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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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# **A STUDY ON STRESS AMONG WOMEN NURSES IN SELECT HOSPITALS IN VELLORE CITY**

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TIRUNELVELI**

## **ABSTRACT**

*In order to address the problem, the present study has been conducted with the narrated objectives of studying the attitude about occupational stress its influences, opinion about the outcome of occupational stress on personal, family, health and organizational dimensions. The study also addressed the objective of strategies employed by women nurses to manage occupational stress. In order to test the hypotheses according the study objectives, the primary data source has been constructed with the help of structured pre tested questionnaire. The required data has been collected through comprehensive personal interview among the women nurses from various hospitals. The respondent for the present study has been identified by suitable sampling technique according the purpose of the study. The data through constructive collected questionnaire have been made in the avenues of personal profile of women nurses, occupational background, opinion about occupational stress, influences, its consequences and outcomes. The collected data has been analyzed for its statistical inferences through relevant analytical tools like percentage analysis. The findings have also derived for the consequences of occupational stress, strategies employed by women nurses to manage occupational stress. Based on the findings of the study, the relevant suggestions have been prescribed for women nurses to manage occupational stress, perceiving methodology of work stress, importance to realize their contribution in the field of hospital industry. The suggestions have also given for organizational level and Governing bodies to support women nurses to reduce and manage occupational stress.*

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**AN EMPIRICAL STUDY ON NON-PERFORMING ASSETS (NPA)**

**Dr. PRAGYA PRASHANT GUPTA**  
**ASSOCIATE PROFESSOR**  
**TECHNO INSTITUTE OF HIGHER STUDIES**  
**LUCKNOW**

**ABSTRACT**

*Across the globe, the banking sector acts as the catalyst for each country's economy. Financial sector reform in India has progressed rapidly on aspects like interest rate deregulation, reduction in reserve requirement, barriers to entry, prudential norms and risk-based supervision. A well-built banking sector is significant for a prosperous economy but Non-Performing Assets (NPA) is like a virus, which is affecting all the banking sectors in the whole world. The expansion of NPAs has a direct impact on the liquidity and profitability of banks. In the context of the Indian banking sector has been facing this serious problem of Non-Performing Assets (NPAs) because it is a threat to the quality of assets and survival of banks. A high level of NPAs suggests a high probability of a large number of credit defaults that affect the profitability and net-worth of banks and also erodes the value of the asset. The problem of NPAs is not only affecting the banks but also the whole economy of the country. So, it is necessary to trim down NPAs to improve financial health in the banking system. For this purpose, the recommendations of Narasimham Committee, Verma Committee and other implementation like Lok Adalats, DRTs, SARFAESI Act 2002 have been taken some valuable steps to solve the problem of NPAs. An attempt is made in this paper through these points e.g. concept of NPA, its types, rising factors, impact, NPA in SCBs and their recovery by various channels.*

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## IMPACT OF SOCIAL MEDIA ON YOUTH

**RAJNI**  
**ASST. PROFESSOR**  
**GOVT. COLLEGE FOR WOMEN**  
**GURAWARA**

### ABSTRACT

*Social networking sites like facebook, whatsapp, instagram and You tube are becoming more and more popular and has become a part of daily life. These sites provide many features on a single platform like texting, video and audio sharing etc. Because of their features, youth are attracted to SNS and the impact of these social networking sites on youth is higher than others. So we focused in this paper positive as well as negative impact of social networking sites on Youth and the responsibilities of the users of these sites.*

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## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN AGRA**

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**LECTURER**

**BAIKUNTHI DEVI KANYA MAHAVIDYALAYA  
AGRA**

### **ABSTRACT**

*The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged as a tool which affect the life of ordinary citizens. Consumers are using online shopping not just to buy goods and services, but also to browse online shops or to attain knowledge about potential purchases. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 300 respondents from Agra city. This survey reveals that consumer shop online to save time, security, convenience and available variety of products and services.*

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**LABOUR WORK-LIFE BALANCE AND JOB SATISFACTION AT AUTOMOBILE  
COMPANY, BARDOLI****MAHIMAKUMARI PATEL****STUDENT****B. V. PATEL INSTITUTE OF MANAGEMENT****SURAT****NIMISHA JARIWALA****TEACHING ASST.****B. V. PATEL INSTITUTE OF MANAGEMENT****SURAT****ABSTRACT**

*Work-life balance refers to the level of prioritization between personal and professional activities in an individual's life and the level to which activities related to their job are present in the home. The primary objective is to determine the factors that affect the labours in balancing their work-life and examines how the factors of balancing work-life affect the job satisfaction level of labours. The study reveals that a proper work-life balance leads positive organizational outcomes and would improve quality of life. Research design used is descriptive in nature. The data collection instrument is a primary data that collected through questionnaire. In the research 60 respondents were taken on the basis of random sampling. Majority of workers are satisfied through the working hour, travelling facility, working environment, and etc. From the study the company has to focus on the allocation of work. It should delegate the workload properly which would help in maintaining work-life balance and would increase the efficiency of company.*

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