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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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• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

# EVALUATING THE EFFICACY OF TIME MANAGEMENT AND WORK-LIFE BALANCE TRAINING

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#### ABSTRACT

Evaluating the efficacy of training helps to understand improvement in the employee's knowledge, skill, and behavioural pattern within the organization as a result of training. It apprises the researcher whether the training has been able to deliver the goals and objectives in terms of cost incurred and benefits achieved. The purpose of the current research is to evaluate the efficacy of time management and work-life balance training with the help of the Kirkpatrick Training Evaluation Model from the viewpoint of participants. The data gathered about post-training evaluation indicated reaction and learning levels which reflected that time management and work-life balance training has met the expected level.

# PROMOTER PLEDGING OF INFRASTRUCTURE COMPANIES IN INDIA AN EMPIRICAL VIEW

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## Dr. V. SORNAGANESH ASST. PROFESSOR PG & RESEARCH DEPARTMENT OF COMMERCE V. O. CHIDAMBARAM COLLEGE THOOTHUKUDI

#### ABSTRACT

Pledging is an intangible liability not reflected in final accounts and creates a massive impact in corporate economy. Listed corporates moving pledging of shares for financial requirements increase their stock volatility and increasing P/E ratio, increasing market value of shares brings ultimate value of the concern lower. Non repayment of pledge interest and amount results in sale of promoter shares in the open market which reflects in change of ownership a risk burden for the stakeholders. In this study 10 infrastructure companies undertaken public private partnership projects has been analyzed to find out whether the pledging of shares by these companies affect the market value of the shares. Another attempt has been made to analyze that the amount spent on capital expenditure projects has effect in the Indian GDP.

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