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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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**ANALYSIS OF FACTORS INFLUENCING THE CONVERGENCE OF INDIAN ACCOUNTING STANDARDS WITH IFRS BY THE RESPONDENTS OPINION USING GARRETS' RANKING TECHNIQUE**

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**ABSTRACT**

*International Financial Reporting Standards is global reporting language. Convergence of accounting standards across the globe is gaining momentum. Most standard setting bodies have acknowledged that the ultimate goal of convergence is to have a single and globally accepted financially reporting system. Convergence of IFRS around the world is occurring rapidly to bring about accounting quality improvement through a uniform set of standards for financial reporting. Financial reporting outcomes depends on a variety of factors that influence those outcomes and Accounting quality does not depend only on Accounting standards but also on the firms' overall institutional setting, including the English Language, Legal enforcement system, Practical costs for implementation, Market access conditions, Taxation system, Size of capital markets and Multinational companies. The present paper attempted to the factors influencing the convergence of Indian Accounting Standards with IFRS from academician's perspective. A market access condition is the prime influencing factor.*

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# STRATEGIC ANALYSIS OF CONSTRAINTS IN MICRO, SMALL AND MEDIUM ENTERPRISES FINANCING BY BANKS

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## ABSTRACT

*The Micro, Small and Medium Enterprises have emerged as a strong, dynamic and vibrant sector of the Indian economy and are playing a significant role in the socio economic development of the country. The contribution of Micro, Small and Medium Enterprises in our country's Gross Domestic Product is 8 %, in manufactured output is 45 % and in country's export is 40 %. But still the MSME are confronting the financial constraints. In the current study, we have conducted strategic analysis of the constraints in respect of financing by banks and observed that non availability of credit, inadequate availability of credit, delayed availability of credit are the main constraints followed by collateral security requirements, charging high rate of interest, requirement for audited financials lengthy documentations and non display of banks products, services and schemes for MSMEs in the bank branches. But addressing these constraints the MSMEs financing can be enhanced and MSMEs entrepreneurs can be facilitated. It can add contribution to the economy of the nation.*

# PERFORMANCE EVALUATION OF SELF HELP GROUP AWARENESS AND PARTICIPATION AMONG WOMEN

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**PUDUCHERRY**

## ABSTRACT

*In this paper, an attempt is made to explore awareness about various roles of SHG in socio economic development of women. The aim of joining and advantages of joining SHG based on the views of the respondents are also explored here. Regarding awareness, it is concluded that the SHG women are having awareness about five major roles SHG, viz., uplift the socio-economic status by encouraging self-employment among women; help alleviate poverty and preserve traditional culture among women; SHG as voluntary organization promote savings and reduce dependent on money lenders; provide health and nutrition services and medical assistance; and assist women to get loan at low interest to develop entrepreneurship for income generation. At the same time, extent of awareness among the members is more about SHG role in uplifting the socio-economic status by encouraging self-employment among women. When awareness level is related to social status of the respondents, it is identified that the aged but unmarried women members from upper community (other than MBC / OBC community) with low occupational status (either housewife or daily labour) are more aware that SHG uplift the socio-economic status by encouraging self-employment; and function as voluntary organization to promote savings and reduce dependent on money lenders among women. The level of awareness about SHG's role in providing health and nutrition services and medical assistance depend upon the religious affinity of the women members. Similarly, the SHG women who are aware that SHG help alleviate poverty and preserve traditional culture among women; provide health and nutrition services and medical assistance; and promote savings and reduce dependent on money lenders tend to join SHG with aim of improving social status and time passing; and the SHG women who are aware that provide health and nutrition services / medical assistance and assist women to get loan at low interest to develop entrepreneurship for income generation join SHG to promote savings. In sum, it is concluded that women members of SHG are highly aware of most of SHG roles and actively participate in SHG. They have joined in SHG to alleviate poverty and promote saving in order to uplift their socio-economic status.*

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**FINANCIAL LITERACY AMONGST ADULT MALE SLUM DWELLERS OF  
BIDHANNAGAR, INDIA**

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**ABSTRACT**

*Slums are a result of poverty at the face of urbanisation and illiteracy. In India, as per the 2011 census report there was a record of 1.3 crore urban slum households which is approximately 65 million people dwelling in slums. This study is based on selected slums of Bidhannagar, a satellite township of the urban agglomeration of Kolkata, West Bengal, India. In Bidhannagar the slum population is 49,173, which is approximately 29.3% of the total population of the township. This paper has used both desk data as well as primary data collected by interviewing residents of the slums in order to assess their basic and advance financial literacy using descriptive statistics, chi-square test and percentage of co-efficient of variation. The study illustrates their sources of finance, the level of financial literacy, the challenges they face and their behaviour and attitude towards achieving financial goals. It determines the prevailing gap in the financial literacy and suggests possible measures to overcome it. The co-efficient for education has non-linear relationship with the respondents' knowledge on basic financial literacy. If the slum dwellers of the entire nation are gradually educated on available financial avenues then huge untapped savings will come into the mainstream of formal investments.*

# **AN EVALUATION OF DETERMINANTS OF DIVIDEND POLICY A STUDY OF THE BANKING SECTOR IN KENYA**

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## **ABSTRACT**

*Recent financial crisis shows that excessive dividends lead to financial distress. Thus, there is a strong need for qualitative and quantitative restrictions on the dividends considering the potential conflict with debt-holders. The approach to dividend policy presented focuses on specific attributes of the firm as sources of value expression through dividend payment. Because of increasing complexities, competition, global and corporate structure, it is difficult to single out one single factor affecting dividend and dividend policy explaining why some companies pay dividends while others do not. The general objective of this study was to evaluate the determinants of dividend policy in the Kenyan banking sector. The specific objectives were to establish the effect of leverage on dividend policy among banks in Kenya, determine the effect of size of the firm on dividend policy among banks in Kenya, and investigate the effect of business risk on dividend policy among banks in Kenya. This paper focused on the agency theory, pecking order theory, the signaling theory, and the high dividends increase share value theory. Descriptive research design was adopted. The researcher sampled Kenyan financial banks listed in Nairobi Stock Exchange for a period of ten years from 2007-2016. Data were collected from the audited financial statements using Questionnaires and secondary information from capital Markets Authority. Data were analysed quantitatively using unbalanced panel estimation techniques.*

# ASSESSING THE SUSTAINABILITY OF INFORMAL SAVING GROUPS AS A SOURCE OF FINANCE FOR THE ZIMBABWEAN INFORMAL SECTOR

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## ABSTRACT

*Informal saving groups is an area that has been of interest to various researchers, especially in the African context due to the challenges being faced by various economies in terms of operations of financial institutions and donor funding. Various economic activities in third world countries are carried out by informal groups whose success has increasingly become a cause for concern. For example, Rotating Saving and Credit Associations (ROSCAs) and Accumulating Savings and Credit Associations (ASCAs) have contributed much to the social development of various economies due to their flexibility and less regulations. However, their sustainability has been of much concern as these are not extending beyond one cycle or they are there for limited cycles. The focus of this paper is to assess the sustainability of these informal saving groups and their contribution to the informal sector. Findings suggest that the continuity of these informal saving groups is being limited by economic conditions that are making it difficult for some business operators to continue participating in these groups as well as unemployment. Also some members are taking advantage of the economic condition to run away from their own obligations. It is argued that to ensure the survival of these informal saving groups, groups should have documentation and constitutions in place to guide their operations so as to minimise the risk of members defaulting payment of their dues and getting away with it. Participation by non-governmental organisations in these informal groups is recommended so as to promote the permanent existence of the informal saving groups and as a reference check of the operations of these informal groups.*

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# EFFICIENCY INSURANCE COMPANIES IN INDONESIA, MALAYSIA AND SINGAPORE

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## ABSTRACT

*The insurance sector as part of the financial services sector has a strategic role in the establishment of a country's economic stability through risk management aspects. Efficiency in the insurance industry is a benchmark in assessing the performance of insurance companies. This study aims to determine how the efficiency of insurance companies in Indonesia, Malaysia, and Singapore during period 2013-2015 based on the concept and all empirical studies. Analysis technique used to explain this research is Data Envelopment Analysis (DEA) by using claim and premium as output indicators. Operating expenses, commission fees and share capital as input indicators. The population in this study is the insurance companies listed on Stock Exchange in Indonesia, Malaysia, and Singapore. The sample measurement technique used in this research is census technique with total sample of 20 companies. The results showed that the level of technical efficiency of insurance companies in Indonesia, Malaysia and Singapore using Data Envelopment Analysis (DEA) of Constant Returns to Scale (CRS) model is 4 companies from 20 sample companies, while Variable Returns to Scale (VRS) model is 8 companies from 20 sample companies. The scale efficiency of existing insurance companies in Indonesia, Malaysia and Singapore in 2013, 2014 and 2015 respectively are 12, 12 and 10 companies. The results of data analysis as a whole based on anova tests show that there are efficiency differences in insurance companies in Indonesia, Malaysia and Singapore.*

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# AGRICULTURAL FINANCE IN ODISHA: A COMPARATIVE STUDY OF FARMER'S PERCEPTION AND BANKERS ATTITUDE TOWARDS AGRICULTURAL CREDIT

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## ABSTRACT

*Agricultural Finance is a yearly sectorial distribution of commercial banks on total loans and advances to the agricultural sector. The purpose of the study is to identify the beneficiaries of commercial banks on agricultural credit and to access the impact for bank finances and the barrower farmers. The study reveals pattern of financing by commercial banks to agricultural sectors. The banking system is still hesitant in various ground to provide agricultural credit to small and marginal farmers. An attempt has been made to analyze the farmer's perception relating to agricultural finance by using quantitative tools viz: ANOVA, chi-square test, percentage, etc. This study is based on both primary and secondary source.*



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# BUYING BEHAVIOUR OF REFRIGERATORS WITH SPECIAL REFERENCE TO CALICUT CITY

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**M. Phil. SCHOLAR**  
**SREE NARAYANA GURU COLLEGE**  
**CHAVADI**

## ABSTRACT

*The purchase of refrigerators is now a common phenomenon among middle class and the consumer is flooded with various models with fine features and new brands. People are in a consumer market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a refrigerator is not a one-man decision. Though the financial decision is taken by the bread winner of the family usually men in Indian middle class families the decision regarding colour, brands and the like are taken by women that is wife. Hence, the decision making is complicated. So the marketers need to understand the consumer behaviours and perceptions before formulating a marketing strategy. Studies pertaining to consumer behaviour are always interesting as the findings provide meaningful knowledge base for designing market friendly strategies and to retain the competitive edge. While there are sizeable numbers of studies pertaining to consumer behaviour, especially to first time purchase and repeat purchase, very limited studies are available in the Indian context regarding replacement purchase. The major objective of the study is to identify the factors that influence the replacement purchase with reference to refrigerators. Further, the study is to review the market scenario of the products identified, to present the profile of buyers considered for the study, to evaluate the variables influencing replacement purchase behaviour, to categorize replacement buyers based on the extent of influence of select variables as regards replacement purchase and to examine the possible relationship between the buyer categories and the demographic variables.*

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**E-BANKING IN INDIA**

**POOJA  
ALUMNA  
MAHARSHI DAYANAND UNIVERSITY  
ROHTAK**

**ABSTRACT**

*In today's era most of the banking happens when you are sipping tea or taking a call. ATMs are situated at the doorstep. Services of bank are available at 24x7. There is more plastic money in the wallet than physical notes. A big part of the change is because of the use of Information Technology. Currently, banks operate in a highly globalized, privatized and liberalized environment with tough competition. In order to exist in this tough environment banks have to use Information Technology. Banking industry in India has witnessed enormous developments because of sweeping changes that are taking place in the IT. E-banking has developed from such a creative environment. The aim of this paper is to study the growth made by banking industry in India through the adoption of technology. The paper also emphasizes the problems faced by banks in India adoption of technology and suggestions are made to overcome these problems. The paper states that in upcoming years, e-banking will not only be allowable medium of banking but also will be desirable medium of banking.*

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