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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">SELECTIVE ENFORCEMENT OF REGULATION OF SECURITIES REGULATORY ORGANISATIONS: INVESTIGATION STAGE OR PUNISHMENT STAGE? (BASED ON DIFFERENT SCALES OF LISTED COMPANIES)</p> <p style="text-align: center;"><i>WANG MINGHU & ZHU ZHIKANG</i></p>	1
2.	<p style="text-align: center;">MANAGEMENT AND LEADERSHIP CONCEPTS IN THIRUKKURAL</p> <p style="text-align: center;"><i>Dr. K. BHAVANI SELVI</i></p>	2
	REQUEST FOR FEEDBACK & DISCLAIMER	3

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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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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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SELECTIVE ENFORCEMENT OF REGULATION OF SECURITIES REGULATORY ORGANISATIONS: INVESTIGATION STAGE OR PUNISHMENT STAGE? (BASED ON DIFFERENT SCALES OF LISTED COMPANIES)

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ABSTRACT

In this paper, using data from A share of Shanghai and Shenzhen securities exchanges, we explored the relation between firm scale, different work stages of security market regulatory authorities. We find that security regulatory authorities tend to investigate small scale firm, but they will not make a difference between large and small scale firms when they punish the violators. Further study finds that after "the 18th national representative meeting of the CPC", the fairness of enforcement of security regulators increases, but violations of the violators do not reduce obviously after they are punished.

MANAGEMENT AND LEADERSHIP CONCEPTS IN THIRUKKURAL

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ABSTRACT

One of the most valuable literature in Tamil is Thirukkural. Thirukkural was authored by Tiruvalluvar, the book comprises with 1330 Kurals under 133 titles each title has ten couplets encompassing with various themes of various dimensions. It gives guidance for people for living a worthy life so it is considered as scripture for valuable living. The entire articulate broadly covers three major heads – Araththuppaal, Porutpaal, and Kaamaththupaal. Araththuppaal deals with dharma and value based life, Porutpaal deals with material domains that help to understand the fine line of difference between materialism and spirituality. Kaamaththuppaal deals with the personal emotions of a human being. The entire book is a capsule of wisdom and practical guidelines, with simple and effective communication. It is true that Thirukkural is an ocean of information in all aspects, from the ocean the research paper brings few drops on the concept of leadership and management.

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