INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

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 TOWNEDS TOWNED TOWNEDS TOWNEDS TOWNEDS TOWNEDS TOWNEDS TOWNEDS TOWNED TOWNEDS | | 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 THE SURVEY 16. A STUDY AND ANALYSIS OF FIRANCIAL INCLUSION IN INDIA 17. AND PROBLEMES OF THE SURVEY OF SURVEY STUDY 18. AND PROBLEMES OF THE SURVEY OF THE SURVEY STUD | 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. C. SANDAMA PRABRUB C. C. MOTHAL STRUCTURE BEHAVIOR OF REPORTS SHORE SOOR SHEMES IN THE CONTEXT OF INDIAN HOTEL INDUSTRY DR. S. VEMALTESH & GOVERN SANISE RETAILING — AN EMPIRICAL STUDY DR. S. SANIAMA PRABRUB C. C. SANDA | 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. COOPATING BEHAVIOR AG PROGRAMMES: A COMPARATIVE ANALYSIS D.R. S. VERNATURA AGAIN AND AGAIN AGAIN AND AGAIN AND AGAIN AND AGAIN AND AGAIN AND AGAIN AND AGAIN | | 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. SELVEL OF CUSTOMERS ASTRACTION - A STUDY WITH REFERENCE TO INDIAN BANK, MAYILADUTHURAI BRANCH 39. C. S. MAYILVAGANAN & G. K.ARTHIKEYAN 31. SHUNDA INDIAN BRANCH OF RESPONSIVENESS OF RIBMS IN THE CONTEXT OF INDIAN BANK, MAYILADUTHURAI BRANCH 31. SHUNDA INDIAN BRANCH AND PREFERENCE OF INDIAN BANK, MAYILADUTHURAI BRANCH 31. SHUNDA INDIAN BRANCH AND PREF | | | |
| 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 SCHEMES 38. MUTUAL FUND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS 39. PHANUMANTHA RAO & D. R. VENIL JACKEUN FRIMANDES 10. PHANUMANTHA RAO & D. R. VENIL JACKEUN FRIMANDES 118. DRIVED BEHAVIOUR AND PERFORMANCE: AN ANALYSIS OF INDEX FUNDS 39. PHANUMANTHA RAO & D. R. VENIL JACKEUN FRIMANDES 10. PHANUMANTHA RAO & D. R. VENIL JACKEUN FRIMANDES 118. DRIVING BEHAVIOUR AND PERFORMANCE: SOF FIRMS IN THE BALANCE SHEET - AN ACCOUNTANT'S PERSPECTIVE 29. CARBOR CREDITS ACCOUNTING REFLEXION IN THE BALANCE SHEET - | 10 . | | 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. ALEEAL PROPERSON—ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTO | 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 DR. PHANUMANTHA RAO & DR. B. VENNATA RAO 30. 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 PROSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHIM ACROSS OF PROSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHIM ACROSS OF PROSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHIM ACROSS OF PROSON-ORGANIZATION VALUE CONGRUENCE ON ORGANIZATIONAL COMMITMENT IN A PUBLIC SECTOR ORGANIZATION PRACHIM ACROSS OF PRANGUARAN RAJO 29. CARBON CREDITS ACCOUNTING EFELEXION IN THE BAL | 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 | 16 . | 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 | 17 . | 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 | 18 . | | 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 | 27. | 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 | 20. | | |
| 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 |

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR.

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

d)

e)

2.

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

| CC | DVERING LETTER FOR SUBMISSION: DATED: |
|-----|--|
| | HE EDITOR RCM |
| Su | ubject: SUBMISSION OF MANUSCRIPT IN THE AREA OF . |
| (€ | e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify) |
| DI | EAR SIR/MADAM |
| Ple | ease find my submission of manuscript entitled '' for possible publication in your journals. |
| | nereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it nder review for publication elsewhere. |
| Ιa | affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s). |
| | so, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our ontribution in any of your journals. |
| | AME OF CORRESPONDING AUTHOR: esignation: |
| Af | ffiliation with full address, contact numbers & Pin Code: |
| | esidential address with Pin Code: obile Number (s): |
| La | andline Number (s): |
| | mail Address: ternate E-mail Address: |
| | |
| a) | OTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript. |
| b) | |
| c) | There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript. |

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working
 papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

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.

JOURNAL AND OTHER ARTICLES

• 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.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

MANAGEMENT, LABOUR PROCESS AND WORKERS OWN CONSTRUCTION OF SOCIAL RELATIONS OF PRODUCTION IN AN OIL REFINERY, NIGERIA

DR. OLUSEGUN OLADEINDE LECTURER OLABISI ONABANJO UNIVERSITY NIGERIA

ABSTRACT

This paper explores how the refinery workers of an oil refinery in Nigeria conceptualize and narrate their lived work experience in the context of the peripheral neo-liberal management practices that characterize the organization. The paper critically analyses the social processes of workers perception of the organization as a "national farmland" and how this mediates their agentic responses to workplace labour process. Taking on the labour process analysis, the paper explores the dual position of labour in the organization in explaining workers own conception of their commodity relations, and how the prevailing cultural specificities of social process of production dilute an essentialist labour value valorization thesis, and thus the ensuing infra-politics in the organization. In utilizing much of the labour process analysis, the paper claims that workers own sense making and interpretation of the social relations of production at the workplace are accounted for much by their own sensuous "social ontology". To the workers, the specificities of the refinery within the peripheral capitalist mode of production further represent a symbiotic interaction that mediate what could have been conceptualized as a "total" and "absolute" labour subordination to capital. This therefore opens up an ambivalent interface within which to conceptualize and explain the dynamics of labour process in the context. Attempt is made through my ethnographic study of the refinery, to account for workers "ideological construct" of the refinery as "national asset" which consequently explains their experiential orientation.

KEYWORDS

Management, Labour Process, Workers Own Sense- Making.

INTRODUCTION

his paper further contributes to the growing dimensions within the strand of labour process analysis, and comparative labour studies, for examining contemporary workplace relations. As against the essentialist managerial analysis, the paper deflates the claim that contemporary workplace has become a "total" institution where the normative managerial precepts have succeeded in "colonizing" the body and soul of employees. It examines the "lived experiences" and responses of the refinery workers, in the wake of "new" managerial practices in the corporation. It is demonstrated in this analysis that; in response to corporate driven initiatives, the refinery workers manifest ambivalence of attitudes; concertive, and oppositional that further express their "identity concerns" in the workplace, (Hugh Willmott,2004) in the context of emerging managerial practices. Our findings illustrate how the refinery workers could and indeed employ mix forms of covert and subtle resistance involving their subjectivity and agentic role, (Willmott and Knights 2004) in leveraging and reappropriating management's normative precepts concerning work re-organization imperatives. In accounting for resistance, we not only note the implications of the emerging patterns of managerial practices in producing "disciplined workers" (Edwards,1979), but also focus on how other contextual nuances, e.g traditional skilled-craft identity orientation of workers, and "non-workplace orientation" of Plant Operators, in a state owned refinery, mediate the outcome of the managerial normative expectations on them. Among other, our findings qualify the need for labour process analysis to be attentive to the interface between the "managed" and the "unmanaged terrains" of the specificity of the workplace on which the human agency mediates, in the enactment of workplace orientations and lived work experiences.

Study of workplace within the conceptual remit of labour process analysis continues to raise concerns on the specific dimensions of workplace employment relations issues. While earlier concerns, within labour process understanding focused upon control and consent (Edwards (1979), Burawoy (1979), contemporary sociology of work study had introduced new concerns over subjectivity, identity-formation and resistance into labour process analysis (Willmott 2004, Knights 2006, Thompson 2006). These emerging strands within LPT have continued to highlight issues related to agency/structure dimensions which did not privilege orthodox Marxian analysis, nor lay emphasis on essentialist discourse, or normative managerial analysis. Thus, the viability of re-inserting the agency of the refinery worker in the debates resonates itself in this analysis. Indeed, control/consent dimension of workplace relation as "voluntary subordination to the control of capital" (Adesina 1991) provokes a concern on the earlier discourse of labour process analysis (Burawoy 1979). The concern here is on the agentic/subjectivity dimension of workers sense making of the social relations of production in the refinery.

BACKGROUND OF STUDY/RESEARCH CONTEXT

Nigeria National Petroleum Corporation (NNPC), Nigeria, was established on April 1977 by the Federal Government of Nigeria with the mandate to manage the operational aspects of the oil industry in Nigeria, while the regulatory functions reside with the Federal Government. NNPC is a successor organization to the Nigeria Oil Corporation which was established in 1971. In addition to its exploration activities, NNPC developed operational interests in refinery, petrochemicals and products transportation as well as marketing.

In the last two decades, NNPC, as one of the largest federally owned corporation in Nigeria, has emerged from one of the most ambitious and far reaching organizational changes in its thirty-three year history. In 1988, the corporation was decentralized into twelve strategic subsidiaries and units, covering the entire spectrum of the corporations operations. In the last ten years, the operations and activities at NNPC have centered on coping with the challenges of both intense internal and external developments in the oil industry, in particular with regards to its products. The concern has been to make its products compete favorably in the world market, both in terms of pricing and quality. As a result, the various business units and subsidiaries of NNPC have been re-organized in a manner to make them respond to these competitive challenges.

Port-Harcourt Refinery Company (PHRC), Eleme, Port-Harcourt in Nigeria, is one of the twelve subsidiary companies of NNPC. It provides petroleum refinery services to the nation, which underscores its strategic importance to socio-economic development of the country, and which also explains the perceptions workers hold of the corporation. The operations and activities of the company are carried out by two departments. Production, Engineering, and Total Quality Control Department, and Administration, Personnel and Manpower Development Department. However, since the focus of my research work was on "shopfloor"/refinery workers, and how they perceived their location in the production process, my ethnography survey was on the Production, Engineering and Total Quality Control Dept.

Central to this paper therefore, are the patterns of employment relations within the refinery. Within the regulatory framework that established NNPC, operational activities at the refineries are expected to respond to re-organization at the corporate level. The dynamics of labour process at this level thus becomes scholarly important in evaluating workers sense making of the managerial practices. This is because, "it is at this level that the formation of workers consciousness and its manifestation are clearly shown in response to production process", (Adesina 1989, 2-3). Activities at the refinery level "critically reflect workers perception and explanations of their location in the relations of production", (Adesina 1989:2). While on the one hand, workers location in the relations of production reflect these dynamics that underpinned managerial practices, on the other hand; these are mediated by the workers own interpretation and definition of their positions within the context. Port-Harcourt Refinery Company of NNPC was therefore chosen as the site for the study.

MANAGEMENT. LABOUR PROCESS AND CONCEPTUAL APPROACHES

Labour process analysis provides the conceptual approach for this study. This conceptual approach is adopted because labour process and its critical understanding within capitalist mode of production provide a deep insight into the character of labour-management relations. As Gamze (2000:32-38) notes, "labour process analysis generates a critical insight into the world of work, and of the submerged issues of management control, and politics at work". In its critical analysis of managerial control over labour, the conceptual insights from labour process debate have been influential. Its use as a conceptual approach for understanding the capitalist mode of production is largely influenced by Braverman's (1974) seminal work, Labour and Monopoly Capital, which in turn was inspired by Marx's analysis of the capitalist mode of production.

Subsequent contributions and empirical studies on labour process by various authors and researchers have indeed demonstrated how the analysis of capitalist mode of production explains the inherent tensions and strains between capital and labour power in the workplace. Building on Bravcrman's labour process analysis, "second-wave" analysts and writers such as Paul Thompson (1999), Pual Edwards (2007), David Spencer (2000), Paul Stewart (2005) and those from the Brighton Labour Process Group (BLPG), have written extensively on its valence as a conceptual tool for analysis of capitalist labour process. Earlier works in this area have focused on specific issues, for instance, Burawoys (1985) analysis of role of consent on the reproduction of capitalist relations of production at work, Friedman's (1977) work on control strategies utilized by those performing the global functions of capital and P. Edwards (1979) responsible autonomy- all this serves as foundational to our understanding of managerial control and workers consent in the workplace (Ellis 2004; 5-7). However, Paul Thompson and Steven Ackroyd's work (1999) *Organization Misbehaviors* have shown how covert resistance is equally implicated in workplace relations.

As noted by Thompson and Ackroyd (1999), not all workplace issues concerning managerial control and hegemony are without counter resistance from the workers. Locked in the managerial control devices are manifestations of subtle covert forms of resistance; thus all has never been quiet in the workplace front, (Thompson: 2009). At the underbelly of the managed terrain in the workplace are the unmanaged arena characterized by workers own appropriation of time, work, product and identity (Thompson: 2009). As earlier noted by Thompson and Ackroyd (1999), these constitute another realm of workplace behavior that fall outside the radar of managerial gaze, and thus, not easily understood as a form or step towards formal resistance". Workers engage in ritual of time wasting, pilfering, fart, fiddling, and soldering as offstage gestures and practices of resistance in the workplace (Scott, 1985), cited in Thompson and Ackroyd (2009). These are "underground" form of resistance enacted at informal level characterized by common "vocabularies of critique" and re-appropriation. As counterposed reactions to managerial prescripts, they are "inversion" of dominant discourse reflecting workplace identity as re-constituted by the workers. In reconstituting their workplace identity, workers still engage in "mimicry, parody, humors" even in the face of on-going managerial oppressive surveillance, (Mumby 2005). Thus, in re-mapping the manifestation of managerial power and regimes, there are diversities of behavior and misbehavior that obstruct the radar of managerial gaze (Thompson 2009).

Empirical studies have indeed shown what work re-organization often meant for workers and workers interests at the workplace, as something different from its presentation by management (Gregor 2000). For instance, Willmott (2000:135) argued that, often, re-organization of work, as cloaked in the discourse of empowerment, are set out to create high levels of workers job satisfaction, trust, motivation and commitment, clearly represents the "latest in a long line of management techniques to ratchet up the level of labour exploitation". Reflecting on the implication of Information Technology in the workplace, Willmott argues that managerial practices represent "the intention and techniques to intensify appropriation of surplus-value from labour, through the use of Information and Technology (2000:135). Conceptualized thus, and from the perspective of labour process analysis, business process at the workplace with its constituent components of new technology of production, employees involvement and work re-organizations are strategies, when stripped bare, aimed at tapping into shopfloor-based knowledge for increased productivity and the intensification of work control (Willonott 2000:137). From labour process analysis therefore, managerial role is to be understood and analyzed, primarily as techniques for extracting surplus-values. Further, Teulings (1986) argues that "managerial work should be understood as part of the collective labour process at the corporate level; and secondly it must be analyzed and treated with the same conceptual tool in the treatment of production relations" cited in (Willmott 1986: 143). Impliedly, at the point of production, managerial practice is to be conceived as a medium and outcome of distinctive and often unequal power relations between capital and labour. If managerial practice is conceived thus, it follows that potentially, issues and tensions are bound to be generated at the point of production with diverse implications on workplace relations.

While conceptual remit of labour process analysis remains foundational as theoretical insight into understanding workplace relations in a capitalist mode of production, "in a context like Nigeria, it needs to take into consideration the specific culture-context and dimensions, through which workers perceive and interpret their location in the world of work" (Adesina 1991-145). In a peripheral neo-liberal economy like Nigeria, labour process framework remains a credible conceptual approach in understanding the character of workplace relations (Adesina 1988). However, controversy have emerged, through later extensions and explorations of the conceptual framework, by other scholars and researchers, which for the purpose of empirical grounding and adequacy needs to "incorporate context-specific insights in its application as an analytical tool" (Adesina 1991:145). Axiomatic as "context-specificity" may be instructive in cases of sociological workplace studies, workers own social construction of their location in social relations of productions also count.

METHOD OF STUDY

The study from which this paper is derived rests largely on the use of ethnographic survey for the empirical investigation of workplace relations in the refinery. Building on the principles of Extended Case Method (Burawoy 1998), as a research technique, the study adopts the technique of "workplace ethnography" in exploring the lived work experiences of the workers within their local and extra-local social process. As an approach to do workplace study, the technique allows the researcher to "share in the daily experiences of the researched subject" (Adesina 1988). It gives meaning to wide array of social process that determines workers location within the unfolding social processes of world of work. It gives insights to workers perception of managerial strategies from "inside and bottom" (Burawoy, 1998:8).

On the relevance of workplace ethnography, Burawoy (1998:12) notes "in so far as meaning attitudes and even knowledge do not reside in individual, but are constituted in social situation, and then, we should be doing study from the "social ontology" of respondents." The study sites for the research work were both the corporate Headquarters of NNPC, and the Port-Harcourt Refinery Company (PHRC), a subsidiary of NNPC. Studying complex organization like the oil company which requires eliciting employees' attitudes and sense-making in the wake of on-going work re-organization entails an immersion in the everyday life of the organization for the period of study. For this study, the primary method of data collection was extensive participant observation at the research sites over a period of five (5) months between the month of April and September 2008.

RESULTS

The wider context of corporate managerial practices at NNPC, as a state-owned Enterprise, had a profound influence in shaping the "shopfloor" orientation of the Plant Operators. Corporate managerial practices that define and drive workplace labour process in the refinery; particularly the socio-technical control strategies as well as patterns of implementation are embedded in the corporate ethos, shaping the outcomes as well as workers experiences. Workers experiences as well as their expectation of the corporation as a State Owned Enterprise were found to have a significant and profound influence on how they interpret and respond to on-going changes in the organization. The corporate culture, encapsulated in its normative values were constantly re-echoed to the workers in diverse and in unmistakable words; erected in main gates into the refinery are the signboards, "NNPC touches your lives in many positive ways" – bringing it into the workers consciousness the significant position and roles of the corporation within the socio-economic context of Nigeria. On why workers should imbibe the corporate values, another signboard reads; "this is our farmland, we should not do anything injurious to it". Pasted on the various notices boards in the refinery, and contained in the company's monthly Bulletin are captions and eulogies compelling operations workers to embrace Teamwork, and new production programs that drive Quality performance.

These values are not only ingrained in the normative orientation of the Plant Operators, it also explains the "dual" perceptions workers hold regarding their labour-power in the refinery. Embedded in the organization's labour process of the oil industry, workers have built a sensous and material connection between the concrete expenditure of labour-power, and their social ontology of the organization. To the workers, the specificity of the refinery represents a symbiotic

relation that mediates a pure labour commodification, and their social world (Mollona 2005), and therefore constitute an arena where social relations of production are interpreted on their own lived work and non-work experiences. Workers own "ideological construct" of the refinery as "national farmland" gives an experiential interpretation of their location in the social relations of production. This therefore suggests a "two-side" abstraction of pure labour commodification in the context of prevailing peripheral neo-liberal capitalist mode of production that characterized workplace relations in the refinery.

Also, at NNPC, put in place is the Joint Consultative Committee (JCC)-an institutionalized structure of bi-partite relations between management and the two inhouse unions in the organization. The institutionalized structure of JCC is meant to forge a collaborative working relation on the various "shared objectives" of the corporation. While it is meant to diffuse the manifestation of overt conflict and opposition associated with the shared managerial initiatives, workers own perception and indeed interpretation of JCC was found to be something different from managerial own perception. To the workers, gradual replacement of the traditional negotiating machinery such as collective bargaining, with JCC, is perceived as gradual weakening and erosion of trade unions power and representative roles. Management's enactment and justifications of normative elements/rhetories surrounding new production systems as often canvassed at JCC Meetings were met with ambivalence thereby providing space for workers inversion, leveraging and re-appropriation of the rhetories. Empirical evidence of workers reluctance to "buy in" into this managerial discourse was observed. And consequently forms of opposition, though covert and subtle, manifested in forms of re-appropriation of time, work, and product and self-identify (Thompson and Ackroyd 2009) remains at the margins of the collaborative arrangement under JCC.

Thus, in spite of the elaborate structure, and managements enactment and justifications for the discourse surroundings TQM and Teamwork, our empirical analysis found out that Plant Operators still rely and indeed mobilize their old traditional "shopfloor collective identity" (Adesina 1988) in moderating some elements of the managerial initiatives. Their collective skills-identity in the refinery is retained in challenging new managerial initiatives. In their "resistance through re-appropriation" Thompson & Ackroyd (1999), the prevailing normative precepts are laced with dimensions of misbehaviors such as absence, pilferage, fiddling, theft, and sub-cultures laced with distinct "shopfloor folklores".

Our findings also demonstrate how the Plant Operators in their agentic-formation and self-identity, rooted in the collective shopfloor relations, shape their interpretation and understanding of new work arrangements. In the refinery, workers experiences of managerial practices were not all consummating, but most fundamentally, tacit opposition and resistance reside and spring up from their re-appropriation of the framework. As part of managerial initiatives to secure Plant Operators acceptance of Teamwork and associated practices such as multiskillings, job-swapping, shift-work, and TQ programs in the refinery, there were series of morning-briefings for team members and leaders, in-plant training sessions organized by Training consultants. As these cascades from corporate level down to Branches and Subsidiaries, management never minced words on the need for workers to embrace the new production arrangements. It is in this context that workplace implications and workers responses have been analyzed. While on the one hand, union leaders were observed to have expressed their willingness to talk the rhetoric at meetings, collective ambivalence and resistance still prevailed on the "shopfloor". As remarked by one of the Plant Operators, "management failure to do things properly has always been the cause of suscipicions...because management always remains unrealistic about the problems associated with the new challenges".

DISCUSSION/RECOMMENDATIONS

Among other empirical and theoretical concerns, this paper has focused on the implications of management's initiatives on workers identity investments – subjectivity (as agentic factor) in mediating the process of consent and resistance in the workplace, (Hugh Willmott (1994), David Knights (1993), Collinson (1994). While the implications of managerial strategies regarding control/consent remain inherent of contemporary workplace in producing "disciplined workers", and their work-live experiences, this should not be taken as given. Rather, there are other immanent and nuanced workplace dimensions, manifested in form of organizational misbehavior (Thompson and Ackroyd, 1999).

In providing a conceptual framework for understanding work and non-work experiences, from the "workers ontology", in relations to commodity production, Carrier (1992), in what might be understood as a reinterpretation of Bravermans (1974) Marxian analysis , argues that "modern capitalist" production entails a split in the workers orientation between two juxtaposing "moralities". According to Carrier (1992), the morality of economic institution is seen to be impersonal, and replete with abstract forces of the market dynamics, while the morality of the "community" is seen to be of passion and characterized by communal forces like affection and social bonds between people (Carrier 1992), cited in Mollona 2005:178).

This understanding also resonates with other studies e.g Adesina, (1989) that distinguish the "two sides" of the labour process" a duality of labour-power in which pure labour commodification represents only one dimension of labour process, and in which the other dimension is rooted in workers own social construction of their workplace identity. "Workers social construction in the context of social relations of production "represents distinct evidence of workers redefinition of their roles in production" (1989). Thus, the subjective, experiential and symbiotic ways through which workers perceive their location in relations of production demonstration the ideology they hold of the oil company. The experiential narratives given by the refinery workers indicate a feeling of great attachment and work-life fulfillment for working in the organization; a kind of symbiotic experience that they are able to contribute to the growth of the "farmland". It is in this social construct of their location in the relation of production that provide the "anthropological understanding" of labour commodification (Carrier 1992). As noted by (Carrier 1992), attention must be placed on the historical significance of the concept of 'capital' and "labour-power" in a context, which also explains workers symbiotic relations with the oil community at Eleme, in Port-Harcourt, Nigeria.

The plant workers indeed demonstrated a dual conception of the values of their labour power, one; as an inalienable social capital that could circulate in the course of production, and the other side of it; as an exchange value (Carrier 1992: 179). Consequently, the ideology surrounding the oil company as a national asset is embedded in the complementary narratives put forward by the workers in the explanation of their labour-power; one of concrete activity that must be expended for national growth, and the other as pure economic interest as workers within the organization. As a result, the ontology that explains workers perception of their labour power in production may tend to obscure and dilute classic notion of labour process analysis.

CONCLUSION/SCOPE FOR FURTHER RESEARCH

This study has provided additional lens to the growing body of theoretical and empirical conceptualizations of contemporary workplace that suggest the "other-side" abstractions and analysis of labour process. It recognizes, even within the critical perspectives of labour process framework, that there are "other sides" to the understanding of labour process that are essentially contextually nuanced, leveraged by social ontology and narratives of the workers. While the contexts of contemporary employment relations are embedded with dynamics of control/resistance, workers "poetics" and narrative tend reconstruct and shape workplace intra-politics. The challenges therefore remain for labour process analysts and researchers to ceaselessly put these "poetics" and "situated narratives" into appropriate theoretical and methodological constructs for the research work to be empirically grounded.

REFERENCES

- 1. Adesina, J. (1988) Oil, State-Capital and Labour: Work and Work Relations in the Nigerian National Petroleum Corporation PhD Thesis, University of Warwick, UK.
- 2. Adesina, J. (1989), 'Worker Consciousness and Shopfloor Struggles: Case of Nigerian refinery Workers.' Labour, Capital& Society, Vol.22 No.2 pp.2-3
- 3. Adesina, J. (1991), 'The Construction of Social Communities in Work: The Case of Nigerian Factory' Capital & Class, No 40 pp.115-145
- 4. Adesina, J. (1992), 'Doing Workplace Study: Reflections on a field research' in D. Otobo (ed) Further Reading in Nigerian Industrial Relations Vol. 1. Lagos: Malthouse Press.
- 5. Bacon, N. and Storey, J (1996) 'Individualism and Collectivism, and the Changing Role of Trade Unions' in P. Ackers (ed) *The New Workplace Trade Unionism,* London: Routledge.
- 6. Beynon, H. (1972) Perceptions of Work: Variations within a Factory, Great Britian: Cambridge Press.
- 7. Braverman, H. (1974). Labour and Monopoly Capital, New York: Monthly Review Press.

- 8. Brian, S. (1990) "Volkswagen's Holistic Approach to Workers' Participation", in Mark, A (ed) Worker Participation- South African Options and Experiences, Kenwyn: Juta Press.
- 9. Brighton Labour Process Group: www.cseweb.org.uk/ Issue No. 1.
- 10. Burawoy, M. (1998)'The Extended Case Method', Sociological Theory, Vol. 16 No1.pp.8-12.
- 11. Carrier, James. (1992) "Emerging Alienation in Production: A Maussian History" Man 27
- 12. Collinson, D. (1994). 'Strategies of Resistance: power, knowledge and subjectivity in the workplace'. In Jermier, J., Knights, D.and Nord, W. (Eds), Resistance and Power in Organization. Routledge: London and New York.
- 13. Edwards, P. (2007) 'The State of the Labour Process Debate after 25 years: Some Reflections from Industrial Relations and Industrial Sociology', 25th International Labour Conference, Amsterdam.
- 14. Ellis, V. (2004) 'Returning to the Heart of Labour Process Theory: The Changing Organization and Experience of Clerical Work at British Gas (1966-2003)', University of Stirling. Stirling.
- 15. Ferraris et al (1993) Interface Precision Benchwork: A Case Study in Organizational Identification. Journal of Applied Communication Research. Vol.21.
- 16. Friedman, A. (1997) 'Responsible Autonomy versus Direct Control over the Labour Process', Capital and Class, 1 pp.43-44.
- 17. Gamze, Y.(2000) Hidden forms of resistance among Turkish Workers: Hegemonic Incorporation or Building Blocks for Working Class Struggle? *Capital & Class No* 81, pp.32-38.
- 18. Gregor, G. (2000) 'What About the Workers?: BPR, Trade Unions and the Emiseration of Labour' in David Knight et al (eds.) The Re- engineering Revolution-Critical Studies of Corporate Change, Sage Publication, London.
- 19. Klerck, G. (1999) "Adversarial Participation and Antagonistic Corporation:? Workplace Forums, Employee Participation and Lean Production", Transformation, Vol. 40 pp.3-4
- 20. Knights, D.and Willmot, H. (1985). 'Power and identity in theory and practice'. Sociological Review 33
- 21. Knights, D.and Willmott, H. (1989). 'Power and Subjectivity at Work: from degradation to subjugation in social relations'. Sociology 23
- 22. Mahmoud et al (2001) 'Power, Control and Resistance in the Factory that Time Forgot', Journal of Management Studies, Blackwell Publishers Ltd, UK.
- 23. Mollona, M. (2005) "Gifts of Labour: Steel Production and Technological Imagination in an Area of Urban Deprivation, Sheffield, Uk" Critique of Anthropology Vol: 25, Sage Publication.
- 24. NNPC. 2007. Nigerian National Corporation (NNPC) www.nnpcgroup.com (Accessed 5 October 2007).
- 25. Spencer, D. (2000) 'Braverman and the Contribution of Labour Process Analysis', Work, Employment and Society Vol. 14.2 pp.223-227.
- 26. Storey, J. (1985). 'The Means of Management Control', Sociology, Vol. 19 2 pp.193-197.
- 27. Teulings, W.M. (1986) 'Managerial Labour Process in Organised Capitalism; the Power of Corporate Management and the Powerlessness of the Manager' in D.Knight and H. Willmott (eds) Managing the Labour Process. London: Gower.
- 28. Thompson, P (1990) 'Crawling from the Wreckage: The Labour Process and the Politics of Production' in D. Knights and H. Willmott (eds.) Labour Process Theory. Basingstoke: Macmillan.
- 29. Thompson, P (2007) 'Adler's Theory of Capitalist Labour Process: A Pale (o) Imitation', Organization Studies, Vol.28 pp.1359-1363.
- 30. Thompson, P. and Ackroyd, S. (1999). Organizational Misbehavior. Sage Publications London.
- 31. Thompson, P and Ackroyd, S. (2009), Resisting Resistance: Moving the Debate on, 27th ilpc Conference, Edinburgh 6-8 April 2009.
- 32. Tompkins, P.et al (2005) 'Ambivalence and Resistance: A study of Management in a Concretive Control'. Communication Monograph Routledge Publishers London.



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







