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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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- 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, 19–23

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**FACTORS AFFECTING WORK LIFE BALANCE OF EMPLOYEES IN NUMALIGARH  
REFINERY LIMITED, ASSAM**

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**ABSTRACT**

*The study finds out that the Work life balance has become a need of the hour, for the organisations and considering the factors affecting work life balance of employees, engaged in different departments with different nature of job, has become more important, as it brings out the differences in their ways of balancing their respective work and life which should enable the HR Policy makers of the organization to come up with tailor made opportunities and provisions for their employees.*

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**AN ANALYSIS OF POST LIBERALIZATION TRENDS OF FOREIGN TRADE IN INDIA**

**SUBESINGH  
HEAD  
DEPARTMENT OF COMMERCE  
HLGG COLLEGE  
TAURU**

**ABSTRACT**

*Foreign Trade has been one of the most significant determinants of economic development in a country. The foreign trade of a country consists of inward and outward movement of goods and services, which results into outflow and inflow of foreign exchange from one country to another country. During present times, International trade is a vital part of development strategy and it can be an effective instrument of economic growth, employment generation and poverty alleviation in an economy. Indian foreign trade has come a long way in value terms from the time of gaining independence in 1947. The total value of India's merchandise exports increased from in 1950-51 to in 2014-15. Under the Central government's campaign "MAKE IN INDIA", new projects will be coming up in the future in our country. The study investigates the trends and pattern of India's foreign trade since 1991-2015.*

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## LEGAL COMPLIANCES IN THE TERMINATION OF EMPLOYEES: AN INDIAN PERSPECTIVE

**Dr. R. UMA DEVI**  
**ASST. PROFESSOR**  
**DR. S. R. K. GOVERNMENT ARTS COLLEGE**  
**YANAM**

### ABSTRACT

*One of the essential goals for an enterprise's operation is the effective management of its human resources and labor relations. To achieve this, legal compliance with labor-related laws and regulations is a minimum requirement. As a business grows, the web of laws and regulations to which it is subject becomes increasingly complex. Labour laws governing the employer-employee relationship comprise a significant part of this regulatory burden. The landscape of statutes of labor laws is constantly evolving, and it takes a special agility to keep abreast of all the latest developments and ensure compliance. It is absolutely imperative to comply with all legal and statutory norms for businesses to operate successfully in India. With the ever-changing employment laws, it becomes a challenge for the companies to keep themselves compliant. On this backdrop, an attempt is made to overview the Labour Law compliances in termination of employees in India.*

# A STUDY ON THE CONTRIBUTORS TO GROWTH OF POTATO AND GINGER IN HIMACHAL PRADESH

**GEETIKA CHOPRA**  
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**DEPARTMENT OF COMMERCE**  
**HIMACHAL PRADESH UNIVERSITY**  
**SHIMLA**

## ABSTRACT

*Agriculture continues to be the largest source of employment and livelihood for population in Himachal Pradesh. It contributes to 17 percent of total GDP and employs almost 69 percent of population in Himachal Pradesh. In this manuscript, out of numerous contributors to growth, six principals are identified, and their contribution to growth is analysed. In the past growth of agriculture was driven by the change in agricultural pattern, directly affecting agricultural output and farm income. Things are entirely different today, identifying the factors affecting the growth of ginger and potato can help in clearing the ambiguities regarding growth variables and factors having no impact. The contributions will serve the academic as well as the corporate community. With the tremendous increase in the cost of living over the last few decades, it got difficult to make ends meet with the cultivation of traditional crops; this is the main driving force which made commercial crops overtake traditional farming. Potato and Ginger despite being traditional crops are able to make it to the list of commercial crops in the study area. Farmers in the study area, i.e., Sirmour, Solan and Shimla are primarily small scale cash crop growers and Potato, and Ginger are two of the main cash crops. The study was undertaken to prioritise factors contributing to the growth of cash crops viz. Potato and Ginger in the selected districts. To achieve the objective of the study, a scale has been developed comprising of twenty-eight variables. The statements recorded are measured on a 5 – point Likert scale, i.e. (1) Strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. By responses of farmers, factor analysis has been done to extract the factors from observed variables which contribute to the growth of potato and ginger in the study area.*

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## RUSSIA'S INTERNATIONAL RELATIONS

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**STUDENT**

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**SOUTH URAL STATE UNIVERSITY**

**CHELYABINSK, RUSSIAN FEDERATION**

### **ABSTRACT**

*After the fall of the Soviet Union (USSR), Russia has developed a prudent approach to multilateralism. The Commonwealth of Independent States (CIS) had almost become dysfunctional and there was a need to form new associations both with close neighbours and with the West. The Post-Soviet period saw extreme political and economic instability. The fall of the controlled economic structure lead to confusion, chaos and disorder. This paper analyses the involvement of Russia in four main organisations namely Collective Security Treaty Organisation (CSTO) and Eurasian Economic Community (EurAsEC), Shanghai Cooperation Organisation (SCO) and BRICS, the current scenario and the future aspects.*

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