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# **CONTENTS**

1. A DESCRIPTIVE STUDY ON CATCHMENT AREA ANALYSIS AND CUSTOMES SATISACTION TOWARDS BIG BAZARR WITH SPECIAL REFERENCE TO VADAPATAL BRANCH, CHINDRAN BRANCH, CHIN	Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
D. WAMALA SAMZERSYMBAR, DR. SIR HAMACHANDONA, PALANK KUMAR, J. &S. DHAMALASHMI  3. THE EMPERADON AMERICATION ON INFONOCIONA DRIVE PRODUCT PERSONANCE  3. THE APPRIASA OF THE EFFECT OF STAFFS' ENTREPRENEURIAL SPIRIT ON THE QUALITY DEVELOPMENT OF HUMAN CAPITAL: A CASE STUDY OF SMAND  3. THE APPRIASA OF THE EFFECT OF STAFFS' ENTREPRENEURIAL SPIRIT ON THE QUALITY DEVELOPMENT OF HUMAN CAPITAL: A CASE STUDY OF SMAND  4. RELATING CORPORATE GOVERNANCE WITH MARKET VALUATION AND ORGANIZATIONAL PERFORMANCE AN EMPIRICAL STUDY ON ISSE PARISTAN  2. SUMMAN ASSOURCE PLANNING (IMP): INSIGNIST FROM THE COMMENCEUR BANK OF CETCHO (CRC)  5. RUMAN RESOURCE PLANNING (IMP): INSIGNIST FROM THE COMMENCEUR BANK OF CETCHO (CRC)  6. PALANGAMENT, LABOUR PROCESS, SIM WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REHINERY, MIGGRIA  7. PATH-GOLD IN THORY OF LEADERSHIP STYLE IN THE STUDY CHILD HAND OF SELF RELP GROUP  8. C. SATARATIN'S SABITA MISSING  9. OLUSTICIN OLDSTRUME  9. PATH-GOLD IN FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  10. POSCISI PURIL S.DR. SHAMBHUR KUMARS  10. PROBLEMS AS DURYON PIN HE BEHAVIOUR OF BURNES TOWNEDS FROM SELF RELP GROUP  11. PROBLEMS AS DURYON PIN HE BEHAVIOUR OF BURNES TOWNEDS TOWNEDS TOWNEDS TOWNEDS TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNEDS TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNEDS TOWNEDS TOWNED TOWNEDS TOWNED TOWNED TOWNEDS TOWNED TOWNEDS TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS TOWNED TOWNEDS T		A DESCRIPTIVE STUDY ON CATCHMENT AREA ANALYSIS AND CUSTOMER SATISFACTION TOWARDS BIG BAZAAR WITH SPECIAL REFERENCE TO	-
2. THE EFFECT OF MARKET ATTITUDE ON INNOVATIONAND NEW PRODUCT PERFORMANCE AMPARIDADIOMARODOSI 3. THE APPRAISAL OF THE EFFECT OF STAFFS' ENTEPRENEURIAL SPRIT ON THE QUALITY DEVELOPMENT OF HUMAN CAPITAL: A CASE STUDY OF SHAND 16 HASSHEIN RADE OF AS RETINING COMPANY AMOUNT AND ASSAULT AND ASSAULT AND ASSAULT AND ASSAULT OF HUMAN CAPITAL: A CASE STUDY OF SHAND 16 HASSHEIN RADE OF ASSAULT AND		VADAPALANI BRANCH, CHENNAI	_
TABLES OF THE STORY OF THE METER OF THE STATES' ENTEPRENEURIAL SPIRIT ON THE QUALITY DEVELOPMENT OF HUMAN CAPITAL: A CASE STUDY OF SHAHID 16  ASSEMBLY NELSO GAS BERNING COMPANY MOCHAMMON MOSMY, MOCHAMMOND LASTMARY, MOCHAMMOND METED GROMMAN & JAVIAD HASANZADEH  AREATING CORPORATE GOVERNANCE WITH MARKET VALUATION AND ORGANIZATIONAL PERFORMANCE: AN EMPIRICAL STUDY ON KSE PARISTAN SUMMENT ASSAM, MADRING ALTIC, OR MUHAMMOND ADDRESS MAD MORGANIZATIONAL PERFORMANCE: AN EMPIRICAL STUDY ON KSE PARISTAN LIMITARY OR AN AND AND AND AND AND AND AND AND AND		DR. VIMALA SANJEEVKUMAR, DR. SRI RAMACHANDRAN, PAVAN KUMAR .U & S. DHANALAKSHMI	
1. THE APPRAISA OF THE EFFECT OF STAFFS ENTERPENEURIAL SPRITT ON THE QUALITY DEVELOPMENT OF HUMAN CAPITAL: A CASE STUDY OF SHAHID INSTITUTE OF AND THE OWNER OF THE APPRAISA O	2.	THE EFFECT OF MARKET ATTITUDE ON INNOVATIONAND NEW PRODUCT PERFORMANCE	8
HASHEM NELAD GAS RETNING COMPANY  MOCHAMMAND MOSALY MOMPHANDE DASHARY. MOHAMMAD MEHDI GHOMAN & JAYAD HASANZADEH  A. RELATING CORPORATE GOVERNANCE WITH MARKET VALUATION AND ORGANIZATIONAL PERFORMANCE: AN EMPIRICAL STUDY ON KSE PAKISTAN  22. SIMMARS AGAM, MADRIH ALTI, DR. MIMMANMAND AGRUM MAD MAKERY ALKSAN MUTHAR AND MAKES AGAM.  MARSIDA MASSAM, ABOUND ACTION.  6. MANAGEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  34. OR. CUSSON OLADERING.  6. MANAGEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  36. THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  37. PATH-GOAL THEORY OF LADDESHIP STYLE IN THE STRUCTURAL FORM OF SELF-HELP GROUP  38. THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  39. AN EMPIRICAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FINGS,  30. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  30. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  30. PR. M. ELIGINAL & R. P. PROBLEMS AND PROSPECTS OF WOMEN EXPORTS IN THE EMERGING SCENARIO  30. PR. M. ELIGINA & R. REVIEW AGARG  31. PROBLEMS & PROSPECTS OF MOMEN EXTREPEREURSHIP IN INDIA. AN INVESTIGATIVE STUDY IN CHITTOR DISTRICT OF ANDHRA PRADESH  30. PR. M. ELIGINAL AS AND PROSPECTS OF WOMEN EXPORTS IN THE EMERGING SCENARIO  31. PROBLEMS AND PROSPECTS OF MOMEN EXPORTS IN THE STUDY OF MANIPUR  32. CAPITAL STRUCTURE AND ASSAMLANCE AS SERVEY  33. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY  34. BORDER TRADE VIS. ANY INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR  36. PROBLEMS AND PROSPECTS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  37. REFER AL UPPRA AGRICULUS ON THE PERFORMANCE OF COMPANIES IN INDIA'S A STUDY OF PRAIL MARKETS OF PUNIAB AND MADHYA PRADESH  38. THE ASSAMLANCE OF HUMAN RESOURCE ACCOUNTING: A SURVEY  39. PROBLEMS AS ACCOUNTING: A SURVEY AS A SURVEY  39. PROBLEMS AS ACCOUNTING AS ACCOUNTING: A SURVEY  39. PR			
MONAMMAD MOSAW, MOHAMMAD LASHARY, MOHAMMAD MEND GIOLAGAR X, JAND HASARAZADEN  RELATING GORPORATE GOVERNACE WITH MARKET VALUATION AND GRANAZHONAN PERBORRANCE: AN EMPIRICAL STUDY ON KSE PAKISTAN  22  5. HUMAN RESOURCE PLANNING (IRPE): INSIGHET RENOR THE COMMERCIAL BANG OF CETUN (CIC)  6. MANAGEMENT, LABOUR PROCESS AND WORKERS AND WORKERS ON CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  7. PATH-GOAL THORN OF LEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  8. PATH-GOAL THORN OF CHEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  9. PATH-GOAL THORN OF CHEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  9. PATH-GOAL THORN OF CHEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  9. PATH-GOAL THORN OF CHEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  9. PATH-GOAL THORN OF CHEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  9. PATH-GOAL THORN OF PROMERCIAN CHARACTER OF NATIONALIZED BANKS DURING 2006-2010  10. POSCESS PURIS O. B. SHARBHI KUMARS  10. PROBLEMES BY ROSPECTS OF REHAVIOUR OF RURAL CONSUMERS TOWARDS FINGS  10. PROBLEMES BY ROSPECTS OF REHAVIOUR OF RURAL CONSUMERS TOWARDS FINGS  10. PROBLEMES BY ROSPECTS OF REMAVIOUR OF RURAL CONSUMERS TOWARDS FINGS  10. PROBLEMES BY ROSPECTS OF OWNMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTORO DISTRICT OF ANDHRA PRADESH  11. PROBLEMES AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTORO DISTRICT OF ANDHRA PRADESH  12. CAPITAL STRUCTURE ANALYSIS, AN INTER AND INTRA-INDUSTRY STUDY  12. CAPITAL STRUCTURE ANALYSIS, AN INTER AND INTRA-INDUSTRY STUDY  13. MANAGERIA USS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  14. BORN RESOURCE AND PROBLEMES OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTORO DISTRICT OF ANDHRA PRADESH  15. DER NITEMAN RESOURCE AND PROBLEMES OF PRICE STUDY OF MANIPUR  16. A STUDY AND ANALYSIS OF FINANCIAL FRANCE STUDY OF MANIPUR  17. ANALYSIS OF THE STUDY OF RESOURCE STUDY OF MANIPUR  18. INTRA-INDUSTRICT OF TH	3.	· · · · · · · · · · · · · · · · · · ·	16
4. RELATING CORPORATE GOVERNANCE WITH MARKET VALUATION AND ORGANIZATIONAL PERFORMANCE: AN EMPRICAL STUDY ON KSE PAKISTAN  22. SUMMINA SALAM, AMDHAL AIT, D.R. MUHAMAMAD ADDUL AMAD ARGANIZA REASON  43. MUHAMA RESOURCE PLANNING (HIPP): INSIGHTS FROM THE COMMERCIAL BANK OF CEYLON (CBC)  44. MANAGEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  45. PATH-GOAL THEORY OF LEADERSHIP STYLE IN THE STRUCTURIAL FORM OF SELF HEIP GROUP  56. MANAGEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  57. PATH-GOAL THEORY OF LEADERSHIP STYLE IN THE STRUCTURIAL FORM OF SELF HEIP GROUP  57. PATH-GOAL THEORY OF LEADERSHIP STYLE IN THE STRUCTURIAL FORM OF SELF HEIP GROUP  58. THE STUDY OF HANAGEME PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  59. AN EMPRIRCAL STUDY ON THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH-GOAL THEORY OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  50. PATH MEDIAN OF THE BRHAVIOUR OF BURAL CONSUMERS TOWARDS FINGS  51. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMBERGING SCENARIO  52. PATH MEDIAN OF THE BRHAVIOUR BURAL PROBLEMSHIP IN INDIA. AND INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  53. PROBLEMS AND PROBLEMS FINGS FINGS AND PROBLEMSHIP IN INDIA. AND INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  54. PART MEDIAN OF THE BURAL PROBLEMSHIP IN THE BURAL CONSUMERS FINGS IN THE STUDY IN THE STATE OF RAJASTH			
SUMAIRA ASJAM. MADRALATE. DR. WUHAMMAD ABDUL MAID MAKER B. HASSAW MUITABA NAWAZ SALEEM  NUMAN RESOURCE PLANNING (HIPP. INSINCITS FROM THE COMMERCIAL BANK OF CYLON (CEC)  28. MARKEDOR HOSSAW, ABU MD. ABDULLAR A.FSAMA PERMINE  ARSUDA HOSSAW, ABU MD. ABULLAR A.FSAMA PERMINE  BATH STUDY OF HANACUAL PERMANA PERMINE  THE STUDY OF HANACUAL PERMANA PERMANA  THE STUDY OF HANACUAL PERMANA PERMANA PERMANA PERMINE  THE STUDY OF HANACUAL PERMANA PERMANA PERMANA PERMANA PERMANA  THE STUDY OF HANACUAL PERMANA PE			
S. HUMAN RESOURCE PLANNING (IMP): INSIGHTS FROM THE COMMERCIAL BANK OF CEYLON (CBC)   MASKUDA MASKUDA MASKUDA MASKUDA MORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA DR. CLUSSEQUE ALGORITHMS   DR. CLUSSEQUE ALGORITHMS	4.		22
MAKESUDA HOSSAIN, ABU MD. ABDULLAIR & AFSANA PERVINE  MANACEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  34.  MAKESUDA HOSSAIN, ABU MD. ABULLAIR & AFSANA PERVINE  ACTION OF THE ABULLAIR PERVINE LEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  D. ACTION OF HANANCIAL PERVINDENCE OF NATIONALIZED BANKS DURING 2006-2010  YOGISH PURIN & DIS, SAMATHUK KIMAR  THE STUDY OF HANANCIAL PERVINDENCE OF NATIONALIZED BANKS DURING 2006-2010  YOGISH PURIN & DIS, SAMATHUK KIMAR  TO PRADARAN & DIE PUR PASAD MISSO  1. PROBLEMS & PROSPECTS OF REGINALITURE EXPORTS IN THE EMERGING SCENARIO  D. R. L. CUPITA & DI. PREMA GANG  1. PROBLEMS & PROSPECTS OF REGINALITURE EXPORTS IN THE EMERGING SCENARIO  D. R. L. CUPITA & DI. PREMA GANG  1. PROBLEMS & PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  D. R. L. CUPITA & DI. PREMA GANG  1. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  D. R. L. CUPITA & DI. PREMA GANG  1. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  D. R. L. CUPITA & DI. PREMA CONTROL OF A			20
6. MAMAGEMENT, LASOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA  7. PATH-GOAL THEORY OF LEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  8. THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  9. AN EMPIRICAL STUDY ON THE REHAVIOUR OF RURAL CONSUMERS TOWARDS FINGS  9. AN EMPIRICAL STUDY ON THE REHAVIOUR OF RURAL CONSUMERS TOWARDS FINGS  10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  11. PROBLEMS & PROSPECTS OF MOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  12. CAPTIAL STRUCTURE AMALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  13. MARAGEMENT LUSS OF HUMBAN RESOURCE ACCOUNTING: A SURVEY  14. BRORBET TRADE VISA ANY SINDA'S LOOK EAST POLICY: A CASE STUDY OF MAINIFUR  15. NEW RURAL JUSS OF HUMBAN RESOURCE ACCOUNTING: A SURVEY  16. A STUDY AND ANALYSIS OF HUMBAN RESOURCE ACCOUNTING: A STUDY OF SELECTED RURAL MARKETIS OF PUNIAB AND MADHYA PRADESH  16. A STUDY AND ANALYSIS OF HUMBAN RESOURCE ACCOUNTING: A STUDY OF SELECTED RURAL MARKET OF PUNIAB AND MADHYA PRADESH  16. A STUDY AND ANALYSIS OF HUMBAN RESOURCE ACCOUNTING: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH  17. AWARRENS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAIASSTHAN  18. AND AND ANALYSIS OF THRON AND ANALYSIS OF THROSE AND AND ANALYSIS OF THRON AND ANALYSIS OF THRON AND ANALYSIS OF THROSE AND AND ANALYSIS OF THROSE AND AND ANALYSIS OF THROSE AND AND AND AND ANALYSIS OF THROSE AND	5.	` '	20
DR. CLUSEGUN CLORENCE  ORACL STADAL THEORY OF ELADORSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  ORACL SALAPATHY & SABITA MISSING  THE STUDY OF FINANCIAL PREPROMANCE OF NATIONALIZED BANKS DURING 2006-2010  VOCESH PURIL & OR. SYMARBHU KUMAR?  A REMPIRICAL STUDY ON THE BERRYDOUR OF RURAL CONSUMERS TOWARDS FMCGS  AND THADAMAN & DR. CHY PROADA MISSING  DR. M. L. CUPTA & OR. REPORTS OF ASINCLUTURE EXPORTS IN THE EMERGING SCENARIO  DR. M. L. CUPTA & OR. REPORTS OF ASINCLUTURE EXPORTS IN THE EMERGING SCENARIO  DR. M. L. CUPTA & OR. REPORT & GR.  CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  DR. HAMPONDA KUMAR PROVING & RANGER TAWARD  TO REPORT AND ANALYSIS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  TREETA & LOWARD ALLOHAR POWARD & RABMEET FAULR  ANANAGEBRIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY  TO REPORT AND ANALYSIS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  TO REPORT AND ANALYSIS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  TO REPORT AND ANALYSIS OF HUMAN RESOURCE ACCOUNTING: A SURVEY  TO REPORT AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM SIMPLE & CHINICIPEN SIMPLE  TO REPORT AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCH & SCENARIOUS ASPECTS OF INSURANCE: A EMPRICAL STUDY IN THE STATE OF RAIASTHAN  DIGNATIR ARM MISCH & SCULISITIONS ON THE PERFORMANCE OF COMPANIES  ON THE MISCHING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHER & COUNTING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHER & COUNTING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHER & COUNTING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHER & COUNTING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHER & COUNTING AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHARD AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHARD AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHARD AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGNATIR ARM MISCHARD AND AND ANALYSIS OF FINANCIAL I	6	·	34
7. PATH-GOAL THEORY OF LEADERSHIP STYLE IN THE STRUCTURAL FORM OF SELF HELP GROUP  8. THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010  9. AR EMPIRICAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGS  10. PROBLEMS & ROSS-MIGHT MURINGR  11. PROBLEMS & PROSPICETS OF ABRICULTURE EPROTES IN THE EMERGING SCENARIO  12. PROBLEMS & PROSPICETS OF ABRICULTURE EPROTES IN THE EMERGING SCENARIO  13. PROBLEMS & PROSPICETS OF ABRICULTURE EPROTES IN THE EMERGING SCENARIO  14. CUPITA & DR. REPEAL GARG  15. PROBLEMS AND PROSPICETS OF WOMEN ENTREPRENURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  16. C. VISWAMATTA REDDY  17. ARAMENDRA KUMARA PORMAL & RABINEET KAUR  18. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY  18. EFETA & UPASMA, JOSH  19. BORDER TRADE VIS A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR  19. R. I. TERMANI SIMPH & P. CHINGLEN SINGH  15. NEW RURAL MARKETING STRATIGIES OF FMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETIS OF PUNIAB AND MADHYA PRADESH  16. A STUDY AND AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  19. PROBLEMS AND ANALYSIS OF FINANCIAL INCLUSION ON THE PERFORMANCE OF COMPANIES  10. R. RICHARD AND ANALYSIS OF FINANCIAL INCLUSION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE PERFORMANCE OF COMPANIES  10. REPORT OF MERGERS & ACQUISITION ON THE BERFORMANCE OF COMPANIES  10. REPORT OF THE STRUCK OF THE PERFORMANCE OF COMPANIES  10. REPORT OF THE STRUCK OF THE STRUCK OF THE STRUCK OF THE STRUCK OF THE STRU	0.		34
8. THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010 YOCSEP PURB OR DS. SHAMBUR KUMAR 9. AN EMPRICIAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGS NOTI PRACHAN & DR. DEVP PRASAD MISRA 10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO DR. M. L. GUPTA & DR. REKHA CAMB 11. PROBLEMS AND PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO DR. M. L. GUPTA & DR. REKHA CAMB 12. CAPITAL STRUCTURE ANALYSIS. AN INITER AND INITRA-INDUSTRY STUDY DR. C. VISWAMATHA REDDY 12. CAPITAL STRUCTURE ANALYSIS. AN INITER AND INITRA-INDUSTRY STUDY DR. HAMMENDAR KUMAR POWAMA & RAMMET KAUR 13. MANAGERIA USES OF HUMBAN RESOURCE ACCOUNTING: A SURVEY REFTA & UPASMA JOSH 14. BONDER TRADE VIS-A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. N. TEMANI SINGH & P. CHINGLER SINGH 15. NEW RURAL MARKETION STRATEGIES OF FMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH A STUDY AND ANALYSIS OF FINANCIA ANDROR 16. A STUDY AND ANALYSIS OF FINANCIA LINCUSION IN INDIA DIGAMTA KR. MUDO! 17. AVARENDESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. DIRINGH JIMI 18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES DR. DIRINGH JIMI 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. GALMANA PRABRUB C. COVIND M. DHAMATIA 10. REALWAMAR PRABRUB C. CONDAN D. HAMAINA 110. REALWAMAR PRABRUB 112. PRACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  214. PRACTORS AFFECTING BEHAVIOR OF RIDIANS STOCK MARKET  215. PREFORMANCE OF SHIS CREAM PROBLEMS OF REPORTS SHORE AND STOCK MARKET  216. PREFORMANCE OF SHIS CREAM PROBLEMS OF REPORTS SHORE STRUCK STRUCTURE BRANCH DR. S. VEMALTESH & GOVERN SANISE RETAILING — AN EMPIRICAL STUDY DR. S. SANIAMA PRABRUB C. DR. S. SANIAMA PRABRUB C. DR. S. SENIAMA ROBIOR OF REPORTS SHORE AND STOCK MARKET  217. PREFORMANCE OF SHIS CREAM PROBLEMS OF AN EMPIRICAL STUDY DR. S. SENIAMA PROBLEM C. DR. S. SENIAMA PRABRUB C. DR. S. SENIAMA PRABRU	7.		38
9. AN EMPRICAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGS 10. PROBLEMS & POLIT PACKAD MISTA 11. PROBLEMS & POLIT PACKAD MISTA 11. PROBLEMS & POLIT AS AR. REVER AGAIG 12. CAPITAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGS 13. MANAGERIA LUSTOS OF AGRICULTURE EMPORTS IN THE EMERGING SCENARIO 14. PROBLEMS & POROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH 15. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH 16. ANTAURANTH ARE ADDIT OF A MANAGERIA LUSS OF HUMAN RESOURCE ACCOUNTING: A SURVEY 17. RETAR SUMMARIA HARDEN 18. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY 18. RETAR SUMMARIA SOFT OF HUMAN RESOURCE ACCOUNTING: A SURVEY 18. RETAR SUMMARIA SHAP SHAP SHAP SHAP SHAP SHAP SHAP SHA		DR. C. SATAPATHY & SABITA MISHRA	
9. AN EMPRIECAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGS  10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  11. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO  12. PROBLEMS AD PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  12. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH  13. RANGERIA RELOVE  14. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  15. RHAMENDRA KUMAR PORWAL & RABMEET KAUR  16. AND STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  17. REFETA & UPASHA JOSH  18. BORDER TRADE VISA-N'SI INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR  19. DR. N. FELMANI SINGH & P. CHINGLEN SINGH  10. DR. N. TEMMANI SINGH & P. CHINGLEN SINGH  11. AND STRUCTURE ANALYSIS OF FINANCIAL INCLUSION IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH  18. ANGEDES PINGH ARROR A BOOMMAN ARROR  19. DIGNATIA R. MUDOI  10. AN ANKENISS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN  10. DR. DIRAN JAIN  11. ANARENISS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN  10. R. DIRAN JAIN  11. PROFECIO INDICAL INCLUSION OF THE PERFORMANCE OF COMPANIES  11. PROFECIO INDICAL INCLUSION OF THE PERFORMANCE OF COMPANIES  12. COPPORTA FOR SECTION OF THE PERFORMANCE OF COMPANIES  13. MARCHINERS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN  14. PROFECIO INDICAL INCLUSION OF THE PERFORMANCE OF COMPANIES  15. PROFECIO INDICAL INCLUSION OF THE PERFORMANCE OF COMPANIES  16. AN INVESTIGATION OF BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  17. ANARCHINERS TOWARDS AND	8.	THE STUDY OF FINANCIAL PERFORMANCE OF NATIONALIZED BANKS DURING 2006-2010	42
10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO D.R. M. L. GUPTA & DR. RENAR GARG 11. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO D.R. M. L. GUPTA & DR. RENAR GARG 12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY D.R. HAMEMORA KUMAR PROSPECTS OF WOMEN ENTERPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH D.R. LAMEMORA KUMAR PROFULA & RABMEET KAUR 13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY RETA & UMPSAN JOHN H. SURVEY D.R. N. TEMMAN SINCH B. P. CHINGIEN SINGH 15. NEW RURAL MARKETING STRATEGIES OF FINGS COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH AGDEEP SINGH ARORA & POOMMA ARORA 16. A STUDY AND ANALYSIS OF FINANCIAL INCUSION IN INDIA DIGANITA KR. MUDO! 17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN D.R. DHIRAD JAIN D.R. CARLANDER D.R. CARLANDER D.R. CARLANDER D.R. CARLANDER D.R. CARLANDER D.R. CARLANDER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH D.R. CARLANDER JAIN BANK BALAND D.R. CARLANDER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH D.R. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY D.R. COOPAT TV. B. MISHAM PALAND D.R. CORPORATE GREENING: A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH D.R. SOUTH JAIN BANK BALANDA JAIN D.R. CORPORATE GREENING: A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH D.R		YOGESH PURI & DR. SHAMBHU KUMAR	
10. PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO D.R. M. L. GUPTA & D.R. REHAM GARG  11. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOR DISTRICT OF ANDHRA PRADESH D.R. C. VISWANATHA REDOV D.R. C. VISWANATHA REDOV D.R. C. VISWANATHA REDOV D.R. HAMENDRA KUMAR PORWAL & RABINEET KAUR T. RETA & UPASMA JOSHI D. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY RETA & UPASMA JOSHI D. SHAMENDRA KUMAR PORWAL & RABINEET KAUR D.R. N. TEIMAM SINGH & P. CHINGEIR SINGH D.R. A TEIMAM SINGH & P. CHINGEIR SINGH D.R. AND SINGH AROMA & P. CONAMA AROMA D.R. AND SINGH AROMA BOOM AND	9.	AN EMPIRICAL STUDY ON THE BEHAVIOUR OF RURAL CONSUMERS TOWARDS FMCGs	52
11. PROBLEMS ADD RESENA GARG 12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY 12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY 13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY 14. DR. HAMMENDA KUMAR PORTMUL & RABMEET KAUR 15. NEW RUNAL MARKETING STRATEGIES OF ENCE COMPANIES 16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH 16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH 17. ANABRES TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAIASTHAN 18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA 20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 21. FACTORS AFFECTING BEHAVIOR OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY 23. LEVEL OF CUSTOMERS ASTRACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH 24. CUSPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY 25. PROOFA T.M. & MISHAR RAJAN 26. MUTUAL FUND PERFORMANCE: A NEMPIRICAL STUDY 36. S. MAYILVAGANAN & G. K.ARTHIKEYAN 37. SULVING BEHAVIOR OF INDIAN STOCK MARKET 38. LEVEL OF CUSTOMERS ASTRACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH 39. C. S. PANALYLAGANAN & G. K.ARTHIKEYAN 31. SHUNDA INDIAN BRANCH OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY 39. C. S. MORNING REPRESENCE OF STRONG PROOFAMMES: A COMPARATIVE ANALYSIS 39. C. S. WENTER GAP BANKEYS AND OF A SULVEY STRONG PROOFAMMES: A COMPARATIVE ANALYSIS 39. C. S. WENTER GAP BANKEYS IN ORGANISES TO FINE STRONG PROOFAMMES: A COMPARATIVE ANALYSIS 39. C. S.			
11. PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENURSHIP IN INDIA - AN INVESTIGATIVE STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH B. C. CVSWAMATHA BERDOY  12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  27. HAMMENORA KUMAR PORWAL & RABMEET KAUR  13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY  REETA & UPASNA JOSHI  14. BORDER TRADE VIS -A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR  DR. N. TEIMANI SINGH & P. CHINGLEN SINGH  15. INEW RURAL MARKETING STRATEGIES OF EFICE COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH  16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  19. FOREIGH OIR CIT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  21. FACTORS AFFECTING EBHAVIOR OF INDIAN STOCK MARKET  22. CORPORAT REFERENCE ASHOLD OF INDIAN STOCK MARKET  23. LEVEL OF CUSTOMER STRISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY  25. PREFORMANCE OF SHOS CREDIT UNIXAGE PROGRAMMES A COMPARATIVE ANALYSIS  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  37. SHAVILVAGANAN & G. KARTHIKEYAN  27. BUYING BEHAVIOR OF RESON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL FUND SCENERS  28. PREFORMANCE OF SHOS CREDIT UNIXAGE PROGRAMMES: A COMPARATIVE ANALYSIS  29. PREFORMANCE OF SHOS CREDIT UNIXAGE PROGRAMMES: A COMPARATIVE ANALYSIS  39. A LEVEL OF CUSTOMER STRISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  29. DR. S. MAYILVAGANAN & G. KARTHIKEYAN  210. AN INVESTIGATION ON BRAND PERFERENCE OF INDIAN BANK, MAYILADUTHURAI BRANCH  2118. DR. S. MAYILVAGANAN & G. KARTHIKEYAN  2129. CARBOR CHERCH WAS A COMPARATIVE ANALYSIS OF INDEX FUNDS  3140. HERD HERD AND	<b>10</b> .		59
12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY  OR. HAMENORA RUMAR PORWAL & RABMEET KAUR  13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY  REETA & UPASNA JOSH  APPLICATION OF MERCER AS UPASNA JOSH  OR. N. TERMANI SINCH & D. CHINGLEN SINGH  15. NEW RURAL MARKETING STRATEGIES OF FINGS COMPANIES IN INDIA: A STUDY OF MANIPUR  DR. N. TERMANI SINCH & D. CHINGLEN SINGH  16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGANTA KR. MUDOI  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAIASTHAN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA  10. PR. ORDINAL JAIN  10. R. RICHARD & LEMANDE  11. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  12. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  12. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  12. ROFORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. S. MAYLVAGANAN PRABHU B  12. R. ROOPA T.M. & NISHA RAJAM  12. LEVEL OF CUSTOMER S AISHA RAJAM  12. LEVEL OF CUSTOMER S AISHA RAJAM  12. LEVEL OF SHIS CREENING: A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  12. R. S. MAYLVAGANAN & G. KARTIKEYAN  13. MOHMED IRFAN, DR. AMULYA. M. & EVERIL JACKLIN FERNANDES  14. SHIVANI HUMAR SAULYABH  15. PREFORMANCE OF SHIS CREDITION OF RETAILING — AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M. & EVERIL JACKLIN FERNANDES  16. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL FUND SCHEMES  THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  17. PARALH AGARRIVAL & PRIVANKA SAGAR  18. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  18. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION			
12. CAPITAL STRUCTURE ANALYSIS: AN INTER AND INTRA-INDUSTRY STUDY DR. HAMENDRA KUMAR PORWAL & RABMEET KAUR 13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY REFTA & UPASMA JOSH 14. BORDER TRADE VIS-A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. R. TEMANU'S SINGH & P. CHINGLEN SINGH 15. NEW RURAL MARKETING STRATEGIES OF FINGE COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNJAB AND MADHYA PRADESH JAGOEDEP SINGH ARDRA & POONAM ARDRA 16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA DICHANYA RR. MUDOI 17. AMVARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN 95. DR. CHIRAL JAIN 18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINAINA 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA 20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 110. DR. GUANANA PRABHU B 21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTELINDUSTRY DR. ROODA TI.N. R. NISHA RAJAN 24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING — AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMUSICAL AND SECRETION OF REPROBLEMENS: A COMPARATIVE ANALYSIS DR. S. MANILVAGRAMA & G. KARTHUREYAN 25. PERFORMANCE OF SHOE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOUNDARAUL, M. S. 26. MUTUAL FUND PERFORMANACE: AN ANALYSIS OF INDEX FUNDS 39. S. VENKATESH & GOUNDARAUL, M. S. 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE 29. CARBON CREDITS ACCOUNTING REPLEXION IN THE BALANC	11.		62
DR. HAMENDRA KUMAR PORWAL & RABMEET KAUR  13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY REET & UPASNA JOSH  14. BORDER TRADE VIS-A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. N. TEHAMIN SINGH & P. CHINGLEN SINGH  15. NEW RURAL MARKETING STRATEGIES OF FMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNJAB AND MADHYA PRADESH JAGDEEP SINGH ARORM & P. CHINGLEN SINGH  16. A STUDY AND NANAYSIS OF FINANCIAL INCLUSION IN INDIA DIGANTA KR. MUDO!  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. AND PROBLEM STOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. DR. DHIRAJ JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND. M. DHINAVIA DR. KIRTIKUMAR I. EKHANDE  19. FÖREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR I. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 110 DR. GAJAMAMA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. RODAT T.N. & INSHA RAJAN  23. ILEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S. MAYILVAGALAMB A, G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING — AN EMPIRICAL STUDY MOHMED IRRAM, DR. AMULYA. M & EVERIL JACKLIN FERNANDES DR. S. VENNATESH & GOVINDARAUL, M.S. DR. PHANUMANTHA RAO & DR. B. VENKATA RAO  24. CLASSON CREDIT IS INAGE PROGRAMMER'S A COMPARATIVE ANALYSIS DR. P. HANDMANTHA RAO & DR. B. VENKATA RAO  25. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE DR. P. PHANUMANTHA RAO & DR. B. VENKATA RAO  26. ALEGAL PERSPECTIVE OF BANK GUARAMATE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	12		71
13. MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING: A SURVEY REETA & UPASNA JOSHI 14. BORDER TRADE VIS-A-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. N. TEIMANI SINGH & P. CHINGLEN SINGH 15. NEW RURAL MARKETING STRATEGIES OF FIMEG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNJAB AND MADHYA PRADESH JAGDEEP SINGH ARORA & POONAM ARORA 16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA 17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN 95. DR. DHIRAL JAIN 18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINAIYA 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA (NRTIKUMAR L. EKHANDE 20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET (NUMAR SAURABH U.) 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. RODAR T.N. & INSTA RAJAIN 22. CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH 24. CUSTOMER GAP ANALYSIS IN ORGANISE RETAILING – AN EMPIRICAL STUDY MOHMED INFAM, DR. AMULYA. M & EVERIL JACKLIN FERNANDES DR. S. MAYILVAGANAN & G. KARTHKEYAN 27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU 28. THE IMPRACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGRAWAL & PRIVANYA SAGGE PRACH AGRAWAL & PRIVA	12.		/1
REETA & UPASNA JOSHI  14. BORDER TRADE VISA-AVIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. N. TEIMANI SINCH & P. CHINGLEN SINGH  15. NEW RURAL MARKETING STRATEGIES OF FINCE COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH JAGGEDEP SINGH ARORA & POONAM ARORA  16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA DIGANTA KR. MUDOI  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. DHIRAL JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVINO M. DHINALYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR I. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 110 DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAN  23. ILEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S. MANILVAGANAN & C. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHIS CREDIT LINKSEE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENNATESH & GOVINDARAJU, M.S. DR. S. VENNATESH & GOVINDARAJU, M.S. DR. S. WINAULYAL MA & EVERIL JACKLIN FERNANDES  26. MUTUAL BUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMME & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PARCH AGARWAL & PRIVANAL SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE  157 DR. PHANUMANTHA RAO & DR. B. VENNATA RAO  10. A LEGAL PERSPECTIVE OF BANK GUARASTER SYSTEM IN INDIA MOHD VASIN WANI & RAIS AHMAD QAZI	12		77
14. BORDER TRADE VIS-À-VIS INDIA'S LOOK EAST POLICY: A CASE STUDY OF MANIPUR DR. N. TEHMANI SINGH & P. CHINGLEN SINGH 15. NEW RURAL MARKETING STRATEGIES OF PMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH JAGDEEP SINGH ARORA & POOMAM ARORA 16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA DIGANTA R. MUDOI 17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. CHIRAL JAIN 18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHIMAIYA 19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L EKHANDE 20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION 10. R. GALAMANA PRABHU B 21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAM 24. LEVEL OF CUSTOMER SATISFACTION: A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S. MAYILVAGANAN & G. KARTHIKEYAN 25. PERFORMANCE OF SHOS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAUL, M. S. DR. S. VENKATESH & GOVINDARAUL, M. S. DR. S. VENKATESH & GOVINDARAUL, M. S. 26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SIVANI INDER & RITU 28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHIM ACROSS OF PROGRAMMES SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	13.		''
DR. N. TEMANI SINGH & P. CHINGLEN SINGH  15. NEW RURAL MARKETING STRATEGIES OF FMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNIAB AND MADHYA PRADESH  JAGDEEP SINGH ARORA & POONAM ARORA  16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA  DIGANTA R. MUDO!  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN  DR. DHIRAJ JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES  GOVIND M. DHINAJYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA  KIRTIKUMAR L. EKHANDE  10. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  110. BR. GAJAMANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORAT GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER GAF ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOMENDE IRRAD, DR. AMAILVAGANAN & C. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOMENDE IRRAD, DR. AMAILVA M. & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENNATESH & GOVINDARAJU, M.S.  26. MUTUAL PUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVAN INDER & BR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACH AGRAPMAL & PRIVANALS AGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. PHANUMANTHA RAO & DR. S. VENKATE RAO  A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	14.		80
AGDEEP SINGH ARORA & POONAM ARORA   91		DR. N. TEJMANI SINGH & P. CHINGLEN SINGH	
16. A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA DIGANTA KR. MUDOI  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAIASTHAN DR. DHIRAJ JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINAVIYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION DR. GAJANANAP PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S. MAYLLVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP PANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULLYA. M. & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE DR. PHANIUMANTHA RAO & DR. B. VENKATE ARO  30. A LEGGL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD VASIN WANI & RAIS AHMAD QAZI	15.	NEW RURAL MARKETING STRATEGIES OF FMCG COMPANIES IN INDIA: A STUDY OF SELECTED RURAL MARKETS OF PUNJAB AND MADHYA PRADESH	85
DIGANTA KR. MUDOI  17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN D. D. DHIRAJ JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINAIYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION D. GALANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY D. R. ROOPA T.N. & NISHA RAJAN  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY D. R. S. MAYILVAGANAN & G. KARTHKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY MOHMED IRFAN, D.R. AMULYA. M. & EVERIL JACKLIN FERNANDES D.R. S. VENKATESH & GOVINDARAJU, M.S.  25. PERFORMANCE OF SHOS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS D.R. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & D.R. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE D.R. PHANUMANTHA RAO & D.R. B. VENKATA RAO		JAGDEEP SINGH ARORA & POONAM ARORA	
17. AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN DR. DHIRAL JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINALYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOME RATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S. MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING — AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M. & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHOS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. S. HIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET — AN ACCOUNTANT'S PERSPECTIVE DR. PHANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD VASIN WANI & RAIS AHMAD QAZI	<b>16</b> .	A STUDY AND ANALYSIS OF FINANCIAL INCLUSION IN INDIA	91
DR. DHIRAJ JAIN  18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHIRAJYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA: M. & EVERIL JACKLIN FERNANDES DR. S. VENKATESH & GOVINDARAJU, M.S.  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTULAL FULLD PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. S. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P. HANDMANTHA RAO & DR. B. VENKATA RAO  20. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI		DIGANTA KR. MUDOI	
18. IMPACT OF MERGERS & ACQUISITIONS ON THE PERFORMANCE OF COMPANIES GOVIND M. DHINAINA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET KUMAR SAURABH 22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. S.HIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIVANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD VASIN WANI & RAIS AHMAD QAZI	<b>17</b> .	AWARENESS TOWARDS VARIOUS ASPECTS OF INSURANCE: AN EMPIRICAL STUDY IN THE STATE OF RAJASTHAN	95
GOVIND M. DHINAIYA  19. FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA  KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S.MAYILVAGANAN & G. KARTHIKÉYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY  MOHMED IFFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA WOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGARWAL & PRIYAMKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE  DR. PHANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI			
107  FOREIGN DIRECT INVESTMENT: IMPORTANCE, GROWTH & EMPLOYMENT OPPORTUNITIES IN INDIA  KIRTIKUMAR I. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  122.  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S. MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  157  CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P. HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	<b>18</b> .		102
KIRTIKUMAR L. EKHANDE  20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  151  PRACHI AGARWAL & PRIVANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P HANDMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	40		407
20. AN INVESTIGATION ON BRAND PREFERENCE AMONG SPORT SHOE CONSUMERS: A CROSS SECTIONAL INVESTIGATION  DR. GAJAMANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S. MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGARWAL & PRIVANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	19.		107
DR. GAJANANA PRABHU B  21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	20		110
21. FACTORS AFFECTING BEHAVIOR OF INDIAN STOCK MARKET  KUMAR SAURABH  22. CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY  DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING - AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGGRWAL & PRIVANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	20.		110
KUMAR SAURABH	21		116
DR. ROOPA T.N. & NISHA RAJAN  23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGs CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION 151 PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI		KUMAR SAURABH	
23. LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH  DR. S.MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION 151 PRACHI AGARWAL & PRIVANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	22.	CORPORATE GREENING: A STUDY OF RESPONSIVENESS OF FIRMS IN THE CONTEXT OF INDIAN HOTEL INDUSTRY	122
DR. S. MAYILVAGANAN & G. KARTHIKEYAN  24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGs CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI		DR. ROOPA T.N. & NISHA RAJAN	
24. CUSTOMER GAP ANALYSIS IN ORGANISED RETAILING – AN EMPIRICAL STUDY  MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	23.	LEVEL OF CUSTOMER SATISFACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH	128
MOHMED IRFAN, DR. AMULYA. M & EVERIL JACKLIN FERNANDES  25. PERFORMANCE OF SHGS CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI			
25. PERFORMANCE OF SHGs CREDIT LINKAGE PROGRAMMES: A COMPARATIVE ANALYSIS  DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS  SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION  PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI	24.		133
DR. S. VENKATESH & GOVINDARAJU, M.S.  26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI			
26. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	25.		138
SHIVANI INDER & DR. SHIKHA VOHRA  27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI			440
27. BUYING BEHAVIOUR AND PERCEPTION OF RETAIL INVESTORS TOWARDS MUTUAL FUND SCHEMES  DIMPLE & RITU  28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	26.		143
28. THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	27		1/17
28.       THE IMPACT OF PERSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION	۷1.	A SECTION AND ADDRESS OF THE PROPERTY OF THE P	14/
PRACHI AGARWAL & PRIYANKA SAGAR  29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI	28		151
29. CARBON CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET – AN ACCOUNTANT'S PERSPECTIVE  DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA  MOHD YASIN WANI & RAIS AHMAD QAZI  157	۷٠.		
DR. P HANUMANTHA RAO & DR. B. VENKATA RAO  30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI  161	29.		157
30. A LEGAL PERSPECTIVE OF BANK GUARANTEE SYSTEM IN INDIA MOHD YASIN WANI & RAIS AHMAD QAZI 161		DR. P HANUMANTHA RAO & DR. B. VENKATA RAO	
MOHD YASIN WANI & RAIS AHMAD QAZI	30.		161
REQUEST FOR FFFDBACK	- ••	MOHD YASIN WANI & RAIS AHMAD QAZI	
		REQUEST FOR FEEDBACK	165

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# PROBLEMS & PROSPECTS OF AGRICULTURE EXPORTS IN THE EMERGING SCENARIO

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#### **ABSTRACT**

India is an agriculture based economy, where 43% of its people remain employed in agriculture and allied activities. India's agro-climatic conditions and rich natural resource base sets prelude for doing well on the agriculture front. Today, India has become the world's largest producer across a range of commodities, like coconut, mango, banana, milk and dairy products, cashew nuts, pulses, ginger, turmeric and black pepper. It is also the second largest producer of rice, wheat, sugar, cotton, fruits and vegetables with a view to promoting agriculture in the country and to fetch remunerative returns to the farming community in the sustained manner, the state and the central government have been encouraging agri and food products from India. The expansion of this sector can bring in unutilized and under utilized land and labour resources into use which can be poverty alleviating. Export of agricultural and allied products not only generate foreign exchange but also give an opportunity for bringing about agriculture revolution in the country. India with an enviable share of the world's agri-produce and diverse agro- climatic regions coupled with changing demographic patterns, food habits and rise in income levels opens up numerous opportunities in the sector. India as a potential sourcing hub to the world. Yet India's share in the global food trade is just around 1.5 percent, the paper examines the current scenario of the agri and allied product exports in India and the government policy frame work to support the sector.

#### **KEYWORDS**

agriculture exports, agri products.

#### **INTRODUCTION**

griculture is known as the back bone of Indian economy accounting for 14.6% of the country's Gross Domestic product (GDP) and 8.7% of the total exports in FY 2009 -10 the sector provides employment to over 55% of the work force.

India's food and agriculture exports were valued US \$ 15,617 million in 2009 -10, a decline by 9% from the level of US \$ 17,154 million in 2008 -09, which was 3.4% higher as compared to exports in 2007 -08 (US \$ 16,597)

TABLE 1: SHARE OF EXPORT OF FOOD AND AGRICULTURE PRODUCTS TO TOTAL EXPORTS (Figures millions USD)

Particular	Exports in value Terms			
	2007-08	2008-09	2009-10	
Total Exports	1,63,132	1,85,295	1,78,751	
Food & Agri Exports	16,597	17,154	15,617	
Share of food & Agriculture Exports to total	10.2%	9.3%	8.7%	

In spite of value of food and agriculture exports rising during the last five years (excluding 2009 -10) its share to total exports has been witnessing a downward, trend which necessitates corrective steps to promote growth.

India enjoys a competitive advantage in agriculture. Therefore these is an immense scope for increasing form income and employment by enhancing agrobased exports by consolidating rather than jeopardizing the food security already achieved. Exports of agriculture products add to the competitiveness of production, productivity and quality in relation to other exporting countries. On account of the green revolution, Indian agriculture is transformed from subsistence agriculture to surplus agriculture. Further due to emergence of liberalization as well as globalization, the scope of commercialization of Indian agriculture have exported oriented bias has increased manifold. According to APEDA, India's agro export turnover is expected to double in the next five years to reach US \$ 18 billion.

#### **INVESTMENTS**

According to the Annual Report 2009 -10 of the Ministry of Agriculture, the Public and the private sector investment in agriculture have been steadily increases since 2004 – 05 while public sector investment in agriculture have increased from US\$ 14 billion in 2004 -05 to US \$ 25.5 billion in 2008 -09. The flow of FDI in the food processing sector up to June 2010 stood at US \$ 1067 million, and in agriculture services sector at US \$ 1,507 million.

#### **CURRENT TRENDS**

Seed companies in India have been targeting the export markets in SAARC (South Asian Association for Regional Co –operation) and African countries with a host of hybrid seeds and best farm practices. Indian agro –based companies are also investing increasingly in agriculture lands in south – east Asia and African countries in food and fuel crops.

#### **OPPORTUNITIES**

World market is undergoing a major transformation. Today, , major market are product – driven and less commodity driven. To boost economic returns from farming, it is important to find ways for farmers to earn a greater share of the product sale revenue after adding value to the produce.

The problem of improvement in agriculture exports need to be tackled from two different angles, first to increase productivity of agriculture and delivery system, and second, to increase the farmer's earnings through efficient and effective value addition. Value addition of raw food material in India is estimated to be only 7% while it is 23%, 45% and 188% in China, Philippines and UK, respectively.

Through the contribution of the agri – input industry has been progressing gradually, time has come when agriculture has to be run as agribusiness rather tan subsistence agriculture' Agri – input companies in India are currently emphasizing on delivery of package of products and services to customers and help improving the farming community through technology transfer and value – added services, profits have to be achieved through judicious selection and application of inputs, higher productivity and improved quality.

#### **CHALLENGES**

India has been unable to reap its inherent potential for agriculture exports due to several challenges the prime hindrance has been inadequate export infrastructure specific for agriexports like storage and fast track inland and port handling facilities, the other challenges are the lack of large scale processing technology and export quota restrictions which made supply sources of India unreliable and hindered the exploitation of Indian Agriculture exports. Low level of agri – processing, grading quality control and poor or lack of quality, branding and packaging has added to the woes of the Sector.

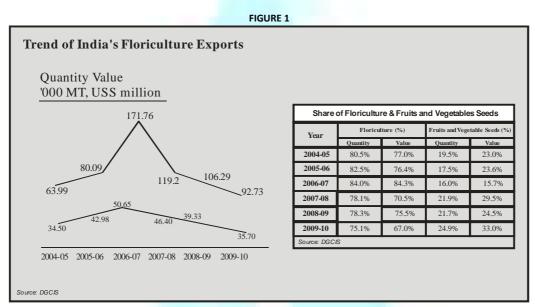
#### **SUB - SECTOR SNAP SHOTS**

#### **FLORICULTURE**

Post globalization, Horticulture has become one of the important commercial activities in Indian agriculture. Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, Maharashtra, Uttrakhand, Uttar Pradesh, Delhi, Haryana, Kerala, Himachal Pradesh, and North eastern states are the major flower growing states in India. TamilNadu is the largest loose flower producing state, while west Bengal is the leading cut flower producing state in India.

Rose is the principal cut however grown all over the country, other most important cut flower crops in the country are Gladiolus, Tuberose, Asters, Gerbera, Carnation, Anthusium, Lillian, and Orchid.

#### **SHARE OF FLORICULTURE & FRUITS AND VEGETABLES SEEDS**



# EXPORT SCENARIO

India's exports of floriculture products in the year 2009-10 decreased by 22.6 percent US \$ 62.1 million, from US \$ 80.2 million in 2008-09, which is 4.6% less than exports in 2007 – 08 (US \$ 84.3 million).

In recent years, dried flowers and foliage have been farming a large put of floriculture product exports from India accounting for 82% and 66% of total floriculture export in quantity & Value terms respectively during year 2009–10, from United India States and Europe continue to be the largest destination for Indian floriculture exports.

#### FRESH FRUITS AND VEGETABLES

India is the second largest producer of fruits and Vegetables in the world next only to China; India is the fruit and vegetable basket of the world. India's production of fruits vegetables currently stands at 73.5 million tones and 136.2 million tones respectively, making up for around 12% and 13% of world production in the respective sector. India produces 54% of the world's mango, 23% banana, 24% Cashew nuts, 36% green peas and 10% onion production.

#### EXPORT SCENARIO

Total export value of fruits and vegetables grow 19.8% in 2009 -10 to US \$953.14 over US \$ 795.64 of 2008 – 09. However, exports in quantity terms were down to 2.56 million MT during 2009 -10 from 26.46 million MT showing a negative growth of nearly 3.3% Although India's share in world exports of fruits and vegetables are less than 1.5%, India's exports of fruits & vegetables have been growing. The export of fruits and vegetables has registered growth of 58.2% during the last three years. (2007-08 to 2009-10).

TABLE 2: EXPORT DISTRIBUTION PATTERN BETWEEN SEGMENTS OF FRESH FRUITS & VEGETABLES.

Fresh Fruits and Vegetable Segments	Share in Qty.			Quantity
	2007-08 -	2008-09	2009-10	CAGR%
Fresh Onions	58.5%	63.1%	65.0%	18.20%
Other Fresh Vegetables	20.3%	19.1%	16.4%	6.2%
Walnuts	0.4%	0.02%	0.4%	10.5%
Fresh Mangoes	3.2%	3.2%	2.9%	11.1%
Fresh Grapes	5.6%	4.7%	5.1%	10.6%
Other Fresh Fruits	12.0%	9.7%	10.2%	7.9%

Source: DGDIS

#### ORGANIC PRODUCTS

According to the Research Institute of Organic Agriculture(FIBL) and organic monitor, the global market for organic product in 2007, has been estimated at Us \$46 Billion growing at a CAGR of around 20 % since 1999.

Fresh produce is the leading organic product category, comprising one – third of total revenues from sales of organic product in the world. Organic fruit and vegetables, such as apples, oranges, carrots and potatoes are some of the typical items, which have large demand in the organic market. Dairy products and beverages are the other major organic product categories.

#### GLOBAL MARKET FOR ORGANIC FOOD PRODUCTS

FIGURE 2: TRENDS OF GLOBAL MARKET FOR ORGANIC FOOD PRODUCT (1999-207) [Figures in US \$ billion]

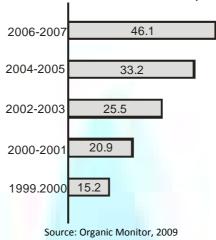
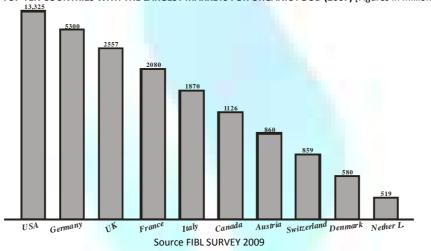


FIGURE 3: TOP TEN COUNTRIES WITH THE LARGEST MARKETS FOR ORGANIC FOOD (2007) [Figures in million Euros]



#### RECOMMENDATIONS

The recommendations have been drawn with the objective of India Food and Agriculture Exports taking at least 3% share in world trade of agriculture and food products.

#### (1) Fit the product to the export market for focus to meet long term objectives

"Focus" and long term strategy are the cornerstones for sustainable success in food and agriculture exports, the focus should be on commodities where India has marketable surplus and competitive strength in the export market.

#### (2) Product segmentation for right positioning in export markets

India's exports of food and Agriculture products can be segmented on the basis of market potential and the opportunity to differentiate the product offering. India has inherent production advantage on account of unique varieties such as Durum wheat, Darjeeling tea, Alphonso Mango, which can be leveraged effectively to establish a premium position in these categories.

#### (3) Integrating various schemes of government

The government through various ministries and allied agencies offers support to exporters through various schemes. These include APEDA, MPEDA, Coffee board, Tea board, Export Inspection council, Ministry of Agriculture, Ministry of food processing etc. It is essential to align to various offerings of the government to ensure that all issues hindering exports are tackled comprehensively.

#### (4) Improving market access for exports

In order to focus on some key products and markets, it is critical to develop a strong database to help current and potential export to take rational decisions. Exporters from India do not have resources to invest in developing a dynamic market information system. We recommend a special cell to be set up by the Ministry of Food Processing which provides requisite information.

### (5) Harmonization with international standards/practices, certification and testing

One of the major challenges for India, following the dismantling of quantitative restrictions on imports, is to raise. The level of productivity and quality standards to international competitive levels.

There are variation in standards and regulations adopted by importing countries, which may lead to trade conflicts and disputes. Regulatory agencies, worldwide have focused their attention on ISO guidelines for code of conduct and a specific system for the food industry known as hazard analysis and critical points HACCP.

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