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**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.

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- 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.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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**BRAND THEOLOGY: CONDITIONING AND CONFIGURING CONSUMER BEHAVIOUR**

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**HEAD**  
**DEPARTMENT OF R & D**  
**MUTUAL TRUST BANK LTD.**  
**DHAKA**

**ABSTRACT**

*Background of this study is formed standing against the view that “marketers should customize their Brands as par the Consumer Behaviour”. This study takes a reverse view and explores the possibility to find whether consumer behaviour be shaped by brands. If a brand can shape consumer behaviour, would bring splendid outcome to the chronicle of brandings. The aim of this study was to explore the possibility whether consumer behaviour could be shaped by brands in this world of cluttered Brands. The method of this study was completely Meta Analysis based on secondary knowledge and information. The core method of this study was connecting the dotted lines across knowledge of different disciplines even psychology and neuropsychology and getting them ordered to focus the light on objective of this study. The study finds that, Brand Positioning could be used to manipulate and better represent a brand in order to shape consumer behavior. This study further finds that despite the power of data collection and analysis technology, individual’s behaviour remains tantalizingly unpredictable, because a great deal of brand choice and purchase behaviour is automatic and no longer exists in the province of consciousness. This study suggests marketers to focus on in-depth issues more; and to less depend on directly asked-answered questionnaire method, as questionnaire-based research work reaches consumer’s conscious level, where a few decisions are actually taken, if not all.*

**IMPACT OF EMPLOYEE SATISFACTION AND UNION – MANAGEMENT RELATION ON ENHANCED  
CUSTOMER SATISFACTION- REGRESSION ANALYSIS: A STUDY OF ANDHRA PRADESH STATE ROAD  
TRANSPORT CORPORATION (A.P.S.R.T.C)**

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**KUKATPALLY**

**ABSTRACT**

*For any organization Union and Management relations is very important for its effective functioning. Doing a job effectively can be done by employees only when they are satisfied. And when both Employee Satisfaction and Union –Management Relations are in good manner then it will have its good impact on Customer Satisfaction as they will be (that is Employer and Employee) will be in a position to do their jobs effectively in serving customers (passengers). This humble study makes an analysis on Employee Satisfaction and Union – Management relations and its impact on Customer Satisfaction.*



**A STUDY OF THE ATTITUDE OF THE YOUTH TOWARDS ADOPTION OF INTERNET ENTREPRENEURSHIP IN NIGERIA****DR. I C NWAIZUGBO****READER****DEPARTMENT OF MARKETING****NNAMDI AZIKIWE UNIVERSITY****AWKA****V N O AGHARA****LECTURER****DEPARTMENT OF MARKETING****NNAMDI AZIKIWE UNIVERSITY****AWKA****ABSTRACT**

*This study aimed at assessing the attitude of the young people in Nigeria towards the adoption of internet entrepreneurship. It specifically looked at the depth of interest and usage level of internet as well as determined the activities that dominated their internet time. It further determined the factors that influence the rate of adoption of internet entrepreneurship. Both primary and secondary sources were used for the study. Relevant literature was reviewed while survey method was used to collect primary data from 595 respondents in 2010. Findings show that Nigerian youths are aware and are interested in the internet entrepreneurship but have been slow in adopting it as an employment opportunity. Presently, the activities of the youth in the internet are dominated by search for new information and social communications. Money making activities rank low. The factors that contribute to slow growth include personal characteristics of the user, system constraints like problem of payment, delivery and product evaluation and choice process, and environmental constraints like poor provision of infrastructure, legal and ethical issues. It is recommended that a deliberately designed developmental marketing strategy could be used to fast track the adoption rate of the internet entrepreneurship especially if it is sponsored by government agency. Workshops, conferences or trainings are recommended. If this is done, the adoption of internet entrepreneurship will increase thereby reducing unemployment as well as fraudulent activities that are performed in the internet.*

**THE IMPACT OF SMALL BUSINESS MANAGEMENT ON SOCIETAL MARKETING PRACTICES IN LAGOS MEGA CITY, NIGERIA**

**DR. HALIRU BALA**  
**CHIEF LECTURER**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FEDERAL POLYTECHNIC**  
**BIRNIN KEBBI**  
**KEBBI STATE**

**ABSTRACT**

*This paper examined the Impact of small business management on societal marketing practices in Lagos Mega City, Nigeria. The study was conducted in Badagry Division, Ikeja Division and Ikorodu Division of Lagos State, Nigeria. Multi-stage and random sampling techniques were used in selecting 3,000 respondents of the study using staff of small business organizations, traders and consumers. Information was gathered using primary and secondary data. Questionnaires were used to elicit information and were validated by experts. The data generated from the survey were subjected to both descriptive and inferential analyses using statistical package for social scientists SPSS version 11.0. The findings revealed that small business management had impact on societal marketing in Lagos Mega City, such as product quality, safety, package, labeling and after sales services  $\chi^2 = 3481.00$ ;  $p < 0.001$ , advertising related issued; false advertising and misleading  $\chi^2 = 1458.00$ ;  $p < 0.001$ , high prices  $\chi^2 = 3481.00$ ;  $p < 0.001$ , sponsorship  $\chi^2 = 3422.33$ ;  $p < 0.001$ , scholarship  $\chi^2 = 1723.56$ ;  $p < 0.001$ , compensation for pollution  $\chi^2 = 1642.56$ ;  $p < 0.001$ , environmental pollution  $\chi^2 = 1530.89$ ;  $p < 0.001$ , health services  $\chi^2 = 2653.00$ ;  $p < 0.001$ , educational services  $\chi^2 = 1283.56$ ;  $p < 0.001$  and lottery promo  $\chi^2 = 3307.00$ ;  $p < 0.001$ . The study concluded that small business management had Impact of societal marketing in Lagos Mega City, Nigeria.*

**IMPACT OF HUMAN ERROR IN MAINTENANCE MANAGEMENT AND MINIMIZING METHODOLOGY**

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**SURAT**

**ABSTRACT**

*Numerous research studies have shown that over fifty percent of equipment fails prematurely after maintenance work has been performed on it. Poor maintenance performance can affect both the safety and commercial performance of an organization. . As maintenance is heavily reliant on human activity, maintenance quality is largely dependent on the performance of maintenance staff. Although it is never possible to eliminate human error totally, it is possible through good maintenance management to move towards this goal. This paper overviews the work done in a petrochemical plant to reduce human errors in maintenance and discusses methodologies which were used to reduce errors and thereby improve safety, reliability and availability of the plant.*

**INTERPERSONAL RELATIONSHIP-AN ATTEMPT AT QUANTIFYING IT****T K PARAMESWARAN NAIR****RETIRED SCIENTIST, DEFENCE R & D ORGN, MINISTRY OF DEFENCE, GOVT OF INDIA****RETIRED PROFESSOR & DEAN, ENGG STAFF COLLEGE OF INDIA, INSTN OF ENGRS (I)****ERNAKULAM****ABSTRACT**

*Interpersonal Relationship is proposed to be basically composed of two components, namely, Affinity & Kinship of which the former is the non-genetic part and the latter genetic. Affinity is analyzed and its constituent attributes identified. It is pointed out that the genetic part plays a comparatively secondary role in the intensity of a Relationship, contrary to what is generally perceived. It is proposed that the various attributes of Affinity are present in different proportions in different forms of Affinity/Relationship. These different forms are grouped into clusters based on broad similarities so that the proportions or weightages of these attributes could be reasonably generic within such clusters. A methodology is presented which enables representing Relationships numerically as a factor between 0 & 1. This facilitates comparison of the intensities of different relationships. Most importantly it enables monitoring of the need for correctional measures in familial, organizational & social relationships and also helps lay finger on which attribute needs correction and thus channelises such measures.*

**PERFORMANCE APPRAISAL SYSTEM IN TEXTILE INDUSTRY WITH SPECIAL REFERENCE TO TIRUPUR- AN  
EXPLORATORY STUDY**

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**ABSTRACT**

*The present research analyzed the appraisal system used in the textile industry. The Sample of 250 respondents was selected for the study using simple random sampling method. The data collected was analyzed using Simple Percentage method, chi square analysis, spearman's rank correlation, t- test and f- test. The major findings of the study are the employees were satisfied with the training programs and the benefits provided to them as well they are satisfied with the existing system and need only a few changes accordingly. The Suggestion given to the company was the Employees performance must be appraised using the appropriate appraisal methods and the productivity can be maximized by providing incentives, training program and a quality of work life balance.*

**MANAGERIAL PERCEPTION TOWARDS INDUSTRIAL SUBSIDY AND ITS IMPACT ON INDUSTRIALIZATION IN  
UTTRAKHAND: AN EMPIRICAL STUDY**

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**ABSTRACT**

*In the process of Industrialization a non industrial economy becomes an industrialized one and a means of strengthening the nation by raising the productivity, employment, income and living standard. In spite of several measures through all our five year plans for industrialization and regional balances, the uneven growth of industries is prevalent across the country. Since the formation of state of Uttrakhand in 2000, the state and central government has come up with various industrial packages to promote the industrialization in the state. As the policy developments in terms of industrial packages and subsidies seem like not keeping pace with the real need of the state development, it is worthwhile to understand the causes of its failure and to come up with effective measures to obtain maximum from it. The present study is an attempt to highlight the impact of industrial package on industrialization of Uttrakhand from the perspective of existing industrial units. This also focuses on the perceptions of different entrepreneurs and management in accordance to different industrial packages they are exposed to in the state. It is found in the study that majority of the personnel of different professional categories working in different organizational categories are in the opinion that industrial package has attracted the greater investment in the state and promoted large number of entrepreneurship. The study also indicates that there is significant difference in the mean of different factor across the different professionals, except in the case of factor like "Economic Mobilization and Development Issues" and "Climatic Condition And Inter State Competitiveness". The study may be helpful to understand different motives of their establishment and their long run approach even if the benefits are expired. Also this may help us understand the relationship between their operational motive and contribution towards state development.*



**EMPLOYEE'S DISSONANCE TOWARDS SAFETY, HEALTH AND ENVIRONMENT (SHE) IN CONFECTIONERY INDUSTRY**

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**ABSTRACT**

*The Indian confectionery market which is ranked 25th globally in value terms in 2009 is expected to grow at a rapid pace and jump up to 14th position by 2014, said a report. The report further added that over 30% of the Indian population is in the 0–14 age group, which is the primary target segment for confectionery manufacturers. These will be the prime movers for growth in the confectionery market in India. Safety, Health and Environment (SHE) have been a concern for the industries for a very long time from now. It is necessary for the confectionery industry to know the effectiveness of the present safety practices among their employees so that they can enhance and further improve the quality of their safety, health and work environment and ensure a congenial working atmosphere hence their arises a need to study the employees dissonance towards existing Safety, Health and Environmental (SHE) aspects. The descriptive research method was adopted in the study. A sample size of 114 employees was taken from employees at operative level comprising of three major departments namely Production, Maintenance, and Packing. This study would also help in bringing about the possible expectations of the employees and their level of awareness on SHE aspects. This study allows to find out the mindset of the employees in an working Environment and bringing about desirable changes in their behaviour towards SHE aspect in future which is very vital for smooth functioning and conduct of an organization and establish a congenial working environment for its employees. The confectionery manufacturers can conduct periodical meeting with their employees for enabling them to understand their expectation and implement them for a conducive and congenial work environment and imbibe sincere safety practices among its employees.*

**ACCEPTANCE AND USAGE OF MANAGEMENT INFORMATION SYSTEM (MIS) IN SMALL SCALE INDUSTRIES**

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**ABSTRACT**

*In this information age, data has become one of the most important resources to organizations. MIS plays a crucial role in the management of any contemporary enterprise such as small, medium or large organizations. An effective Management Information System supplies accurate, relevant and timely information to the manager of an organization. The information support for functional areas of management such as Production, Marketing, Finance, Personnel and services is an absolute necessity. This paper discusses the acceptance and usage of Management Information System in 40 small scale industries. The study is exclusively based on the primary data collected through a sample survey. Main emphasis was laid to understand MIS usage and problems which hinder its use. To achieve the objective of the study, the data was collected through a structured and pre-tested questionnaire. The analysis reveals that only 8 out of 40 small scale industries are found making use of MIS for supporting decision making process. To find out the possible reasons for inadequate MIS usage in organization, the respondents were requested to provide a feedback on various factors which could be possible causes for non-use of MIS in their respective organizations. In order to increase the usage of MIS in small scale organizations, there is a need to build up computer culture by properly disseminating information about potential computer applications and the benefits. Such information dissemination is required to be made through various seminars/conferences/training programs etc. This in turn, increases the acceptance and usage of MIS in small scale industries.*

**DEVELOPING RIGHT HUMAN EQUATION BY SELF KNOWLEDGE FOR CHANGE MANAGEMENT: LEARNING FROM INDIAN MYTHOLOGY**

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**ABSTRACT**

*Creativity and innovation are the tools to counter insecurity and uncertainty at the organizational level. The creativity and innovation comes from human mind & brain working in the organization. It is believed that if individuals understand self, with the leadership traits at the individual level, throughout the organization, then it will be an effective tool to overcome the challenges of the organization which the organization faces in the advent of change. In the process of driving its people to achieve the objectives of profit maximization, organizations should think little differently and manage its resources differently than many of their competitors. At the end when we think about making the connection between people and profit entails how we think about work, organization and the people involved in them. The turbulent situation that organization faces from time to time, the epic like The Bhagavad Gita helps in extracting wisdom and intelligent introspection to apply efficiently in the modern times and overcome the turbulence. This Paper Deals with the Context of self knowledge from the Bhagavad Gita and its significance in developing human equation for overall human capital development. The results of this paper not only fill the gap but also provide an integrated synergy between ancient Indian mythology the Bhagavad Gita and Human Capital Development. The paper advocates optimizing the performance efficiency and longevity through an insight on development of individual personality and leadership. Organizations by doing this will be able to develop not only individual personality but also individual responsibility and individual leadership in performing job at all levels.*

**A STUDY ON WORK- LIFE BALANCE AMONG WOMEN TEACHERS WORKING IN SELF-FINANCING  
ENGINEERING INSTITUTIONS**

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**ABSTRACT**

*The expression work-life balance (WLB) was first used in the middle of 1970s to describe the balance between an individual's work and personal life. Over 30 years ago, Kanter (1977) opined about the myth of spate worlds and called attention to the reality that work and home are inescapably linked. In the past 15 years, there has been increasing interest in WLB in the popular press and in scholarly journals as well as government, management and employee representatives (Russell and Bowman, 2000). The importance of WLB was now focused by many organizations and hence this topic was chosen for the study. According to Heery and Noon (2008), "WLB is the principle that paid employment should be integrated with domestic life and community involvement in the interests of personal and social well-being." Teacher's role in student's development is an essential part which assists in creating a prosperous future. In this study the women teachers working in self-financing engineering institutions are taken as samples. Their role in work and family, factors hindering them to achieve WLB, impact of poor WLB etc., were considered as objectives of this study. Primary data was the main source of data collected to undergo depth knowledge about the topic and to fulfill the objectives. The study have thrown light on the problems faced by women teachers in achieving WLB and accordingly suitable suggestion were provided by the researcher which would benefit both individual and the organization.*

**THE EFFECT OF TEAM PROCESS AND KEY COMPENSATION FACTORS WHILE MOTIVATING HIGH PERFORMANCE IN PHARMACEUTICAL SALES TEAMS**

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**BBD UNIVERSITY**  
**LUCKNOW**

**ABSTRACT**

*Motivating high performance in pharmaceutical sales teams is a growing issue in the pharmaceutical industry. The challenges facing the pharmaceutical industry in motivating sales teams are compounded by a variety of factors that many other industries do not face including: government regulation of sales practices, non-direct tracking of sales results, and the impact of managed care on sales performance. By impacting a few key team process and compensation elements pharmaceutical companies can have a significant impact on team performance. This paper explores the background of sales teams in the pharmaceutical industry, research on team motivation and compensation factors, findings from four pharmaceutical representative interviews and details a few of key team performance factors and how they can impact team performance.*

## **SUPPLY CHAIN MANAGEMENT IN TWO WHEELER INDUSTRY - A STUDY ON HERO HONDA AND BAJAJ AUTO SUPPLY CHAIN PRACTICES**

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ASSOCIATE PROFESSOR  
DEPARTMENT OF BUSINESS MANAGEMENT  
SREE CHAITANYA P.G COLLEGE  
KARIMNAGAR**

### **ABSTRACT**

*The present article examines the practices of Hero Honda (Hero Moto Corp) and Bajaj Auto limited supply chain practices. The two wheeler supply chain is typical in nature when to compare with other automobile segments. This article examines the practices of vendor selection, manufacturing locations and capacities of various locations, manufacturing process and technologies, distribution management and other supply chain related aspects of above companies.*





**OPTIMUM PERFORMANCE OF TURMERIC EXTRACTION FIRMS: AN INPUT-OUTPUT ANALYSIS**

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**ABSTRACT**

*This paper analyses Technical Efficiency of 14 Turmeric Oleoresin extraction firms located across South-India using DEA. The results suggests that out of 14 firms the operations of one firm is inefficient (efficiency < 60%) and three firms are moderate and four firms have very good efficiency. technical efficiency is 100% for another four firms. The optimum targeted input and output values have been predicted for an efficient production. It is observed that, DEA is an appropriate technique to analyze chemical manufacturing firms with multiple input/output variables.*

**ANALYSIS OF PERSISTENCY IN THE MONTHLY COIMBATORE RAINFALL**

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**S.M.K. FOMRA INSTITUTE OF TECHNOLOGY**  
**CHENNAI**

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**READER**  
**PRESIDENCY COLLEGE**  
**CHENNAI**

**ABSTRACT**

*India is basically an agricultural country and the success or failure of the harvest and water scarcity in any year is always considered with the greatest concern. So, we predict that rainfall in the certain period. The Pearson correlation coefficient is computed to check the significance of persistency of Coimbatore monthly rainfall data from the year (1961 -1990). The Pearson correlation shows insignificant results so, a specific method chi-square ( $\chi^2$ ) test statistics is used in this paper for finding the persistency of Coimbatore rainfall.*

**PROS AND CONS OF IMPLEMENTING EMPLOYEE EMPOWERMENT IN SERVICE SECTOR- A META ANALYSIS  
OF RESEARCH LITERATURE****ELIZABETH GEORGE****RESEARCH SCHOLAR, DEPARTMENT OF APPLIED ECONOMICS, COCHIN UNIVERSITY OF SCIENCE & TECH., KOCHI****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****ADI SHANKARA INSTITUTE OF ENGINEERING AND TECHNOLOGY****KALADY****DR. ZAKKARIYA K.A.****READER****SCHOOL OF MANAGEMENT STUDIES****COCHIN UNIVERSITY OF SCIENCE & TECHNOLOGY****KOCHI****ABSTRACT**

*In this competitive and turbulent milieu, an organization's only true sustainable competitive advantage is its employees. The success of any organization especially organizations in tertiary sector largely depends on its empowered workforce. Empowerment is the ability to take decision regarding one's own job and have authority over the resources of the organization. Though the idea of empowerment has been there since 1950s following the work of social scientists like Likert and Herzberg, the term got currency in business organizations only from 1970s. Today majority of the organizations have adopted some kind of employee empowerment initiatives to enhance employees' commitment, to increase the organizational effectiveness and to increase the quality of their products and services. In service sector, employees who have contact with customers play a crucial role in attaining the goals of the organization. They are the link between the customers and the organization. Hence the chances of enhancing their effectiveness through empowerment need to be thoroughly explored. While a lot of researches have been done on the subject of empowerment of employees in the manufacturing industries, no much research has been done in the area of services. This paper is an attempt to explore the implications of implementing employee empowerment in service sector by analyzing the available research literature. Authors give an overview of the empowerment concept in the context of service sector organisations, highlighting the hurdles, an implementation process, and achievable benefits with the support of research literature. It also covers various empowerment initiatives in various service sector organisations.*

**STUDY OF CONSUMER AWARENESS ABOUT E-BANKING SERVICES AND ITS APPLICATION IN SELECT AREA OF PUNE CITY**

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**DR. D. Y PATIL INSTITUTE OF MANAGEMENT**  
**AMBI**

**VINEETA DEOLIA**  
**TRAINER-SOFT SKILLS**  
**BARLOTA NAGAR**

**ABSTRACT**

*The study find that the E-banking is growing but as far as online banking is concerned there are few users (27%) who use online banking due to possibility of online fraud while ATM banking and Mobile banking are preferred options in e-banking.*



**CSR – A NEW ROLE ENTRUSTED TO EDUCATIONAL INSTITUTIONS**

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**ABSTRACT**

*Today social responsibility goes far beyond the “philanthropy” of the past; it is about the contribution to sustainable development and about proactive solutions to societal and environmental challenges. Considering that the educational institutions that stand as an important pillar of our society, it needs to develop a sense of civil citizenship by encouraging the students, the academic staff to provide social services to their local community or to promote ecological, environmental commitment for local and global sustainable development. It can be said that solution of virtually all problems depends on creating new knowledge. Hence the health of educational institutions depends upon recognizing their moral responsibility towards society at large apart from imparting education and to have revitalized, expanded, and far broader involvement of with society. Thus, this paper focuses on developing a model for educational institutions which primarily restricts them only by disseminating education. This paper also highlights role of educational institutions not only to train for various vocations in order to have social relevance than simply issuing diplomas, but to help students find their sense of direction and think beyond individual interest to societal interest*

**A STUDY ON EFFECTIVENESS OF CAPITAL STRUCTURE AMONG SELECTED PRIVATE TEXTILE COMPANIES IN INDIA**

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**RVS COLLEGE OF ENGINEERING AND TECHNOLOGY**  
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**ABSTRACT**

*The present study has been done in order to identify the major factors influencing the capital structure of selected textile companies. The researcher has selected 30 private textile companies in India for the purpose of this study. The major reasons for selecting a study on the effectiveness of capital structure is due to the recent problems faced by textile companies in India with regard to the raising of long- term funds. Majority of the textile companies in India have not been able to maximize their levels of EPS and they have not been able to achieve high levels of EBIT due to the high levels of cost of production incurred by these companies. Therefore, due to these factors the companies have not been able to maintain consistent and high level of profits over a long time period. So, the short- term liquidity and the ability of these companies to meet their short- term debt obligations are also not effectively managed by selected companies. So, the researcher, in this study, has made an attempt to precisely identify those factors which contribute towards the effectiveness of capital structure of the selected companies. Appropriate suggestions have also been provided by the researcher for selected companies and it has been found whether the high debt firms or the less debt firms have been able to contribute towards the effectiveness of the capital structure among the selected large, medium and small sized companies.*



**IMPACT OF GLOBAL FINANCIAL CRISIS ON BUSINESS CYCLES IN DEVELOPING ASIA AND THE DECOUPLING HYPOTHESIS**

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**PATIALA**

**ABSTRACT**

*The global financial meltdown which was initiated by US based subprime lending market has led to the global financial crisis and the consequent economic crisis in the developed economies. Given the mammoth size of the crisis in the advanced economies some economists have started comparing it with the great depression of 1930s. There was a widespread optimism that the growth in the developing and emerging economies of East Asia would be decoupled from the difficulties that have pervaded the developed economies and the region would continue to move ahead as an autonomous growth pole. The present paper evaluates the impact of global financial crisis of 2008 on business cycles of major developing Asian economies by computing cyclical variation in their time series data. It reveals that the global financial crisis of 2008 has led the decline in the growth rate of the developing Asian countries and hence refutes the decoupling hypothesis. Moreover a very high rate of negative cyclical variation observed in the export figures of developing Asian economies in the year 2009 implies that the high level of global integration of these economies proves to be the major setback to the decoupling hypothesis.*

**SYSTEMATIC RISK AND RETURN ANALYSIS IN SECURITY MARKET****NIVEDHITA.J****ASST.PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****KALAI GNAR KARUNANIDHI INSTITUTE OF TECHNOLOGY****KANNAMPALAYAM****REVATHI.P****ASST.PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****KALAI GNAR KARUNANIDHI INSTITUTE OF TECHNOLOGY****KANNAMPALAYAM****ABSTRACT**

Investment is setting aside a particular amount for a long term/short term period, where there should be certain sum in return. Among various investment patterns, investing in securities plays a vital role. This type of investment bears risk as the future is unknown but it too yields return to the investor. This study meant to find and suggest the better investment portfolio in three different sectors such as oil & gas, utility and software sector. The returns of the selected sectors company shares were analyzed based on portfolio return, risk involved, risk adjusted performance, scope for diversification using Return, Beta, Standard Deviation, for each selected company shares. A Financial evaluation was conducted on the shares for the period of 01.04.2010 to 31.03.2011. The top performing shares was indentified through the above evaluation techniques. The sectors taken for the study is Utility Sector (Gas Authority of India Limited (GAIL), National Hydroelectric Power Corporation Limited (NHPC), National Thermal Power Corporation (NTPC), Tata Power Company Limited, and Power Grade Corporation of India. Software Sector (Tata Consultancy Services, Wipro Limited, Infosys Technologies Limited, HCL Technologies, Satyam Computers) and Oil & Gas Sector (Reliance Industries, Oil and Natural Gas Corporation (ONGC), Indian Oil Corporation (IOC), Bharat Petroleum, Hindustan Petroleum Corporation). The comparison of companies shares with bench mark return (Index Return).the shares performed best were ranked using several criteria like risk, return, volatility, risk adjusted performance, risk free rate, market return.

**ASSETS FORMATION AND BUSINESS IN PUNJAB NATIONAL BANK: A CASE STUDY**

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**ABSTRACT**

*Assets formation in the Punjab National Bank witnessed significant growth, but the return on assets could not make pace with the assets. Business per unit of branch and per unit of workforce in the Bank is quite encouraging. The assets, business per branch and business per employee would further increase in Punjab National Bank.*



**GOVERNANCE AND RESPONSIBILITY - A JOINT VENTURE (WITH SPECIAL REFERENCE TO TATA)**

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**BHUBANESWAR**

**ABSTRACT**

*This is an exploratory paper with the aim of determining the point of intersection between "CORPORATE GOVERNANCE & CORPORATE SOCIAL RESPONSIBILITY". Corporate social responsibility is undoubtedly associated with corporate governance as part of business ethics. There is a strong argument that CSR is nothing but a superficial window dressing which distracts the businesses from their fundamental economic role. Besides, the demand for more ethical business practices is constantly increasing. Corporate governance includes the relationships among the many stakeholders involved and the goals for which the corporation is governed. The principal stakeholders are the shareholders, the board of directors, employees, customers, creditors, suppliers, and the community at large. Companies that aim to perform better can increase shareholder value by properly managing risks, anticipating regulatory action or accessing new markets while at the same time contributing to the sustainable development of the societies in which they operate. The purpose of this paper is to discover the facts on this issue. The basic question here is whether the corporate houses are really concerned and clean enough to provide for the community in which they are established. Moreover should CSR be a morally guided concept or should there be an overseer rule or procedures to drive the cause. We further move to investigate the point of convergence of Corporate Governance with Corporate Social Responsibility.*

**FACTORS EFFECTING READING DECISION OF PRINT ADVERTISEMENT: AN EXPLORATORY AND EXPERIMENTAL STUDY****ANUPAMA SUNDAR****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING  
MYSORE****JATIN PANDEY****MBA STUDENT****DEPARTMENT OF MANAGEMENT STUDIES****SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING  
MYSORE****ABSTRACT**

*The paper identifies the factors that affect the reading decision of students in print advertisements. A preliminary study was conducted to identify the constructs followed by questionnaire design, analysis and interpretation. The three factors identified were font effect, source effect and content effect. An experimental study investigated how font size and font type would influence the appeal of advertisements based solely on appearance, and if that would impact the likelihood that the advertisement would be viewed. Two ways to achieve this goal is use the best Font size and font type. If the advertisement is not readable, then the subjects will not be able to appreciate the advertiser's effort or may not decide to look further into the advertisement details. The experiment revealed a significant impact of font size and type. The most proffered combination is of big font size in normal font type.*

**WORKING CAPITAL MANAGEMENT AND PROFITABILITY –A CASE STUDY OF BALRAMPUR CHINNI MILLS LIMITED**

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**ABSTRACT**

*An accepted financial axiom is that the role of managers is to maximize the wealth by the efficient utilization of resources available to them. The management of Working Capital is one of the most dominant and challenging aspect of the overall financial management. Working Capital has acquired a great significance and sound position for the twin objects of “profitability and liquidity.” The efficient working capital management is the most crucial factor in maintain survival, liquidity and profitability of the concerned business enterprise. In this paper an effort has been made to make a case study of Balrampur Chinni Mills Limited for assessing the trend of working capital management and also to suggest an appropriate audit program to facilitate proper working capital management in the Sugar Industry. For the purpose of investigation both primary and secondary data is used. The impact of working capital management on profitability has been examined by computing coefficient of correlation and multiple regression analysis between profitability ratio and some other statistical tools are included for prediction of working capital policy indicator ratios. The result reveals that there is a significance negative relationship between liquidity and profitability.*



**ROLE OF ICT MICRO ENTERPRISES ON WOMEN DEVELOPMENT IN KERALA**

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**INSTITUTE OF MANAGEMENT IN KERALA**  
**UNIVERSITY OF KERALA**  
**TRIVANDRUM**

**ABSTRACT**

*The Kudumbashree, the State Poverty Eradication Mission, launched by Government of Kerala for wiping out absolute poverty from the State within a period of ten years opted to achieve the goal through empowerment of women. The Mission is a process approach rather than a project approach. The Kudumbashree envisages prosperity of the poor families in the state with multiple programmes that will provide them information, create awareness, build up their capability and capacity, enhance their confidence and show them opportunity for better social security and empower them physically, socially, economically and politically. Today, Kudumbashree is on its way to developing a unique community brand that is ethnic, homely and environment-friendly, while seeking no compromise on quality. One of the successful strategies of Kudumbashree has been the conversion of social needs into business opportunities. This approach has reaped good dividends in areas as diverse as solid waste management, supplementary nutrition and Information communication technology (ICT).*

**ENTREPRENEURSHIP AMONG RURAL WOMEN -A STUDY IN ANDHRA PRADESH**

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**NATIONAL INSTITUTE OF TECHNOLOGY**  
**WARANGAL**

**ABSTRACT**

*Women entrepreneurship development is an essential part of Human resource development. The development of women entrepreneurship in India is increase with the time but still it is very low in rural areas. This is because of the lack of awareness. The women in the rural areas are not aware about the various schemes and program which are launched by the Government. Entrepreneurship among women has been a recent concern. Women have become aware their existence, their rights and their work situation. The progress is more visible among upper class families in urban cities. This paper focus on women entrepreneur. Any understanding of Indian women of their identity and especially of their role taking and breaking new paths will be incomplete without a walk down the corridors of Indian history where women have lived and internationalized various roles. The Main focus of this paper is to develop entrepreneurship among women. This paper talks about the different ways to develop women entrepreneurship and about the status of women entrepreneurs and problem faced by them when they come out and faced challenges in the competitive world of business environment.*

**BUSINESS EXCELLENCE MODELS: QUANTIFYING THE IMPLEMENTATION AND MATURITY LEVEL – A STATISTICAL APPROACH**

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**TATA TECHNOLOGIES**  
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**ABSTRACT**

*It is of utmost importance to quantify the results of any theory that is applied practically to an industry. There are numerous quality techniques which are in practice in the industry from more than half a century. Business Excellence Models for each firm encompasses the set of relevant quality and production improvement techniques. In many of the cases, after the application of these concepts, the results are either not measured at all and if inspected the grading depends heavily on the perception of the audit inspector. This paper aims at studying the concept of Business Excellence Models and proposes a systematic approach to quantify the level of implementation and the level of maturity it has achieved using the statistical tools. Further it also suggests a new approach for getting data and feedback which is not based on perception and gives more real and transparent figures. This paper aims at developing a methodology and a structure which helps in pinning a number to actual implementation level of the model or a degree to which the model has been followed. Also, the analysis will show which of the category or parameter is critical for rapid and holistic overall improvement of the organization. Thus, this methodology will help the companies conduct internal audits without the need of an audit inspector, highlight the key focus areas and aid improve the status of their firm vis-a-vis their business excellence model.*

**STUDENT'S ATTITUDE TOWARDS APPLICATION OF STATISTICS: A STUDY OF UNIVERSITY OF JAMMU**

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**THE BUSINESS SCHOOL**  
**UNIVERSITY OF JAMMU**  
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**ANKUSH BHARTI**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF STATISTICS**  
**UNIVERSITY OF JAMMU**  
**JAMMU**

**ABSTRACT**

*Today statistics has been widely employed in government, business, and all the different fields of sciences. With the emergence of science and technology the focus of the researchers is towards the applicability of the work to be done in their related fields. Statistics is not an exception; rather it is one of the most important analytical activities which have the wider applicability in all the fields. The present paper is an attempt to investigate the attitude of the post-graduate students of University of Jammu towards the use and application of statistics in their respective fields. A comparative study of the use of statistics has been done in different post-graduate departments having different disciplines.*

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