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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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FINANCIAL PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA BY USING CAMEL MODEL

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ABSTRACT

CAMEL model analysis is a vital tool to analyze the banks and financial institutions. The financial performance is to suggest the necessary measures for its improvement where it is required. Indian banks the two public and private banks were selected to analyze the performance of banks five years period from 2015 to 2019. The financial performance of banks analyzed by using five parameters of CAMEL model Capital Adequacy, Asset Quality, Management Efficiency, Earnings Ability and Liquidity are considered.

ANALYSIS OF EFFECT OF HRM ON EMPLOYEES PERFORMANCE & ORGANIZATION GROWTH

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ABSTRACT

This paper will examine how HRM (Human Resource Management) works in the organization for the growth of business/organization as well as employees. This paper aims to highlight factors that affect the HRM for the development of employees and business. In this study, we show how HRM is essential for every organization, whether it's small or large, and how HR executives work in the organization to develop employees. This study is divided into three parts first part shows how HRM plays a significant role in the organization's growth. The second part analyzes how HRM measures the employee's performance with the help of six elements (Job Rotation, Training, Compensation, Job autonomy, Communication, and Career planning) and helps them sustain in the organization and their personal growth. The third part is the role of HRM to find out the satisfaction level of job, and it shows how much employees are satisfied with their jobs and also their positive and negative effects regarding their assignments.

FIRMS OF ENDEARMENT Vs. NON-FIRMS OF ENDEARMENT

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ABSTRACT

This paper talks about firms of endearment. These firms follow a holistic approach of working collaboratively with other stakeholders to achieve their goals. Further it mentions names of various firms of endearment and how they have worked with its stakeholder's viz. customers, employees, shareholders and society. Towards the end it differentiates between firms of Endearment and Non Firms of Endearment.

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Thanking you profoundly

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