data is based on the triangulation method (i.e. interview, observation and questionnaire).

MAJOR USES AND PREFERRED PAYMENT SYSTEMS IN NIGERIA: APPLICATION OF WORD OF MOUTH COMMUNICATION IN PROMOTING CASHLESS POLICY OF CBN

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LAGOS

ABSTRACT

Given the imperative of developing an effective national payments system that will drive economic growth and development and in furtherance of the cashless policy of Central Bank of Nigeria, this study sought to establish how Word of Mouth Communication can facilitate the transition from a cash-based to an e-payment dominant payment system in Nigeria. Towards this end, 282 respondents who are aware of the three payment systems in operation in Nigeria were surveyed to determine their preferred payment system, what they use the payment systems to do mostly, why they are not using cheque and e-payment systems and the payment systems they will likely recommend to their friends and relations. Based on analyzed data, the study came to the conclusion that the respondents are satisfied with e-payment system, use it mostly for transfer of funds, payment for goods and services and payment for utilities, and will mostly recommend e-payment system to their friends and relations. For effective and cost efficient achievement of cashless policy, the study recommended the use of, product advocates (using word of mouth communication), influence marketing/marketers (using word of mouth marketing) and application of ICT to facilitate word of mouth marketing (using electronic word of mouth).

CHALLENGES FACED BY BANKING INDUSTRY IN UAE: REENGINEERING THE OPERATIONAL EFFICIENCIES

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ABSTRACT

Banks in UAE primarily belong to two categories, national (local) and foreign, with the latter being restricted from operating more than eight branches. Currently, there are 46 banks operating in UAE, including branches and offices of foreign banks. There are 2 national banks in UAE, all of which are listed either on Abu Dhabi Securities Market (ADSM) or Dubai Financial Market (DFM). Total assets of UAE banks grew by 13.1 per cent to Dh2, 025 billion in 2013 compared to Dh1, 791.6 billion in 2012, enabling the country's banking sector to remain the largest in the Arab world in terms of assets. Total deposits increased from Dh1, 167.8 billion in 2012 to Dh1,278.9 billion in 2013, according to a statement of UAE Banks Federation. Among GCC countries, UAE has highest number of banks after Bahrain. Another notable feature is the rapid stride that Islamic banking has made in the UAE. A range of Sharia-compliant products was introduced in the market and Islamic finance deals like Ijara transactions have become common in property purchasing deals. The region has witnessed Islamic Sukuks attracting large investor volumes with subscriptions exceeding expected issuance, even in big issues. This paper attempts to unfold all the major operational aspects and challenges that continue to prevail in UAE banking system.

FACE DETECTION IN NIGHT VISION IMAGES: AN APPLICATION OF BPDFHE METHODOLOGY

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ABSTRACT

In this era, the importance and usage of face detection has reached its apex as it finds a lot of applications in Surveillance, Biometrics, Social Networking Sites, photo tagging, password protection, security etc. Scholars in the field of digital image processing are facing huge challenge to prescribe a methodology that is simple to implement and relatively faster to operate in 'subjective contrast enhancement' of an image. This paper attempts to detect face in Night-Vision Images. Although there are a few existing 'complex but not robust' methodologies for face detection in Night-Vision Images, we have attempted to present a simple, efficient but faster approach for the same. As a part of preprocessing, this study grossly follow the Histogram equalization methodology for enhancement of the contrast of image and specifically the Brightness preserving dynamic fuzzy histogram equalization technique (BPDFHE) proposed by Sheet et al,2010. The process followed by the authors is not complex to implement and is faster than the other widely used methods for detecting face in night time images. Furthermore, the process works best in a controlled environment and when only the face is exposed with a little exposure of skin.

UNITED ARAB EMIRATES: THE INTEGRATION OF BUSINESS TECHNOLOGY AND CORPORATE COMPETIVENESS

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ABSTRACT

In less than 40 years, UAE has transformed itself from a trading community into one of the most inspirational, exciting and successful destinations of the world in the world. UAE's progress continues to make global headlines and its attraction as a destination for tourists and businesses alike is now legendary. With a diverse, multicultural population, UAE offers its residents and businesses a unique environment, enriched with the cultures of more than 190 nationalities and a quality of life and work unrivalled in the Middle East. It is a bustling metropolis with a combination of Emirati heritage, Arabic vitality, Western spontaneity and Asian ambition. With an indigenous population of just 170,000, the expatriate residents now stands at more than two million, thanks to its lifestyle appeal and investment incentives. The tax-free policies and penalty-free repatriation of earnings have enormous benefits on both a personal and business level, with outstanding opportunities for private savings and professional profits. The paper shows how UAE is dynamically acting as a perfect gateway for the rest of world and provides most lucrative opportunities for the exports and imports.

A STUDY OF RECRUITMENT PRACTICES FROM TRADITIONAL TO e-RECRUITMENT: A PARADIGM SHIFT

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ABSTRACT

This paper is based on the importance of E-Recruitment in recruitment process of the companies. Each and every organisation is set up with the purpose of achieving some objectives. It can be achieved only when all the resources are put to best use. Of all the resources, human resource is most important resource because full and proper utilisation of all others resources depend upon human resource. Management of human resource is of strategic importance for every concern. It deals with how to attract, maintain and retain best and potential employees inside the organisation. For the past two decades, there has been drastic change in field of human resource management; internet has influenced overall functioning of human resource department in one way and another. Today E- recruitment has become most sought after method for companies to recruit people in organisation. The purpose of the study is to know up to what Extent Company uses information technology for recruiting employees inside the organization. The study tries to provide some insight on the Recruitment practices with the special focus on E-Recruitment and current trends in India.

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