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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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- 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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# STUDY ON OCCUPATIONAL STRESS OF WOMEN EMPLOYEES IN SELECTED BANKS IN KOTTAYAM DISTRICT, KERALA

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## ABSTRACT

*Work plays a critical role in the lives of individuals, which has contributed to the phenomenon of stress for both individual employees and the organizations. The highly competitive banking industry has levied varied requirements on employees resulting into stress. When it comes to women employees, the stress on account is even higher especially when she has to play the role of a mother as well as an employee. Women belonging to different classes have started entering into paid occupations like banking industry, as they are well-educated and the need to supplement the family. Working women at present are mostly working beyond normal business hours and are confronted by increasing workload every day. Many of them even carry work and responsibilities to home when they fail to maintain a perfect balance between work and life. The purpose of this paper is to analyze the problems of occupational stress and to access the strategy adopted to manage occupational stress among women employees.*

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## ELECTRICITY DEMAND ANALYSIS AND FORECASTING IN TAIWAN

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### ABSTRACT

*In 2013, Taiwan authorises increase in oil and electricity prices to reduce the energy demand of the masses. However, this measure not only failed to achieve the expected policy goal, but also caused prices to rise. Hence, this study tries to discuss the electricity consumption and the different prices of the sectors. The econometric model of Kalman filter is the estimation of the demand elasticity of electricity in Taiwan. Due to electric demand is foreign trade oriented in Taiwan, we suggest to set a combination of stimulus packages to alleviate it.*

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