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BOARD COMPOSITION AND GENDER DIVERSITY: A COMPARATIVE BETWEEN AFRICAN, ASIAN AND OCEANIAN STOCK EXCHANGE FEDERATION BOARDROOMS

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ABSTRACT

Board composition and gender diversity are significantly regarded areas across continents and companies. Vast research seeks to analyze the gender gaps inherent in current organizational landscapes, as well as the associated impact on firm performance. The purpose of this report, is to compare board composition, specifically relating to board size and female board representation of the African Stock Exchange Federation (ASEA) and Asian & Oceanic Stock Exchange Federation (AOSEF) member companies. The methodology is Statistical analysis of annual report data (24 ASEA companies and 16 AOSEF companies). It is found that Almost 30% of African stock exchange federation companies have no female representation on their boards, and almost 80% have less than 2 women members. 25% of Asian and Oceanic stock exchange federation companies have 1 or less females, and almost 70% have 2 or less women on their boards. Furthermore, both federations exhibit large boards of up to 15 directors. Female contribution to boards of directors continues to be a topic of high regard, however limited studies emerge from African and Asian, and this paper contributes to the literature by being the first of its kind to analyze the composition characteristics of stock exchange federation member companies. An implication of this study may exist to create awareness for these association companies to collectively bridge the high gender gaps across their boardrooms, thus positively impacting on their performance, and consequently becoming more globally competitive. These federation companies exhibit substantially lower gender diversity levels relative to other market economies, where diversity is reaching more equitable levels, as reflected by firms across the USA and Europe. Furthermore, these findings could galvanize gender diversity policies for firms seeking to list on the exchanges of the countries.

EFFECT OF MODIFIED MONTMORILLONITE ON HEAVY METAL POLLUTION IN WATER

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ABSTRACT

With the rapid development of the global economy and society, the problem of heavy metal pollution in water body is increasing, which has seriously endangered the ecological environment and human health. In this paper, taking montmorillonite as one of new mineral materials as the research object, two methods of strong acid activation and organic activation were introduced. Research shows that the adsorption temperature is 30 °C, the adsorption time is 8h, and in the 1% hydrochloric acid activated montmorillonite, the adsorption capacity is the best; The molecular weight of 50000 chitosan with montmorillonite in accordance with the quality ratio of 0.25:1 mixture preparation of adsorbent effect is best, and use the adsorbent adsorption Fe^{3+} , Cu^{2+} and Zn^{2+} three kinds of heavy metal ions adsorption balance basically the same, finally got the best adsorbent.

IMPACT OF GDP ON FDI INFLOWS IN INDIA: AN ANALYSIS OF LONG TERM EQUILIBRIUM ASSOCIATION

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ABSTRACT

Foreign Direct Investment (FDI) was considered to be the lifeblood of economic development especially for the developing and underdeveloped countries. FDI is imperative for the economy as it is a momentum of growth, strengthens domestic capital, generates employment, augments productivity, and fosters exports through up gradation of technology and many more. Thus, there are innumerable determinants which lead to increase or decrease in the flows of FDI in any economy. In the light of this background, the current study aimed to determine long term equilibrium association between GDP and FDI inflows in India for the period of 1991 to 2014. GDP was taken as an exogenous variable while FDI was considered as an endogenous variable. To examine whether long term equilibrium association between the two variables existed or not, Engel-Granger Approach (or Bi-variate Approach) of Co-Integration test was used and further, Co-Integration Vector was built. The empirical results of co-integration revealed that there existed a long-run equilibrium association between FDI Inflows and GDP followed by Error Correction Mechanism.

FINANCIAL INCLUSION: IT'S IMPACT ON INDIAN BANKING INDUSTRY

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ABSTRACT

Today, financial inclusion is a burning point for policy making because of its potential to encourage economic growth and development. As per the Indian economy, a huge segment of India's population exists on the margins of India's financial systems. There is growing alarm for people being 'under-banked'. The main objective of financial inclusions to provide banking and financial services to weaker section of the society in a fair, transparent and equitable manner at affordable cost. It is also an important priority of the country in terms of economic growth and development of society. It enables to reduce the gap between rich and poor. It helps to channelize money-flow to the economy; it ensures people who are unable to access financial system so far can access it with ease. For this study secondary source was used to analyze the impact of financial inclusion on Indian Banking Industry and its growth by taking five years data from 2011 to 2015. The article also tried to study the various scheme run by the Government for financial inclusion. From this study it is concluded that the provision of banking branches and strong banking network are the foremost facilitator's of developmental and expansionary activities in banking industry.

A SOCIO-ECONOMIC ANALYSIS OF MINING Vs. NON-MINING VILLAGES WITHIN SAME TALUKAS IN GOA

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ABSTRACT

Mining comes with a lot of employment opportunities coupled with developmental activities in the area of operation that has an impact on the socio-economic characteristics of the inhabitants in the areas. Following the Chinese boom, during the last decade iron ore mining took place in full swing in the iron ore rich state of Goa. With this background the current study aims at comparing the socio-economic characteristics of the households in the mining areas with the non-mining areas within the same talukas. For the purpose, an interview schedule was forwarded to 256 respondents in the mining and 191 respondents in the non-mining areas within the same talukas. Descriptive statistics and t-test was used to compare the socio-economic variables of the two areas. The study revealed a significant difference in the economic variables but no difference in the educational status of the households in the two areas. The study suggests the need to promote higher education in the areas to improve people's thinking skills and to educate them about the nature of mining industry so as to enable a holistic socio-economic development in the area.

**MARKETING OF HANDICRAFTS BY POOMPUHAR SALES SHOWROOM,
THANJAVUR**

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ABSTRACT

The Tamilnadu Handicrafts Development Corporation Limited, popularly known as POOMPUHAR, a Government of Tamilnadu undertaking is incharge of the handicrafts sector in the state of Tamilnadu. This Corporation was established during 1973. The main objective of the Corporation is to preserve the ancient crafts of Tamilnadu and uplifting the standard of living of the craftsmen by providing marketing assistance to the craftsmen of the state. The Corporation achieves this objective by marketing the products of the craftsmen through its large network of 14 showrooms situated all over Tamilnadu and also at New Delhi, Kolkata, and Bangalore.

REEXAMINING THE LINK BETWEEN SATISFACTION AND LOYALTY: A STUDY IN THE DYNAMIC INSURANCE BUSINESS ENVIRONMENT IN INDIA

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ABSTRACT

The research aims to reexamine the satisfaction loyalty relationship by exploring the antecedents of perceived satisfaction in the life insurance industry. A conceptual model assuming relationship between the above constructs was developed and tested on the customers of life insurance products in Kerala. Responses from 235 randomly selected life insurance customers belonging to the public sector and private life insurance companies were collected using a structured questionnaire, which captured their perceptions on certain relevant indicators capable of measuring the latent variables. A variance based Structural Equation Modelling (SEM) approach was adopted to explore the significant linkages in the proposed model. Exploring the antecedents of the satisfaction construct, and its causal effect on loyalty would provide strategic insights to practicing managers for understanding the consumer behavior, in the competitive life insurance market. The study could empirically establish the strong linkage between satisfaction and loyalty. The study gathers significance when evaluated in the light of observations by Insurance Regulatory and Development Authority (IRDA) of allowing Insurance portability

**REGIONAL DIFFERENCES IN GROWTH OF ENTREPRENEURSHIP AMONG SC/STs
IN MSMEs: A STUDY WITH REFERENCE TO NORTHERN AND SOUTHERN
REGIONS OF KERALA**

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ABSTRACT

Entrepreneurship enables to create employment opportunities, delivers goods and services to people, thereby promote economic development and growth. Along with various broad socio-economic advantages, entrepreneurship also provides source of livelihood for the individuals. As part of their empowerment, it is essential to ensure that SC/STs are also participating in entrepreneurial activities. Micro Small and Medium enterprises serve as seed beds of entrepreneurship. Hence in a State, entrepreneurship in MSMEs should be promoted among SC/STs also. In a State governed by same set of rules and regulations is supposed to have uniform development of entrepreneurship throughout. However, the research paper proves that in Kerala State there is regional difference in the status of entrepreneurship among SC/STs in MSMEs.

EVALUATION OF HRD PRACTICES OF NBA ACCREDITED COLLEGES IN HYDERABAD DISTRICT

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ABSTRACT

The present study is taken up to analyze and understand the Human Resource development (HRD) practices of accredited colleges in Hyderabad. The study purely focuses on HRD practices, rather than focusing on the accreditation criteria (where weight age is assigned to each of the criteria for the sake of evaluating and awarding the grade to the institution). The study focuses on HRD practices in accredited colleges, considering them to be better than non-accredited colleges. For simplification of the study the HRD practices are been framed under the subheadings of accreditation Criteria which are framed by NBA governing bodies. Each criterion is further divided into sub headings for the purpose of evaluation. To study these dimensions a well-structured questionnaire is administered on the respondents. The questionnaire contains demographic information of the faculty along with these dimensions segregated under their respective heads. Both dichotomous and Likert scale are used for the collection of data. Simple and stratified random sampling techniques are used. A sample of size 169 is been taken for the study. The study indicates that gender wise there is difference in the satisfaction levels of faculty members. Few among the variables are salary, infrastructure, research and consultancy, Teaching and innovation. Especially in case of engineering college's faculty need labs and leisure time to work in their relevant specialized fields. Such motivation, if provided by colleges may motivate faculty to showcase their talents and get accolades for both themselves and institutions too.

ASSESSMENT OF THE IMPACT OF DEMONETIZATION ON THE INDIAN ECONOMY

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ABSTRACT

In one of the boldest decisions taken by the government in the history of Independent India, it had stripped INR 500 and INR 1000 notes' status as legal tender, with a short four-hour notice on 8th November, 2016. The research paper aims to analyze both the short and long term implications of the decision on macro-economic variables like Gross Domestic Product (GDP), interest rates, foreign exchange, Foreign Direct Investment (FDI) and Foreign Institutional Investors (FII). The study will also focus on the impact of the decision on various sectors, such as FMCG, Manufacturing, Oil and Gas and its implications for the Government, RBI and the banking industry. The researchers would attempt to build a model through which the implementation process can be refined based on the current problems being faced by the citizens at large, thereby focusing on the tools for rolling out the scheme. Based on the assessment, conclusions would be drawn that would throw light on the fact whether such a move would prove to be a success or a failure for the Indian economy. Secondary sources of data (magazines, newspapers, Bloomberg Terminal) will be used to analyse the information available.

CONSUMER ETHNOCENTRISM: IT'S ANTECEDENTS AND CONSEQUENCES WITH REFERENCE TO "MILLENNIALS IN INDIA"

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ABSTRACT

With the removal of trade barriers in India, it has become easy for the foreign firms from all over the country to enter the Indian markets and tap its consumers. But what has been a challenge for the firms is gaining the consumer acceptance of the foreign products. Therefore, the marketing literature poses Consumer Ethnocentrism a major hindrance in consumer evaluation and acceptance to the foreign products. "Ethnocentrism" refers to the evaluation of other's culture according to pre-conceived notions originating in the standards and customs of one's own culture. Consumer ethnocentrism specifically refers to ethnocentric views that are held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987). Consumer ethnocentric tendencies as seen through various researches play a significant role in determining the purchase behaviour of consumers towards domestically produced goods and foreign products. This paper aims to study the factors triggering ethnocentric tendencies amongst the consumers and discussing the millennial segment of the consumer population in India in depth in the present context as this is still an unexplored dimension of Consumer Ethnocentrism. The millennial population is chosen as the focal point of the study because this segment forms 65% of the total population and thus, their purchase behaviour poses economic implications for marketers. The attempt is to fill the gap in the current consumer marketing literature relating to "Consumer ethnocentrism" in India as this concept is still in its infancy stage due to lack of awareness in the country. The paper also attempts to trace the history of such a concept in our country and how such a concept revived itself in the wake of current developments in the country. Based on findings from the study, the paper spells out various strategic implications for both domestic and international marketers in gaining acceptance of their products among different markets, consumer segments, niches and provides directions for future researches.

PAYMENTS BANKS IN INDIA: A STIMULUS TO FINANCIAL INCLUSION

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ABSTRACT

The Government of India have been making rigorous efforts to promote financial inclusion. Continuous need has been felt to review & revolutionize the present banking set up. Payment Banks are a step in this direction. Dr. Nachiket Mor Committee (September 2013) proposed to set up Payments Banks. RBI gave approval to 11 applicants out of 41 applicants, based on criteria like infrastructure, banking penetration, popularity, technology and past experience in their respective domain like postal offices, telecom service provider (TSPs), mobile wallet, banking services, consumer goods, business correspondence. Payment banks are aimed at providing small savings accounts, meet payments and remittance needs of small businesses, unorganized sector, low income households, farmers and migrant work force. These new kind of banks are designated to reach people outside the ambit of formal banking services. This paper attempts to review business model of payment banks.

A THEORETICAL FRAMEWORK ON EFFICIENT MARKET THEORY

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ABSTRACT

The Efficient Market theory has always been a popular topic for discussion among Stock Market Researchers. It suggests that nobody can predict market, return is fully depending on information which are uncertain, it deals with one of the most fundamental and exiting issues in finance, financial market always behave randomly that is why it is also called random walk theory. The present paper discusses on the theoretical background of efficient market theory or efficient market Hypothesis.

A STUDY ON MANAGEMENT OF NON PERFORMING ASSETS IN CO-OPERATIVE BANKS SPECIFICALLY IN KERALA

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ABSTRACT

Co-operative banks play very important role in providing banking services to common man in their area of operation. If co-operative banks go in liquidation due to abnormal increase of Non-Performing Assets not only customers and staff members of that particular co-operative bank will suffer but all other co-operative banks will also get a major setback. Leading to severe damage to the reputation of entire co-operative sector, which is very important for the balance of economic development of our country. This study is aim to evaluate the present level of nonperforming assets in co-operative banks and also the recovery prospects of Non-Performing Assets in general, and also various methods adopted by the bank in the recovery process.

COMMUNICATION IMPACT ON JOB SATISFACTION AMONG AUTOMOBILE INDUSTRY IN CHENNAI REGION

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ABSTRACT

Communications are considered as the lifeblood of any enterprise in this information-based driven scenario. In the present context, communication acts as an essential ingredient in employer-employee relations having a direct correlation between employee communication and profitable operations of organization. In order to develop mutual understanding of organizational goals, to gain information about employees and other such activities in the workplace needs effective communication. So this stimulates every business management to concentrate on human skills which involves effective interaction with others and the quality of this interaction determines the team spirit and dedication within the organization leading to job satisfaction. This research paper focuses on the effectiveness of communication among employees in Chennai region. A descriptive research design comprising of disproportionate stratified sampling of the data collection was adopted using a well-structured questionnaire distributed to 110 respondents. This research dealt with pattern of communication, timing of communication, various important information on organizational activities, sources of communication, manager's communication skill, opportunities to express ideas and suggestions for improvement of communication to attain job satisfaction among employees in Chennai region, Tamilnadu. The collected data were analyzed using statistical tools such as Frequency and Percentage Analysis, Chi-Square Test, Charles Spearman's Coefficient of Correlation (or) Rank Correlation. The research concludes highlighting the satisfaction level of employees in communication, mutual understanding of the organizational information, and improvement in mode of communication, which leads to fulfillment of organizations future personnel needs.

A STUDY ON CONSUMERS AWARENESS AND BEHAVIOUR TOWARDS DURABLE GOODS IN ERODE DISTRICT

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ABSTRACT

Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Just about every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India. With the increase in income levels, easy availability of finance, increase in consumer awareness and introduction of new models, the demand for consumer durables has increased significantly. This paper makes an attempt to study the consumer behaviour of 150 consumers towards durable goods and their awareness while making such purchase.

A STUDY ON CUSTOMER PREFERENCE OF HEALTH DRINKS WITH SPECIAL REFERENCE TO “BOOST” IN MANNARGUDI TOWN

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ABSTRACT

Boost is the first Malt Based Drink in India to use celebrity endorsement to convey its energy proposition and has successfully differentiated from other brands. The brand has been popular among kids in its core markets for its delicious chocolaty taste. Not only Boost has strong taste equity amongst the consumers but also has got relevant science credentials as well to drive conviction on health benefits of the drink. In 2009, Boost launched its strongest ever, scientifically proven claim, of increasing stamina by 3 times driving up the nutritional credentials of the brand. All people, whether young or old, like health drinks. Thus health drinks have become a part of their lives. As regards manufactures they should realise that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

WEAK FORM EFFICIENCY OF INDIAN STOCK MARKET: AN EMPIRICAL ANALYSIS

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ABSTRACT

Market efficiency of Indian stock market based on the daily return of NSE Nifty and BSE Sensex from 1 January 1994 to 31 December 2015 is tested by applying Unit root, Autocorrelation, Run test and Variance ratio methodologies based on the trends and patterns in the movements of Indian market. The unit root tests like ADF and PP proved that the Indian stock market is non-stationary and contains a unit root. The auto correlation results are also revealed high degree of dependence on previous prices, which means that previous prices are related with current prices. The strong autocorrelation behaviour of the variable leads to non stationarity situation in data series. The run test results also proved that there is no randomness in Indian stock market. From the results, it is clear that the Indian stock market does not follow random walk and it is in inefficient in its weak form.

FACTORS INFLUENCING THE CAPITAL STRUCTURE DECISIONS: A STUDY OF PHARMACEUTICAL INDUSTRY, INDIA

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ABSTRACT

Capital structure is one of the major determinants of the performance of the companies as it states about the usage of leveraging of different sources of funds by the company. There have been many theories based upon the capital structure like, Miller and Modigliani, Pecking order theory, Agency cost theory and Trade off theory. In this study, we have taken the data of five companies from the pharmaceutical sector of NSE, India based upon the highest market cap. The data is collected from various secondary resources and is for the period ranging from 2012 to 2016. The variables used herein are the firm specific characters like the profitability, growth, liquidity, size and tax shield. We have used the regression analysis and the results we have found, liquidity has no influence on the capital structure as the company with the liquid funds can invest by itself in the projects it owns and therefore it does not affect its capital structure decisions. And in the profitability, the company with more profits will employ them for its further operations and so it also exhibits negative relationship with the capital structure. The study also further found that the growth of the company, its size and tax shield also has negative relation with the capital structure. The study considers only a few factors which are firm specific and the number of firms as well the time frame of the data collected can also prove to be the limitations of this research.

CONTRIBUTION OF NATIONALISED BANK IN THE ECONOMICAL DEVELOPMENT OF FARMER

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ABSTRACT

India is basically an agriculture based country and the people of India still depend on agriculture productivity for their livelihood. Finance facility is the base to play main role for the development of the farmer for this various banking sector help for the development of the former and run various schemes like KCC, KVC, Agriculture loan, Fasal Bima Yojana and various Credit schemes. The main purpose of this research paper was to bring into light the contribution of nationalised bank in the economic development of farmer which play an important role in providing agriculture credit and to remove them from the clutches of local moneylenders.

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Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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