

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



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

*Indexed & Listed at:*

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

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

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

Circulated all over the world & Google has verified that scholars of more than 5555 Cities in 190 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.	ADAPTATION LEVEL OF GREEN SUPPLY CHAIN PRACTICES: AN EMPIRICAL STUDY OF INDIAN AUTOMOBILE SECTOR <i>DR. SHIVANI SHARMA &amp; DR. V. K. JAIN</i>	1
2.	LEASING: A SOLUTION TO CREDIT RATIONING <i>MANDEEP KAUR &amp; DR. POOJA MISHRA</i>	2
3.	A STUDY ON THE RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH WITH SPECIAL EMPHASIS TO FOREIGN TRADE AND GROSS DOMESTIC PRODUCT <i>MANINDER KAUR &amp; RITU PRIYA</i>	3
4.	PERFORMANCE MANAGEMENT: IMPLICATIONS FOR POTENTIAL WAGE CAPPING AT RAKSHITH HOSPITAL, CHENNAI <i>V.CHANDIRAVATHANAN &amp; DR. S. POUGAJENDY</i>	4
5.	EMPOWERMENT OF WOMEN THROUGH CREATING AWARENESS TRAINING ON VALUE ADDITION OF NUTRICEREALS FOODS <i>DR. S. GANAPATHI &amp; A.THANAGM</i>	5
6.	MERGER & ACQUISITION IN THE INDIAN CONTEXT: THE IMPACT ON SHAREHOLDER VALUE <i>S. GOWRI &amp; DR. S. POUGAJENDY</i>	6
7.	CHALLENGES OF CHANGE MANAGEMENT ON SERVICE DELIVERY IN THE ADMINISTRATION POLICE SERVICE IN MURANGA COUNTY <i>DR. JOHN WEKESA WANJALA, CLIFFORD G. MACHOGU, DR. RICHARD JUMA OTIENO &amp; NELLY AYABEI</i>	7
8.	A STUDY ON ELECTRONIC-HUMAN RESOURCE MANAGEMENT AND ITS STRATEGIES: LITERATURE REVIEW <i>MONALISHA PATEL &amp; SUNIL DHAL</i>	8
9.	AN EMPIRICAL STUDY ON ROLL AND PERFORMANCE OF MSMEs IN INDIA <i>B R MURTHY, G MANJULA &amp; G NARAYANA SWAMY</i>	9
10.	UNDERSTANDING CUSTOMER SATISFACTION OF INTERNET BANKING: A CASE STUDY IN UTTARAKHAND <i>DR. PRIYANKA AGARWAL</i>	10
11.	A STATISTICAL STUDY ON ADVERTISING EFFECTIVENESS OF COLD DRINKS IN CHINNATHIRUPATHY, SALEM DISTRICT <i>M.VALAVAN</i>	11
12.	PRIVATE LIFE INSURANCE INDUSTRY: AN OVERVIEW <i>MONA JINDAL</i>	12
13.	IMPACT OF INSTITUTIONAL FINANCE ON BORROWERS CONCERNED WITH PRIORITY SECTOR <i>DR. POONAM NAGPAL, PRACHI GUPTA &amp; SHACHI GUPTA</i>	13
14.	RURAL MARKETING IN INDIA <i>DR. MIRDULESH SINGH &amp; ANKIT KUMAR KATIYAR</i>	14
15.	GREEN BANKING: AN APPROACH TOWARDS ENVIRONMENT CONSERVATION <i>VANDANA SONI &amp; DR. B. B. PANDEY</i>	15
16.	OPPORTUNITIES AND CHALLENGES OF E-ADVERTISING: THE CONSUMERS' PERSPECTIVE <i>DR. SEEMA SINGH &amp; SARIKA AHLLUWALIA</i>	16
17.	A STUDY ON EMPLOYEES SATISFACTION TOWARDS E-HRM IN PRIVATE SECTOR BANKS <i>DR. P. KANNAN &amp; D. MOHANA PRIYA</i>	17
18.	PERFORMANCE ESCALATION THROUGH SUPPLIER RELATIONSHIP PRACTICES (SRP) <i>RAJEEV KUMAR</i>	18
19.	WORKING OF NEURONS IN ARTIFICIAL NEURAL NETWORKS <i>MAMTA SHARMA</i>	19
20.	STUDY ON INDIAN BANKS USING GREEN BANKING <i>NEHA CHOUDHARY</i>	20
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	21

**CHIEF PATRON****Prof. (Dr.) 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 &amp; Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**FORMER CO-ORDINATOR****Dr. S. GARG**

Faculty, Shree Ram Institute of Business &amp; Management, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. R. K. SHARMA**

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

**CO-EDITOR****Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering &amp; Technology, Urjani

**EDITORIAL ADVISORY BOARD****Dr. S. P. TIWARI**

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

**Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

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

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic &amp; Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

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

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting &amp; Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. KAUP MOHAMED**

Dean &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**SUNIL KUMAR KARWASRA**

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

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture &amp; Tech., Westlands Campus, Nairobi-Kenya

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. ANA ŠTAMBUK**

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**Dr. RAJENDER GUPTA**

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

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. ANIL K. SAINI**

Professor, Guru Gobind Singh Indraprastha University, Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. A. SURYANARAYANA**

Professor, Department of Business Management, Osmania University, Hyderabad

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**SHASHI KHURANA**

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

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**SURJEET SINGH**

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

**Dr. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. SAMBHAVNA**

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

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. SHIVAKUMAR DEENE**

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

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

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

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

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

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

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB**.
  - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
  6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

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

**BOOKS**

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

**CONTRIBUTIONS TO BOOKS**

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

**JOURNAL AND OTHER ARTICLES**

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

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



# **ADAPTATION LEVEL OF GREEN SUPPLY CHAIN PRACTICES: AN EMPIRICAL STUDY OF INDIAN AUTOMOBILE SECTOR**

**DR. SHIVANI SHARMA**  
**ASST. PROFESSOR**  
**INDORE INSTITUTE OF MANAGEMENT & RESEARCH**  
**INDORE**

**DR. V. K. JAIN**  
**DEAN**  
**COLLEGE OF ENGINEERING & TECHNOLOGY**  
**MODI UNIVERSITY**  
**LAXMANGARH**

## **ABSTRACT**

*Green initiatives in supply chain operations of manufacturing organizations have emerged as indispensable approach, which not only reduces the environmental issues but also yields economic benefits to manufacturers. This paper aims to present, current state of Green Supply Chain Management (GSCM) practices' adaptation level in Indian automobile industry. Primary data was collected through questionnaire survey from Pithampur (Madhya Pradesh) and descriptive statistics is being used to analyze data. The research findings show that, in general, Indian Automobile manufacturers have initiated adaptation of environmental friendly practices into their supply chain operations.*

---

**LEASING: A SOLUTION TO CREDIT RATIONING**

**MANDEEP KAUR**  
**RESEARCH SCHOLAR**  
**I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY**  
**JALANDHAR**

**DR. POOJA MISHRA**  
**DIRECTOR**  
**A & M INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**PATHANKOT**

**ABSTRACT**

*“Leasing is one of the last financial resorts”. Finance forms the most important resources for any organization. There are various methods through which such finance is being raised. It is still not resolved in financial literature that leasing could act as a substitute or not. A leasing is a contract by which one party conveys land, property, service etc. to another for a specified time, usually in return for a periodic payment whereas banks used credit-rationing mechanism in order to mitigate the losses that arise due to asymmetric information. The question still arises about the relationship between leasing and credit rationing. Over the years, lease finance has been consented as one of the cornerstone of modern economy. In this paper, we are going to discuss two things: first, what are the factors that influence credit rationing and secondly, to study relationship between them. We compare the lease rentals with the monthly payments of loan. The results shows that we pay less in leasing as compare to banking loan.*

**A STUDY ON THE RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH WITH SPECIAL EMPHASIS TO FOREIGN TRADE AND GROSS DOMESTIC PRODUCT**

**MANINDER KAUR**

**HEAD**

**BUSINESS MANAGEMENT & COMMERCE DEPARTMENT**

**GURU NANAK KHALSA COLLEGE FOR WOMEN**

**LUDHIANA**

**RITU PRIYA**

**ASST. PROFESSOR**

**GURU NANAK KHALSA COLLEGE FOR WOMEN**

**LUDHIANA**

**ABSTRACT**

*Foreign direct investment is indispensable factor that helps in boosting the growth of Indian economy. With the introduction of liberalization by former finance minister Dr. Manmohan Singh in 1991, India has witnessed a change in the flow and direction of foreign direct investment in to the country. Foreign Direct Investment in India increased by 874 USD Million in February of 2017. Foreign Direct Investment in India averaged 1225.67 USD Million from 1995 until 2017. Present paper shows the impact of Foreign Direct Investment on Trade Balance (Export and Import) and Gross Domestic Product. Efforts have been made to collect data from reliable sources. Statistical tool like correlation has been used in order to reveal the results. The results show that there is both positive and negative relationship between different factors.*

---

**PERFORMANCE MANAGEMENT: IMPLICATIONS FOR POTENTIAL WAGE  
CAPPING AT RAKSHITH HOSPITAL, CHENNAI**

**V.CHANDIRAVATHANAN**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF MANAGEMENT**  
**PRIST UNIVERSITY**  
**PUDUCHERRY CAMPUS**  
**PUDUCHERRY**

**DR. S. POUGAJENDY**  
**HEAD**  
**MBA DEPARTMENT**  
**PRIST UNIVERSITY**  
**PUDUCHERRY CAMPUS**  
**PUDUCHERRY**

**ABSTRACT**

*Performance Appraisal is an important tool for wage capping, motivating and improving employee performance. It is the process of planning performance, appraising performance, giving feedback and counseling an employee to improve his performance. The effectiveness of a performance appraisal system is dependent on the objectivity, fairness, communication in advance of the parameters on which performance would be assessed and provision of timely feedback. Rakshith Hospitals was the institution chosen for the purpose of the study. The reason to choose hospital sector because the Indian healthcare sector is witnessing phenomenal growth and the performance determines the wellbeing of the patients. The total population is 114 and data was collected from 100 employees. The main objective of the study is to find out the role of organization in updating the performance of the employees. The questionnaire contained close ended questions and dichotomous questions. The researcher had used statistical tools such as Chi-square test, Kolmogorov Smirnov Test to test the efficacy of the data collected and the results obtained. The major finding of the study is that the employees are satisfied with the appraisal System followed in the organization.*

# EMPOWERMENT OF WOMEN THROUGH CREATING AWARENESS TRAINING ON VALUE ADDITION OF NUTRICEREALS FOODS

**DR. S. GANAPATHI**  
**PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

**A. THANAGM**  
**PH. D. RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**ALAGAPPA UNIVERSITY**  
**KARAIKUDI**

## ABSTRACT

*The term Nutricereals includes a number of small-grained cereal grasses. Based on the grain size, millets have been classified as major millets, which include sorghum and pearl millet, and several small grain millets, which include finger millet (ragi), foxtail millet (tenai), kodo millet (varagu), proso millet (panivarugu), barnyard millet (kudiraivali) and little millet (samai). The study leans to more light on the role played by small and landless farmers of villages and Agriculture farm women labour in promoting socio-economic empowerment of women in India through a more effective use of local available ancestor using the nurtigrains and its products. The analyses has confirmed the strategic role that such types of interventions can play in rural and urban situations where women are too often marginalized in income generation activities and decision making processes. As a result of capacity building interventions to enhance local skills in value addition, women were able to generate substantial income and use this towards their own family welfare developments. The training interventions a strategic role by increasing self-confidence of women in undertaking small scale food processing of value added products of minor millet. The training on value addition of minor millet for preparation, biriyani, biscuit, curd rice millet based beverages and millet kheer and retoring at enhancing the income from the marketed grain through value addition. The 2014-15 (200 nos) and 2015-16 (643 Nos) the awareness of training increasing in ratio comparing previous years. Empowerment of women was undertaken through based on the need assessment carried out in a participatory mode. The training was imparted for preparation of value added products of minor millet quality control, labeling, marketing of the produce with attractive cost benefit ratio. Empowerment of agriculture women through training and nutrition education had positive impact on leadership qualities, enhanced self-confidence; skills to undertake value added products and their marketing, domestic consumption, income generation and all converging to improved nutrition and economic status.*

# **MERGER & ACQUISITION IN THE INDIAN CONTEXT: THE IMPACT ON SHAREHOLDER VALUE**

**S. GOWRI**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF MANAGEMENT**  
**PRIST UNIVERSITY**  
**PUDUCHERRY CAMPUS**  
**PUDUCHERRY**

**DR. S. POUGAJENDY**  
**HEAD**  
**MBA DEPARTMENT**  
**PRIST UNIVERSITY**  
**PUDUCHERRY CAMPUS**  
**PUDUCHERRY**

## **ABSTRACT**

*One of the primary motives behind any strategic corporate decision is to maximize shareholder value. Strategic decisions for firms are made with the objective of maximizing the wealth of the company's shareholders. This paper investigates the performance of selective sector of chemical companies, which have been involved in chemical related mergers and acquisitions and examines the impact of merger announcements on acquiring firms' and target firms' stock performance in the Indian industry. It also examines abnormal share returns throughout a period surrounding the announcement of both successful and unsuccessful acquisition and merger bids. The overall results indicate that related construction mergers create wealth for shareholders of the target firms.*

# CHALLENGES OF CHANGE MANAGEMENT ON SERVICE DELIVERY IN THE ADMINISTRATION POLICE SERVICE IN MURANGA COUNTY

**DR. JOHN WEKESA WANJALA**  
**LECTURER**  
**HUMSN RESOURCE DEPARTMENT**  
**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**KENYA**

**CLIFFORD G. MACHOGU**  
**ASSOCIATE PROFESSOR**  
**COMMERCE DEPARTMENT**  
**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**KENYA**

**DR. RICHARD JUMA OTIENO**  
**SR. LECTURER**  
**LIBERAL STUDIES DEPARTMENT**  
**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**KENYA**

**NELLY AYABEI**  
**STUDENT**  
**COMMERCE DEPARTMENT**  
**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**KENYA**

## ABSTRACT

*Change is an inevitable part of life, a well-planned and formulated change, can produce positive results. Despite planning change, change is hard to incorporate, accept and appreciate. Change has an impact on the individuals and the organization as a whole, and no matter how small, they always encountered resistance from within itself. The police in Kenya have always been characterized by many years of impunity in various forms such as embezzlement of state resources, endemic corruption, non-compliance with the law as well as illegal political interference. Key police reforms were undertaken by the government of Kenya to make sure that the police are at par with international standards, in an attempt to move away from reactive nature of the police to a proactive and service oriented policing. Despite this, the reform process has faced various challenges emanating within and without the organization. Therefore, this research aimed at examining the challenges of change management on service delivery in Administration Police Service in Murang'a County. The study adopted descriptive casual-effect research. The sample of 135 officers were used to obtain information. The researcher adopted cluster, purposive, stratified, and random sampling technique to enable adequate representation of officers across all ranks in the county. Primary data were collected using questionnaires while secondary data obtained from published documents including journals, periodicals, magazines and police reports. Data analysis was done through the use of SPSS version and Excel. Inferential and descriptive statistics were used to describe features of the data to be collected. Presentation of the data was done through the use of tables, graphs, and charts. The final results of this study is relevant for fellow researchers, policy makers and managers of the police service, among other beneficiaries especially in the field of change and management in general.*

---

# A STUDY ON ELECTRONIC-HUMAN RESOURCE MANAGEMENT AND ITS STRATEGIES: LITERATURE REVIEW

**MONALISHA PATEL**  
**RESEARCH SCHOLAR**  
**SRI SRI UNIVERSITY**  
**JAYADEV VIHAR**

**SUNIL DHAL**  
**ASSOCIATE PROFESSOR**  
**SRI SRI UNIVERSITY**  
**JAYADEV VIHAR**

## ABSTRACT

*Technology and tradition is in the current bilateral edge in which human and its practices are standing. When technology fuses with Human Resources dramatically reengineering with the HR practices, it gives birth to the advanced version of HR coined as E-HRM for which the human resource management process has been under transformational changes in the aspects of HRM functions over the last decades. Because the human resources involves the human capital therefore the process of human resource management is being undergoing by the phases of changes implementing various tools of technology while improvisation in its performances. The amalgamation between HRM processes with the Information Technology being termed as Electronic Human Resources Mgt. (E-HRM). So the phenomenon E-HRM undoubtedly tries for there up to functionalise all over the operations and its activities that the human resource management system is dealt with and with the help of information technology with the very fastest mode and adequately accurately. The uses of information technology in the field of human resource management is much improvised for the purpose of standardising the human resources functional and operational activities with allowing distributed facilitation to employees as well as the line managers. This particular study signifies to enquiry about the influential impacts of E-HR to the HRM functions within the organisations.*



---

## AN EMPIRICAL STUDY ON ROLL AND PERFORMANCE OF MSMEs IN INDIA

**B R MURTHY**  
**ASST. PROFESSOR**  
**GOLDEN VALLEY INTEGRATED CAMPUS (GVIC)**  
**ANGALLU POST**

**G MANJULA**  
**ASST. PROFESSOR**  
**GOLDEN VALLEY INTEGRATED CAMPUS (GVIC)**  
**ANGALLU POST**

**G NARAYANA SWAMY**  
**ASST. PROFESSOR**  
**GOLDEN VALLEY INTEGRATED CAMPUS (GVIC)**  
**ANGALLU POST**

### ABSTRACT

*Modern days Indian development Industrial sector occupying important portion, Post-independence MSMEs taken vital role to generation of employment and income. It is contributing Export growth also. It is having loge no of opportunities to firm formation and employment opportunities. This study provides the growth of MSMEs, Employment and Export Promotions in India; It is helpful for empowerment of MSMEs in India.*

# UNDERSTANDING CUSTOMER SATISFACTION OF INTERNET BANKING: A CASE STUDY IN UTTRAKHAND

**DR. PRIYANKA AGARWAL**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**GOVERNMENT P.G. COLLEGE**  
**KOTDWARA**

## ABSTRACT

*The technology in this digital era is growing with a pace far beyond everyone's imaginations. New Information Technology has brought about a lot of changes in almost all facets of life. In the Banking Industry, it has been in the form of innovative banking, which is now replacing the traditional banking. Indian banking system touches the lives of millions of people and it is growing at a fast pace. Banking industry in India is facing number of challenges like changing needs and perceptions of customers, new regulations from time to time and great advances in technologies, the pressure of meeting these challenges have compelled banks to change the old ways of doing business. The banking sector in India has seen a number of changes. Most of the banks have begun to take an innovative approach towards banking with the objective of creating more value for customers in the banks. Presently internet banking plays a very important role in banking customer life. It provides number of facilities to the people, banking service has become a need of the society. Now days banking provide services more than customer's expectation. Customer satisfaction is an important factor to help banks to sustain competitive advantages. Therefore, the purpose of this research is to search and examine the factors, which influence customer satisfaction towards Internet banking. This study mainly focuses on investigating the major factors that influence online customers' satisfaction with the overall service quality of their banks. This paper is descriptive in nature, and data has been collected through various primary and secondary sources. The major findings of the study is that majority of the customers are satisfied.*

---

**A STATISTICAL STUDY ON ADVERTISING EFFECTIVENESS OF COLD DRINKS IN  
CHINNATHIRUPATHY, SALEM DISTRICT**

**M.VALAVAN  
ASST. PROFESSOR  
DEPARTMENT OF STATISTICS  
GOVERNMENT ARTS COLLEGE (AUTONOMOUS)  
SALEM**

**ABSTRACT**

*Marketer's survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, advertising plays a major role. Nearly everyone in the modern world influence to some degree by advertising. Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. In this paper to analyse the influences of advertisement, in consumer brand preference, towards soft drinks product in Chinnathirupathy, Salem District, Tamilnadu.*

---

**PRIVATE LIFE INSURANCE INDUSTRY: AN OVERVIEW**

**MONA JINDAL**  
**ASST. PROFESSOR**  
**S.S.D WOMEN'S INSTITUTE OF TECHNOLOGY**  
**BATHINDA**

**ABSTRACT**

*The Indian life insurance industry has underwent drastic changes after liberalization, privatization and globalization. This policy lead to the opening up of the economy to the private entrepreneurs. This attracted some private and international players in the insurance sector also. Thus, introduction of private players in the industry have changed the rules of the game and have added value to the industry. This paper focuses on the growth of private life insurance companies for the period from 2002 to 2014 on the basis of various growth indicators like death claims settlement, registered complaints and lapsation ratio as well as pattern of life insurance from global perspective. The sample for this study includes 5 Indian life insurers and it analysis the data of 13 years from 2001-2002 to 2013-2014. The study uses descriptive analysis for in depth analysis of the various parameters of growth for top five private life insurance company's.*

# IMPACT OF INSTITUTIONAL FINANCE ON BORROWERS CONCERNED WITH PRIORITY SECTOR

**DR. POONAM NAGPAL**  
**ASST. PROFESSOR**  
**G.N. (P.G.) COLLEGE**  
**MANDI KILLIANWALI**

**PRACHI GUPTA**  
**LECTURER**  
**DEPARTMENT OF EAFM**  
**SETH G.L. BIHANI S.D. (P.G.) COLLEGE**  
**SRI GANGANAGAR**

**SHACHI GUPTA**  
**LECTURER**  
**DEPARTMENT OF EAFM**  
**SETH G.L. BIHANI S.D. (P.G.) COLLEGE**  
**SRI GANGANAGAR**

## ABSTRACT

*A broad based and diversified institutional structure has gradually been built up for providing substantial amount by way of short, medium and long-term loans. The institutional financing agencies stand for the institutions of different types engaged in the task of rural finance. The subject of institutional finance vis-à-vis rural development has been receiving increasing attention from the government academicians. There is no denying the fact that ongoing process of rural development call for a continues stream of financial assistance easily and timely accessible to the rural masses. To tackle the problems of rural credit in an effective manner, the government has assigned the task to three main agencies, namely, co-operative banks including land development banks, commercial banks and regional rural banks. The main objective of the study is to analyze the functional system of the Co-operative Banks, Commercial Banks and Regional Rural Banks, to assess the extent of involvement of banks in spreading credit and their efforts in reducing inter-regional and inter-institutional disparities in rural credit, to assess the impact of institutional finance on the recipients operations, to study the problems encountered by bankers as well as borrowers in connection with institutional finance and to offer healthy suggestions for removing the problems involved in rural credit operations and for improvement in the working of institutional financing agencies. It also brings out the impact of institutional finance on standard of living, examine the problems relating to rural credit faced by the banks and borrowers, highlights the preference for borrowing from each of the institutions and reasons thereof. The study also provides valuable findings and suggestions on various issues rising during the course of the investigation.*

**RURAL MARKETING IN INDIA**

**DR. MIRDULESH SINGH**  
**ASST. PROFESSOR**  
**INSTITUTE OF BUSINESS MANAGEMENT**  
**CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY**  
**KANPUR**

**ANKIT KUMAR KATIYAR**  
**RESEARCH SCHOLAR**  
**INSTITUTE OF BUSINESS MANAGEMENT**  
**CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY**  
**KANPUR**

**ABSTRACT**

*Recently, the growth of the Indian economy after starting of liberalization and globalization policy in 1991 has been substantial increase the purchasing power of the rural habitants. Since Green revolution in India, the rural areas are started to use a large quantity of consumable and non-consumable products. In this way, rural marketing has been used as a strategy to combat against the competition by the marketers. The rural marketing and agricultural marketing prior to globalization of Indian economy convey the same meaning, but after wards both understand by the markets in different context—the later denotes agricultural and rural production for the urban consumer or industrial consumer, whereas rural marketing involves marketing of manufactured or processed inputs to rural consumers. These have changed the entire spectrum of marketing for the Indian rural market and force the marketers to move towards rural areas. Rural marketing in India is still at infancy stages, and faces the various types of problems in respect of marketing, product designing and positioning, pricing, distribution and promotion. Today's corporation must understand the rural market on different context to widen their business horizon, to expand their market and to exploiting the opportunities available in the rural areas. The Indian rural market is bigger and vast in size with its lager consumer base, its offers the great opportunities for the marketer and stay in tune with the rural marketing offerings. Rural marketing consists of around 833 million potential consumers, and majority of the Indian middle-class, and about half the country's disposable income. The marketer must understand the growing complexities of the rural market and making strategy for the proper mixing of marketing mix. It involves high risk and attractive for those who are searching challenge and having a courage to face those challenges. The key to face the challenges is to understand the market, the consumer need and behavior.*

**GREEN BANKING: AN APPROACH TOWARDS ENVIRONMENT CONSERVATION**

**VANDANA SONI**  
**PH. D. RESEARCH SCHOLAR**  
**DEPARTMENT OF MANAGEMENT**  
**GURU GHASIDAS VISHWAVIDYALAYA**  
**KONI**

**DR. B. B. PANDEY**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MANAGEMENT**  
**GURU GHASIDAS VISHWAVIDYALAYA**  
**KONI**

**ABSTRACT**

*Bank play a very important role in economic development of the country. Green banking means use of technology for being environmental friendly. The internet revolution is all set to drastically change the style of human living. Technology advancement and the increasingly use of mobile, laptop, desktop, tablets and introduction of various software strikes in the marketing sector. This penetration has brought fast development for the country due to adaptation of digital resources. It is true that in the globally computerised environment, customer is getting best kind of service possible. Automation may make the work easy, simple. Green banking leads to massive increase in transaction by the customer. Green banking is overall reduction of external carbon emission and internal carbon footprint. Green banking is eradicating paper from banking system. The benefit of environment from green banking cannot be ignored. Green banking is steps taken to safeguard environment. The paper traces the benefits of going green, creating awareness regarding green banking; also, it highlights initiative taken by bank for going green. Secondary source of data is used in this paper.*

# OPPORTUNITIES AND CHALLENGES OF E-ADVERTISING: THE CONSUMERS' PERSPECTIVE

**DR. SEEMA SINGH**  
**ASST. PROFESSOR**  
**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**M. D. UNIVERSITY**  
**ROHTAK**

**SARIKA AHLUWALIA**  
**RESEARCH SCHOLAR**  
**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**M. D. UNIVERSITY**  
**ROHTAK**

## ABSTRACT

*Virtual is the reality today. People across the caste, creed, religion, age, gender, educational background, and professions are living in the virtual world. With the increase in online traffic, the Internet has emerged as the most popular media. Advertisers were quick to see the potential of this medium, and Internet advertising began in earnest (Rao 1997). E-advertising has come out as one of the most immediate, cost effective and measurable marketing channels available. It offers access to a global marketing portal 24 hours a day, 7 days a week. All this has made e- advertising a researchable topic. The present study attempts to identify the opportunities offered and challenges posed by E-advertising from consumers' perspective. Thus, it will help the marketers and advertisers to use e-advertising more effectively and efficiently in their digital advertising efforts. Many studies in the past have focused on opportunities and challenges of e-advertising and digital marketing from marketers' point of view, while consumers' perspective is still unknown. In this study, we address opportunities and challenges of e-advertising from consumers' point of view. For the study, a survey has been conducted among a sample of 318 internet users in the NCR region. The results reveal that price effectiveness, consumer empowerment, accessibility, interactivity, transparency, and personalization are the perceived opportunities and lack of trust, issues of privacy and infrastructure are the perceived challenges of e-advertising.*



# **A STUDY ON EMPLOYEES SATISFACTION TOWARDS E-HRM IN PRIVATE SECTOR BANKS**

**DR. P. KANNAN**

**ASST. PROFESSOR**

**PG & RESEARCH DEPARTMENT OF COMMERCE  
SREE NARAYANA GURU ARTS & SCIENCE COLLEGE  
K.K CHAVADI**

**D. MOHANA PRIYA**

**PH. D. RESEARCH SCHOLAR**

**PG & RESEARCH DEPARTMENT OF COMMERCE  
SREE NARAYANA GURU ARTS & SCIENCE COLLEGE  
K.K CHAVADI**

## **ABSTRACT**

*In the early of 1960, HRM was named as personnel management and used for automation in the office in preparing payroll, maintaining employee data and to administrate employee benefits. The world has become global village after globalization. Day by day advancement in technology, new concept and trends are taking place in all the fields. Likewise, HRM also has gone under tremendous technological change over. Internet has a major influence in all the departments of an organization and no exemption to Human resource management also. The overall functions of HR have been facilitated by using technology in HRM and it is termed as "E-HRM". The employees of bank have taken as respondents for the study to analyses how E-HRM is satisfying in their HR needs. After analyzing, it is found that employees are highly satisfied with E-HRM in their banks.*

# PERFORMANCE ESCALATION THROUGH SUPPLIER RELATIONSHIP PRACTICES (SRP)

**RAJEEV KUMAR**  
**SR. RESEARCH FELLOW (SRF-UGC)**  
**INSTITUTE OF MANAGEMENT STUDIES**  
**BANARAS HINDU UNIVERSITY**  
**VARANASI**

## ABSTRACT

*In supply chain management strategies, supplier relationship management activities play an important role. A successful strategic alliance and integrated relationship with supplier is very much needed. It should be revolved around trust, loyalty, positive sum game (a win-win relationship), cross-functional team, achieving common goals and collaboration. Supplier Relationship Practices (SRP) entails creating closer and more collaborative relationship with key suppliers in order to uncover and realize new value and reduce risk. Relationship quality can represent a competitive advantage for dairy supply chains and should therefore be improved using tools of supplier relationship management. The research paper attempts to find out the relationship between the supplier relationship management (SRP) practices and organizational performance of Indian dairy industry. Various practices of SRP through extensive literature review are taken into account for establishing the relationship with organizational performance. Multiple regression analysis was performed on dairy plant (DP), milk cooperative (MC) and milk retailer (MR) questionnaire in order to find out the impact or role of adopted SRP practices on organizational performance matrix.*

---

## WORKING OF NEURONS IN ARTIFICIAL NEURAL NETWORKS

**MAMTA SHARMA**  
**DEPARTMENT OF COMPUTER SCIENCE**  
**RESEARCH SCHOLAR**  
**ARNI UNIVERSITY**  
**KANGRA**

### ABSTRACT

*The biologically inspired methods of computing are thought to be the next major advancement in the computing industry. Even simple animal brains are capable of functions that are currently impossible for computers. Computers do rote things well, like keeping ledgers or performing complex math. But computers have trouble recognizing even simple patterns much less generalizing those patterns of the past into actions of the future. This paper includes brain modeling also promises a less technical way to develop machine solutions.*

---

**STUDY ON INDIAN BANKS USING GREEN BANKING**

**NEHA CHOUDHARY**  
**RESEARCH SCHOLAR**  
**DEEN DAYAL UPADHAYA UNIVERSITY**  
**GORAKHPUR**

**ABSTRACT**

*Change is the need of hour for survival in all spheres. The world has been focused on economic progress and mankind has made giant steps in its journey through time. The side effects of the development process have, however, also been equally enormous loss of biodiversity, climatic change, environmental damage, etc. Bank is also not the exception for this. The present era of industrialization and globalization has added a lot of comfort and luxury to human life but has also lead to an alarming situation of huge environmental degradation incorporated with all the involved activities. Today, the entire sector in the world economy is facing huge challenge to deal with the environmental problems and their related impacts in their day to day businesses. Not only the business firms have realized the importance of the environment but also more than that an immense awareness is seen among the consumers and general public for the same. Due to all these reasons, the business organizations have started modifying their activities and Techniques so as to protect our natural resources and environment. In this context, the financial sector and especially the banks can play an important role in promoting environmental sustainability. In This research paper, we will discuss initiatives taken by Indian Banks in Green Marketing*

## **REQUEST FOR FEEDBACK**

**Dear Readers**

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

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

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

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

## ABOUT THE JOURNAL

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

## *Our Other Journals*

