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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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## **IMPACT OF COMPANY'S PERFORMANCE AND GREEN STRATEGY ON ORGANIZATIONAL CULTURE: PHENOMENON OF INDONESIA**

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### **ABSTRACT**

*Goal to be achieved in this research is to provide theoretical and practical contribution on the importance of green strategy which could be adopted into the culture of the organization to improve the performance of the company. Specific target to be achieved is to bring the businessman to pay attention to green environmental issues with strategies that could be collaborated on organizational culture. To achieve these objectives, this study used two (2) methods: regression analysis and Moderated regression analysis. The results obtained, showed that there's a relationship between organizational culture (hierarchical culture, group culture, development culture, and rational culture) on the company's performance, and green strategy strengthen organizational culture on company's performance.*



# **THE RELATIONSHIP BETWEEN CORPORATE ENTREPRENEURIAL ORIENTATION AND DUAL INNOVATION: THE MODERATING EFFECTS OF KNOWLEDGE RIGIDITY**

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## **ABSTRACT**

*Corporate Entrepreneurial orientation has received substantial empirical attention due to its significant effect on ambidexterity innovation, while the mechanism of the effect has remained to be explored, examined and identified. Based on theoretical researches, the paper built up a conceptual model, using large sample questionnaire survey to empirically examine the mechanism of the relationship between corporate Entrepreneurial orientation and ambidexterity innovation, and moderating effects that knowledge rigidity poses on the relationship. This paper can, to certain extent, inspire high-tech enterprises on improving their knowledge management and innovation management.*

**FINANCIAL PERFORMANCE OF REAL ESTATE COMPANIES IN ANDHRA PRADESH**

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**SRI VENKATESWARA UNIVERSITY**  
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**ABSTRACT**

*Real estate business is one of the core businesses in fast developing states, but it is too challenging business as well. Scarcity of land has resulted in accelerating prices of land with every passing day. As a result of this changed economic environment, real estate business is becoming a very attractive business proposition. Andhra Pradesh is one of the fast growing states in India. The increased importance of Tier 2 cities like Hyderabad, Vijayawada in the overall economic scene of the country has made real estate business even more attractive. The increasing number of industrial units setting their bases in this state has resulted in increased demand for land – both industrial and housing. In this paper the focus is to analyze the performance of real estate business for the period of 2004-05 to 2013-14. The present study has made to analyze the Liquidity, solvency and Profitability performance of real estate companies in Andhra Pradesh.*

## **A STUDY OF PERFORMANCE OF SELECT WOMEN CREDIT COOPERATIVE SOCIETIES**

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**DR. (MRS.) M. V. WAYKOLE**  
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**BHUSAVAL**

### **ABSTRACT**

*Nowadays everyone talking about women empowerment and also act with this direction, in the Maharashtra the role of women is very important, basically in cooperative sector women playing a vital role in cooperative development, after the independence of India, this factor gain importance in domestically, culturally economically, educationally, politically, etc. and being a women, they performed very well in every sector of economy and they proved they are good administrator and under their administration business running successfully. With this they also performed well in cooperative finance sector, in cooperative sector they formed cooperative credit society for socially and economically development of women, with the help of cooperative credit societies they are become financially empowered and improve their standard of living with this they also improve their social and financial status in the society and being an administrator of these societies they proved that they are good administrator because of this credit societies improve their performance. So, in this paper I studied a performance of select credit cooperative societies belongs to Jalgaon district of Khandesh region of Maharashtra State.*

## **A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS DIRECT-TO-HOME TELEVISION (DTH) SERVICE IN SALEM DISTRICT**

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### **ABSTRACT**

*Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable. Direct-to-Home (DTH) is one of the recent addition and has become a major entertainment medium by attracting the minds of everyone. Direct-to-Home (DTH) television is one of the recent contributions of science, which is meant mainly for dissemination of information and it is a remarkable achievement of the human brain. DTH is defined as the reception of satellite programmes with a personal dish, in an individual home and has become a powerful, useful and attractive mass media compared with cinema and cable TV. Emergence of middle class and increase in discretionary spending also promotes the growth of DTH services. Huge market potential has been one of the key factors augmenting the demand for DTH transmission. The objective of the study is to identify the factors influencing the consumer preference towards DTH services and to find the Brand preference and level of satisfaction of consumers towards DTH services. The shortcomings of cable operators had lead to the creation of DTH industry in India. Focus towards exclusive value added services by DTH players have also been a significant uptrend in the market. Hence fast and consistent penetration of DTH services and competition in these markets necessitates to examine consumer's preference and satisfaction towards DTH services.*

## **JOB STRESS AMONG THE EMPLOYEES OF TIRUPATI CO-OPERATIVE BANK, CHITTOOR DISTRICT, ANDHRA PRADESH**

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**TIRUPATI**

### **ABSTRACT**

*Stress is inevitable in all walks of human life. There is a continuous change in social, cultural, economic, political, legal and technological environment. Banking plays a significant role in the economic development of a country. Stress upsets the balance of an individual and adversely affects his/her physical and psychological well being. Stress related problems cost crores of rupees to the national economy. This is one of the major factors for lagging in productivity. A modest attempt is made in this article to identity the causes of stress and its impact. The universe of the study is Tirupati Cooperative Bank (TCB). This study encompasses 42 employees in TCB. The study found that a majority of employees had job stress. The difference in job stress among the three levels of employees is significant. Nervousness in accomplishing the tasks assigned; difficulty to handle technological changes in the emerging banking sector; lack of proper interaction and communication between the officers and subordinates; poor management and unnecessary interference in the work are the main factors that cause job stress. Therefore, the study implies that job security coupled with reward; cooperation among the employees; incentive for honest, sincere and hard working employees; promotion; cooperation and interaction among the employees are the need of the hour.*

## **EFFECTS ON CONSUMER SALES PROMOTION: A MAJOR DEVELOPMENT IN FMCG SECTOR**

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### **ABSTRACT**

*Today the retail sector is the most important addition in Indian economy. Retailing is the biggest industry of worldwide, the company introduce many sales promotion in the market either consumer oriented or trade oriented which is attracts and stimulates to purchase the products. The sales promotion scheme frequently changes because the competition among the companies. The research in this paper tries to identify the consumer is expecting sales promotions by developing effects on consumer sales promotion a major development in FMCG sector.*

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## OPPORTUNITY COST: DAY IN AND DAY OUT

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**KOUSHIK S**  
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### ABSTRACT

*Opportunity cost is a very important concept in economics, used by individuals, households, firms and Government. Opportunity cost is the next best alternative forgone. Wherever the wants/needs/things to be done exceed the means and means have alternative uses there is a decision and there is an opportunity cost. The different scenarios given makes the readers understand the concept of opportunity cost.*

## **APPLICATION AND CHALLENGES OF INTERNATIONAL FINANCIAL REPORTING STANDARD TO INDIAN CORPORATE**

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### **ABSTRACT**

*International Financial Reporting Standards (IFRS) is a set of accounting standards, developed by the International Accounting Standards Board (IASB) that is becoming the global standard for the preparation of public company financial statements. It is funded by contributions from major accounting firms, private financial institutions and industrial companies, central and development banks, national funding regimes, and other international and professional organizations throughout the world. Two of the main advantages of adopting IFRS are those of more transparency and a higher degree of comparability. Both of these will benefit investors and are essential to achieving the goal of an integrated global and financial market place. Many of the standards forming part of IFRS are known by the older name of International Accounting Standards (IAS).*



## **HEDGING APPROACHES TO REDUCE FOREIGN EXCHANGE RATE EXPOSURE IN INDIAN PERSPECTIVE**

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### **ABSTRACT**

*Home currency invoicing and hedging permit worldwide engaged organizations to decrease their exposure to foreign exchange rate deviations. This paper talks about foreign exchange rate exposure and risk expressing transaction risk, translation risk and economic risk. The paper states that home currency invoicing and hedging with currency derivatives let a reasonably uncomplicated administration of transaction and translation exposure and risk and argues its feasibility of use in diverse situation. It's complicated to manage economic risk because of its characteristics, but the paper argues that normal hedging offers potential to manage it. In addition, the management techniques for foreign exchange rate exposure is discussed and accompanied with a study of their real application. This paper tries to assess the available options to the Indian corporate for hedging exchange risks. The paper also talks about the requirement of managing foreign exchange risks, and argues the ways by which it is accomplished.*

**WOMEN ENTREPRENEURSHIP: GOVERNMENT AND INSTITUTIONAL SUPPORT**

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**HYDERABAD, TELANGANA**

**ABSTRACT**

*In globalized arena, the hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in society. Today, Indian women are at par with men. They have come a long way from being known as just 'homemakers' to 'career-oriented' women. Modern day women are all set to break the stereotype and are focused on carving a niche for themselves in the business world. Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. The Indian Government has come up with various subsidy schemes for such budding women entrepreneurs. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals. Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures. The present study is taken up to examine the various Policies and Schemes initiated by the Government and other Institutions to encourage Women Entrepreneurs and to examine the global best practices for Women-Owned Enterprise Financing.*

## EMOTIONAL LABOUR AS A PREDICTOR OF ORGANIZATIONAL COMMITMENT IN SELECTED CALL CENTRES LOCATED IN CHANDIGARH REGION

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**CHANDIGARH**

### ABSTRACT

*Emotional labour is the hard work of making art, producing generosity, and exposing creativity. The present study has made an attempt to show emotional labour (independent variable) as a predicting variable for organizational commitment (dependent variable) in selected Call Centres located in Chandigarh region. Call Centres operate through telecommunication and internet sources, as a result the employees don't face the customer's directly. As a result, their organizational commitment is measured in the current study. Through research tools such as correlation and regression an attempt has been made to predict the relation of 200 respondents for the above stated variables.*

## **A STUDY OF DEMOGRAPHIC FACTORS INFLUENCE ON CONSUMERS' IMPULSE PURCHASE BEHAVIOR**

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### **ABSTRACT**

*The main purpose of the study is to determine the relationship between consumers' demographic factors and the impulse purchase behavior with use of correlation. Here influence of demographic factors has been studied with respect to impulse purchase behavior of consumers. This research paper includes both theoretical as well as research aspects. In the first part of study focus will be on theoretical insights and secondary research into impulse purchase. In the second part of study methodology and primary research results has been discussed. Hypotheses were set and tested on the basis of subject matter, research objectives, secondary research and result of primary research. To test the hypotheses, inter variable correlation and regression analysis was used as statistical tools. Result of the study shows that demographic factors (disposable income, age) have relationship with impulse purchase indicators as well as impulsivity collective indicator. Educational qualification and gender have marginal relationship with impulse purchase behavior. This research study also explains research limitations and implications for future researchers.*

## VALUE CHAIN ANALYSIS OF ONION MARKETING IN SOME SELECTED AREAS OF PABNA DISTRICT

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### ABSTRACT

Onion (*Allium cepa* L.) is one of the most important and widely used vegetable and spice crops in Bangladesh as well as in many countries of the world. During winter, onion is widely cultivated all over Bangladesh. A large number of people are involved in the production and marketing of the onion. The imbalance in the supply-demand in onion is increasing every year due to low production coupled with an increased population. Realizing the increasing importance of onion as spice, the present study was undertaken with some objectives such as to identify the value chain & marketing channels. Many research and studies were conducted on Onion production and marketing is abroad. But in Bangladesh there are very few studies on onion marketing and value chain. Farmers in Pabna have achieved remarkable success in onion cultivation, officials said. Preliminary survey was conducted in Sujanagar upazila of Pabna district. The total sample size was 30, which include producer, faria, beparis, arathdar, wholesaler, retailer, consumer were selected purposively from different markets of Sujanagar Upazila. In the process of onion marketing the intermediaries are involved in a chain was: Farias, Beparis, Arathdars, Wholesalers and retailers. In the study area Faria purchased 100 percent from producer, beparis 66.67 percent from producer and 33.33 percent from faria. Arathdar buy 12.5 percent from producer, 25 percent from Faria and 62.5 percent from Bepari. Wholesaler purchased 11.11 percent from faria, 44.44 percent from bepari and 44.45 percent from the arathdar. Retailer purchased 54.29 percent from producer 31.42 percent from faria and 14.29 percent from wholesaler.

## IDENTIFYING THE FACTORS RESPONSIBLE FOR SELECTION OF CHOOSING FARMING AS A CAREER

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### **ABSTRACT**

*As long as one can remember, agriculture has been considered a backward sector. Hence it was not viewed as an attractive alternative to other work sectors such as manufacturing, private, and public sector employment. The primary purpose of this research is to identify the push and pull factors that influence youth decision of choosing farming as career. In this context, hundred youth in haryana, india was selected as respondents from the population of farmer's in haryana. This study used quantitative method as the best way to address the issues of farming. Further, the open-ended question reveals other factors which influenced young people to choose farming as career optin are; family support, government support and promotion through carnivals and festivals. These findings provide insight to the government officials in the ministry of agriculture to resolve unemployment issues and achieve successful economic growth through the agriculture sector.*

# **EFFECT OF LIQUIDITY ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN KAKAMEGA TOWN, KENYA**

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## **ABSTRACT**

*Liquidity management is an integral activity in every organization that intends to pay its current obligation. These obligations include operating and financial expenses that are short term. The study specifically, explored the effect of liquidity on profitability of small and medium enterprises in Kakamega Town used as an indicator of performance. To achieve this, a sample of 384 small and medium enterprises was used to provide data. A descriptive survey research design, which provides insights into the research problem by describing the variables of interest and defines, estimate, predict and examine associative relationships was used. Inferential statistics such as simple and multiple linear regression and correlation analysis were used to determine the relationship between the independent and dependent variable. The outcome had some positive correlation between liquidity and performance of small and medium enterprises. The paper concludes that liquidity has a positive effect on the performance of small and medium enterprises in Kakamega town. On the basis of these findings the paper recommends that managers and owners of small and medium enterprises as well as academicians and policy makers should understand liquidity and the effect it has on performance of small and medium enterprises.*

**GREEN ACCOUNTING: A STUDY ABOUT ITS IMPORTANCE AND CONCEPT**

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**ABSTRACT**

*The Green Accounting term was first introduced into common usage by economist and Professor Peter Wood in the 1980s. The main purpose of this paper is to study and analyze the available literature based on the green accounting and to understand how it has been studied and evaluated by different authors who are working in this area. Current literature focuses on Green Accounting - importance and its Concept. The study suggests that there should be wide empirical studies in this area so that, through the Green accounting system we can analyze the environmental performance of each companies or organizations. One approach that is gaining momentum across the globe is "green accounting" whereby national accounts are adjusted to include the value of nature's goods and services. Mr Jairam Ramesh, the former environment minister, advocated greening India's national accounts by 2015 and encouraged policy makers to recognise the trade-off between pursuing high growth economic policies against the extensive impact they could have on India's natural capital. GDP growth has become virtually every nation's default measure of progress. For India, its slowing GDP continues to make headlines and is the subject of much debate. Like all emerging and growing economies, India is facing a catch-22 situation: On the one hand, there is pressure to maintain GDP growth as this is the perceived foundation upon which the future economic security of its growing population is based, but conversely, India must also take into consideration the costs of development and not self-cannibalise its rich natural capital wealth and jeopardise the very future of the people it is trying to secure. Over-reliance on GDP as a measure of economic health can be misleading. As noted long ago by Robert F. Kennedy: "it measures everything, in short, except that which makes life worthwhile."*



## **MANDATORY CSR AND ITS IMPLICATIONS FOR THE BUSINESS AND SOCIAL SECTOR IN KERALA**

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### **ABSTRACT**

*Corporate social responsibility (CSR) can be an effective platform for engaging with the society meaningfully for corporate houses. Growing disparities in economic growth among different strata of the society is a matter of widespread concern in India and this has important ramifications for the country's corporate sector as well. Mandatory CSR spending as stipulated in the Indian Companies Act, 2013 has also contributed to the growing interest in the role of corporate sector in social development among practitioners and researchers in the area of CSR. Companies based in Kerala, despite having a long record of social involvement, have not been able to extend their sphere of influence beyond the local community and therefore the CSR initiatives do not lead to commercial benefits through enhanced brand reputation and public visibility for these companies. However, this situation is slated for change following the mandatory CSR clause in Companies Act as many companies are likely to seek more professional ways of managing CSR programmes because of the considerable size of mandatory CSR spend. This can definitely help the social sector in the state in several ways. Increased infusion of corporate funds will definitely be a boost to the sector. But this increased participation by corporate sector can also bring with it increased commercialisation and shifting of priorities in social sector. The present paper is an attempt to present a conceptual analysis of the role of corporate sector in the social development sector in Kerala in the present scenario. The analysis, which is based on extensive literature review of the relevant concepts, hopes to make significant contribution to the understanding of CSR by Kerala based companies and corporate participation in social sector in the state of Kerala.*

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## INTANGIBLE ASSETS DISCLOSURE: A STUDY OF INDIAN COMPANIES

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**HIMACHAL PRADESH UNIVERSITY**  
**SHIMLA**

### **ABSTRACT**

*The present study reviews and evaluates the arguments in favor of reforming current accounting and disclosure practices related to intangible assets. The value attached to intangible assets has increased manifold in the current era of knowledge economy. But as the current accounting system still failed to give accurate and full information on most knowledge based unseen assets in the financial statements, the value relevance of financial statements is thus decreasing in the eyes of investors and many other users. So, accounting and disclosure of these unseen resources i.e. intangibles have become the big problem being faced by the companies. To bring light to the subject, the objective of present study is to review the disclosure practices followed by indian companies for their intangible resources and factors affecting such disclosure and finally the format in which indian companies disclose their intangible assets.*

# **ECONOMIC VALUE ADDED (EVA): A PERFORMANCE MEASURE OF STRATEGIC FINANCE**

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**MUSIRI**

## **ABSTRACT**

*Economic value added has become the most fashionable measurement for determining the ability of a company to generate an appropriate rate of return. Profit maximization as a concept is age-old, wealth maximization is matured and value maximization is today's wisdom. Stern Stewart's EVA raises storm in corporate world and gives a new way to think about rewarding management. In this paper, an earnest effort has been made to explain theoretical foundation of EVA with its origination, meaning, computation, limitation and how it plays as a measure of organizational performance. EVA metrics provide managers with a commanding tool to weigh investment and spending decisions against capital requirements and investors' expectations.*

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