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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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# DESIGN THINKING: AN APPROACH FOR BRIDGING THE GAP BETWEEN INDUSTRY AND ACADEMICS

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## ABSTRACT

*An academic institution conceptualizes many approaches or mechanism for making the teaching-learning process application based. Some of the popular approaches are case studies, industry visits, internships, projects or dissertation exercises. The results of these exercises have been limited for fresher as it is observed that when they join the industry, they start from the basics. Therefore, there is a need for abridging the gap between industry and classroom teaching for management students of all the domains, like marketing, finance, operations and human resource management. The present study is based on application of design thinking as an approach for all the 4 domains of management studies and developing an innovative mechanism for students to learn the application of class room concepts. The study suggests a model based on industry projects by applying Design thinking for the academic institute and industry. The model proposed in this study is tested in a management institute, where faculties and industry mentors were facilitators and teams of 8-10 students in each group worked on live projects for a period of 5-6 months. Students were given one day per week for doing fieldwork being in campus. Students worked on the observations, interviews, stakeholders mapping, secondary research, identifying problems, generating alternative solutions and developing prototype of the given opportunity spaces. The impact of the project was assessed among students and the industry mentors before and after the projects through qualitative interviews. The result suggests that the solution and prototype developed by students were adopted by companies and the students felt themselves very much part of the company. They were able to have insights about the product/service and company for which they worked through the process. This model in-coordination with faculty and industry mentors can bridge the gap between Industry and academics.*

# EVALUATION OF WORKING CAPITAL PERFORMANCE IN BATTERY INDUSTRY IN ANDHRA PRADESH

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## ABSTRACT

*Working capital plays a pivotal role in a business enterprise just like the role of a heart in human body. The efficiency of business enterprise depends largely on its ability to manage its working capital. Gross working capital may be used to refer to the total current assets whereas net working capital refers to the surplus of current assets over current liabilities. The aim of present research paper is to ascertain the status of working capital of select battery companies in Andhra Pradesh. The present study is based on the secondary data only. The present study needs a ten-year period commencing with the financial year 2002-03 and ending with 2011-12. Various tools like trend, average, percentage, 'F'-test and Least squares method are applied. Graphs and diagrams are presented to illuminate the facts and figures at appropriate contexts. With a view to obtaining a better perspective of the working capital position in the battery industry in Andhra Pradesh, an analysis of structure of working capital and trends in current assets, current liabilities and net working capital are carried out. It is noted that the excess of current assets over current liabilities was recorded in all battery companies in Andhra Pradesh. It may be observed that all the battery companies have enjoyed positive net working capital position. In order to increase optimisation of investment in inventories in ARBL and HBL, effective measures and methods for management of inventories need to be undertaken.*

# PERCEIVED PERCEPTION OF MICRO CREDIT BENEFICIARIES ABOUT FINANCIAL INCLUSION: A STUDY ON BENEFICIARIES OF PRIME MINISTER EMPLOYMENT GENERATION PROGRAMME (PMEGP) IN INDIA

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## ABSTRACT

*Financial inclusion, a multifaceted phenomenon has become one of the key indicators of economies' success and gathered significant attention these days. The present paper focuses on unemployed youth who have got micro credit facility from government of India (GoI) under Prime Minister Employment Generation programme (PMEGP) scheme and their perception about financial inclusion in real terms. It leverages the survey about the An analysis of Financial Inclusion and Prime Minister Employment Generation programme in India and also took the help of secondary data sources. Along with descriptive analysis, grounded theory approach was used to explore new themes concerning financial inclusion plan's i.e., PMEGP micro credit beneficiaries. Four Distinct themes were emerged from the data concerning to the themes emerged were : (a) Perceived unawareness among the people about Financial Inclusion Plans (FIP) (b) Lack of interest of bank people in giving guidance (c) Perceived Lot of documentation and red tapism (d) Literacy is confused with the term financial literacy. And based on the findings of the study, the possible strategies to be adopted by policy makers.*

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## **A STUDY ON THE IMPACT OF ONLINE ADVERTISING AMONG THE YOUTH IN CHENNAI CITY**

**Dr. L. SOLOMON RAJ**  
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**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**LOYOLA COLLEGE**  
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### **ABSTRACT**

*Internet has enormous potential as an advertising medium because it offers many advantages to overcome the weaknesses of traditional advertisements. In this article, the author is analyzed the impact of online advertising of various products among youth. The study was conducted by survey method by circulation of questionnaire among 150 respondents in Chennai city. The study revealed that online advertising provides information about range of products and services. It was also identified that online advertising influenced the purchasing behaviour of youth. The purchasing behavior of the youth has been mainly driven by online advertising.*

# **A CONTRAST BETWEEN ACCOUNTING STANDARD-17, INDIAN ACCOUNTING STANDARD-108 & INTERNATIONAL FINANCIAL REPORTING STANDARD-8**

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**DAYALBAGH**

## **ABSTRACT**

*Segment disclosures have become an integral part of overall corporate disclosures aiming at improving the quantum and quality of financial information available in the hands of various stakeholders of firms. The disclosures leave information that is more valuable in the hands of investors to be used in appraising the performance of the firm as a whole and its constituents. Researcher in this paper makes an attempt to have comparisons between IFRS 8, Ind AS 108 and AS 17. This research is based on descriptive analysis and done with the help of secondary data which has been collected from sources like journals, websites etc.*

# **IMPACT OF MGNREGA PROGRAMME ON WOMEN EMPOWERMENT IN RURAL KERALA: AN EMPIRICAL STUDY**

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## **ABSTRACT**

*Mahatma Gandhi National Rural Employment Guarantee Act 2005 was brought by central Govt. in 2006 for achieving some goal such as eradicating rural poverty, women empowerment and creation some social assets. The act aims at strengthening women employment by enforcing that about 1/3 of total work force should be women and also there is equal wage for men and women. In Kerala women participation, make this programs a great success. Hence, this study aims at analysing how this scheme is benefited for women empowerment in Anthikad panchayath in Thrissur district in Kerala. From the study it is found that this scheme playing a significant role in creating employment opportunities for women in the panchayath and help to increase the income and expenditure of households. The scheme significantly enhance the socio- economic decision making power to women in the man dominated rural society and also giving more self-respect among women.*

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