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**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.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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# IMPACT OF INVENTORY MANAGEMENT ON THE PROFITABILITY OF SMES IN TANZANIA

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## **ABSTRACT**

*A well-designed and implemented Inventory management is expected to contribute positively to the SMEs profitability. The purpose of this paper is to examine the relationship between inventory conversion period and SMEs profitability and determine the impact of inventory management on SMEs profitability. The dependent variable, gross operating profit is used as a measure of profitability and the relation between inventory management and SMEs profitability is investigated for a sample of 26 Tanzanian SMEs, using annual financial statements data analysis for the period 2006 –2011. This study employs Regression analysis to determine the impact of inventory conversion period over gross operating profit taking current ratio, size of the firm, financial debt ratio as control variables. The results indicate that there is a significant negative linear relationship between inventory conversion period and profitability. The relationship between two control variables viz; current ratio, financial debt ratio and gross operating profit indicate the expected negative relationship whereas the firm size indicate unexpected positive relationship. This may be due to managerial failure.*

**CORPORATE GOVERNANCE AND AUDIT QUALITY IN NIGERIAN BANKS**

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**ABSTRACT**

*This study, focused on the relationship between corporate governance and audit quality in the Nigerian Banking sector. Data for the study were gathered from both the primary and the secondary sources. In analysing the data gathered the Z- test, a parametric test, was used. The result revealed that corporate governance has significantly influence on the quality of audit work and that corporate governance significant influences the rapid growth and development of the Nigeria Banking sector. Premised on the above, the paper recommended that the relevance of corporate governance should be strongly re-emphasized among banks alongside its associated benefits; that the Institute of Chartered Accountant and other professional bodies play a significant role in enlightening their members of the need for quality audit, Banks executives and board member should adhere strictly to the Code of Corporate governance to enhance transparency in banking practices and members of Audit Committee should also play a significant role in enhancing quality audit work and the free flow of the principle of corporate governance.*



## THE RELATIONSHIP BETWEEN TENURE WITH COST STICKY AND COST OF GOODS SOLD IN TEHRAN STOCK EXCHANGE

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### **ABSTRACT**

*According to one of the primary assumptions of management accounting, cost variations are proportional with the increase or decrease of effort level. This assumption however, has been recently challenged by introducing the concept of cost stickiness by Anderson et al. This concept states that the increase rate of cost due to the increase of effort level is greater than the decrease rate of cost due to the decrease of effort level. The main purpose of this study is to evaluate cost stickiness in TSE. And administrative, sale and general costs as well as total costs and Costs of Goods Sold (COGS) indices were investigated as samples by this research. More accurately, the main purpose of this research is to answer the following questions: 1) are administrative, general, sale, total and COGS costs sticky? 2) If so, how much is the intensity of the stickiness between costs and COGS? The results of this study which are based on the data of the companies listed in TSE in a 6-year period from 2005 to 2011 indicate that there is a direct relationship between the term of office for the chairman of the board and the stickiness of administrative, general, sale, financial costs as well as the stickiness of COGS costs. The same results have been presented for 117 active companies of TSE and various industries.*

# AN ASSESSMENT OF THE CHALLENGES AND OPPORTUNITIES OF COOPERATIVE BANK OF OROMIYA, ARSI NEGELLE TOWN, ETHIOPIA, EAST AFRICA

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## **ABSTRACT**

*Cooperative bank is a mutual society formed, composed and governed by working people themselves for encouraging regular saving, lending small loan and provides others services such as local money transfer, Demand deposit and international banking services. This study is to assess the Challenges and opportunities of Cooperative Bank of Oromia such as loan recovery, mobilization of savings from members, impart valuable cooperative education and enrolment of members. Some employees have no knowledge about the cooperative and have not enough office equipment. Data was gathered from Cooperative Bank of Oromia in Arsi Negelle Branch and service of cooperative bank was analyzed and prepared. The data was analyzed using simple statistical tools such as percentage, averages, tables and research problem drawing, conclusion and recommendation.*

# INVESTIGATING THE RELATIONSHIP BETWEEN OVERVALUATION OF STOCKS AND STOCKHOLDERS' EQUITY AND PROFIT-SMOOTHING IN TSE CEMENT AND AUTOMOBILE INDUSTRIES

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## **ABSTRACT**

*The main purpose of Accounting and preparation of financial statements is to make useful information available so that business decisions can be made. Information plays a key role in different aspects of decision-making. Decisions that aren't primarily based on useful information fall short in meeting the demands of decision makers. The information should contain good-quality features in order to provide correct basis for decision making. One of the important factors that affect the reliability of the information in financial markets is the profit-smoothing. Profit-smoothing occurs when managers use judgment in financial reports and prepare business transactions in a way that misleads different stakeholders or that influences the results of contracts based on accounting numbers (Haley and Wallen, 1999, page 368). This study tries to assess the relationship between the overvaluation of stocks with profit-smoothing and value of the firm. Overvaluation of stocks and value of the firm are set to be our two independent variables and profit-smoothing as the dependent variable. The sample used in this study was chosen from the companies listed in TSE cement and automobile industries. By testing our research hypotheses, we find that there is a positive correlation between overvaluation of stocks and profit-smoothing. This means it is likely that there is a chance that companies whose stocks are overvalued are likely to commit profit-smoothing to justify the company's performance and stock prices. However, no correlation and significant relationship could be found between the value of the firm and stockholders' equity with profit-smoothing.*

# THE INFLUENCE OF MANAGEMENT ON SCHOOL CULTURE AND ITS EFFECTS ON ACADEMIC PERFORMANCE: A CASE OF ST. PATRICK'S HIGH SCHOOL ITEN

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## **ABSTRACT**

*School culture is the composite of stakeholders' employees, parents and students perceptions of their environment. It is these perceptions and associated stakeholder behaviors that shape the dynamic culture of all school. School success is heavily dependent on a positive, supportive school culture. This study sought to establish the influence of management on school culture and its effects on academic performance. The study specific objectives were, to find out to what extent has management united teachers, students and non-teaching staff, to find out how school management influenced school culture and its role on academic performance. The study was done at St. Patrick's High School Iten, and the targeted population was 596 respondents comprising of management, teachers, patrician brothers, non-teaching staff and former students. Thus the targeted sample was 239 respondents. GLOBE approach is used to develop an empirically based theory to describe, understand, and predict the effect of cultural variables on management and organizational processes and the effectiveness of these processes. The study used both primary and secondary data. Primary data was collected through questionnaires, interview schedule and observation. Secondary data was document analysis of school past academic records and other performance related documents in school and District Education Officer office. The tables and figures in chapter four of this document were based on the authors' data for the year 2010. The study findings revealed that indeed there has been culture change from when the school was managed by patrician brothers to today being managed by government. This has seen change that has also affected the school performance. The t-test carried out revealed that there is direct association between school culture and performance. The study recommends that students' culture, teachers and non-teaching staff unity culture and management related cultures should be clearly defined and evaluated so that the school performance will be improved. The study is of great benefit to school management, community members and the entire ministry of education in reviving the "sleeping academic giants" to their rightful place.*

**DETERMINANTS OF LIFE INSURANCE IN ETHIOPIA**

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**GONDAR UNIVERSITY**  
**GONDAR**

**ABSTRACT**

*The insurance sector can play a critical role in financial and economic development. By reducing uncertainty and the impact of large losses, the sector can encourage new investments, innovation, and competition. As financial intermediaries with long investment horizons, insurance companies can contribute to the provision of long-term instruments to finance corporate investment and housing. There is evidence of a causal relationship between life insurance sector development and economic growth in developing country. However, there is no study examining the factors that affect the development of life insurance industry in developing country like Ethiopia. This paper contributes to the literature by examining the determinants of life insurance for a time series data for the period 1991-2010. The results show that life insurance is determined by per capita income, life expectancy, real interest rate and inflation. Life insurance is explained by this factor at 98%. It is suggested that life insurance industry in Ethiopia seriously consider these factors to bring growth in the insurance industry.*

## **COLLABORATION BETWEEN SALES AND MARKETING INCREASES THE BUSINESS PERFORMANCE: EVIDENCE FROM PAKISTANI EXPORT INDUSTRY**

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### **ABSTRACT**

*The purpose of this study is to know whether superior levels of collaboration between marketing and sales are linked with improved business performance and to highlight factors that are administratively related to this interface. This study aims to explore the marketing and sales working relationship through quantitative research, survey of Pakistani Export companies through questionnaires is being used in this research study. The research concludes that high level of organizational learning, communication, minimizes interdepartmental conflicts, results as better business performance. This study has many implications for managers, for instance, for better sales and marketing department relations, senior management need to create a positive coordination, which can help them to reduce interdepartmental conflicts. Top management should provide such training programs and environment that encourage functional departments to work together to get maximum productivity. However, literature significantly supports hypothesis of this study, but it also raises additional research issues which are yet to be explored; similar model can be used in other industries of Pakistan to better understand the implications of this model.*

# EFFECT OF OUTSOURCING ON ORGANIZATIONAL PERFORMANCE IN BANKING INDUSTRY IN NIGERIA

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## **ABSTRACT**

*This research project seeks to identify the effects of outsourcing on organizational performance, using Guaranty trust bank as a case study, it unravels the advantages of outsourcing in any organization. The development of outsourcing has always been a headache to employees, strategic partners and the organization. It is with this view that this research work was undertaken to find out whether outsourcing improves performance. In doing this, research questions were raised and hypotheses were tested using correlation, Z-test and kendall's coefficient of concordance on the dependent and independent variables to ascertain the fact of whether a relationship exist between outsourcing and performance. Random technique was used to select some respondents using yaro yamani formula to ascertain the number of respondents in guaranty trust bank to represent the banking industry. A questionnaire was designed with twenty-eight questions respectively relating to the dependent and independent variables. The SPSS statistical tool was used to analyze the data collect from 119 respondents and the result got attested with so many works in the literatures. In conclusion recommendation were made like concern authority should provide robust and sincere dialogue about outsourcing intentions, purposes, and opportunities for alternative internal employment for those affected by outsourcing and exist strategy should also be planned.*

## **A STUDY ON ORGANISATIONAL SUPPORT AND ITS IMPACT ON WORK-LIFE BALANCE OF EMPLOYEES IN INSURANCE COMPANIES IN COIMBATORE**

**DR. SHRIPRIA. V**  
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**KALAPATTI**

### **ABSTRACT**

*The concept of work-life balance is based on the notion that paid work and personal life should be seen less as competing priorities than as complementary elements of a full life. Employees working at the service end are expected to exert themselves for the cause of customer servicing, this has become the central theme of any service sector today where insurance sector is no exception.. The work patterns of employees have undergone tremendous changes with target driven performance expectations and scope for quick growth in careers. The insurance industry is in a flux of stiff competition amongst players. Organisations follow best practices in HR in order to attract and maintain the best resources available. There are specific Human resource practices that go a long way in enhancing the employee's efforts of balancing work-life. The main objective of the study is to find out organisational support and its impact on work-life balance of employees in insurance companies in Coimbatore. The sample design applied for the study is Probability Sampling. Around 40% of the population constitutes the sample for this study with a sample size of 300 employees. The method of data collection adopted in the study is direct oral investigation method. The tool used for data collection is a questionnaire. The instrument was tested for reliability and the alpha score was (0.945) with 95% of reliability. The collected data was analysed with the help of statistical tools like Correlation.*



**AN EMPIRICAL STUDY ON USER SATISFACTION IN CORPORATE HOSPITALS**

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**GUNTUR**

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**SSN ENGINEERING COLLEGE**  
**ONGOLE**

**ABSTRACT**

*Patient satisfaction is one of the sensitive indicators in determining the effectiveness of service delivery in hospitals. The hospitals must strive for maximization of stake holders. Satisfaction and has to give patient focused service. The study focus on comparing the health care services of two cardiology based corporate hospitals in Hyderabad, Andhra Pradesh. The data for the study was collected through a questionnaire comprising of two parts. In first part an attempt has been made to elicit the information on socio economic background such as age, sex, education, nativity, profession, income of the patients to assess the background of the patient. In second part comprising 57 items related to important parameters which determines satisfaction levels of the patients like Admission Process, comfort facet, information on food facilities, level of care taken by the concerned, working of business office and Discharge Procedures. The instrument is tested for its reliability and validity. A sample of 500 respondents, 250 from APOLLO and 250 from CARE were selected randomly for the study. The collected data is analyzed by applying descriptive and inferential statistical techniques such as means, standard deviation. One way ANOVA tests, wherever applicable while testing the hypothesis that the perceptions of patients are indistinguishable with respect to the performance indicators. It is found from the hypothesis testing that, except in few aspects, in majority of the cases satisfaction levels were not found significantly varying in two hospitals. It is concluded that the perceptions of the patients on the performance in two hospitals are not significantly varying. Thus the null hypothesis is accepted.*

**EMPLOYER BRANDING IN INDIA: EMERGING DIMENSIONS**

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**ABSTRACT**

*In a today world, an effective employer brand is essential for gaining competitive advantage. An effective employer branding strategy has the capacity to attract and retain talented employees and to make good reputation in the job market as well as goods market. It is a key challenge before the employers in order to attract, recruit and retain right talent required for the job. Building a strong employer brand is the joint responsibility of HR, marketing and top management. The success and failure of the business depends critically upon its employer brand. It is the performance driver which no organization can ignore to achieve sustainable growth. Strong employer brand acts as an important tool to meet the competition worldwide on a labor markets. It is a long-term effort, which requires substantial resources. The main idea behind this paper is to bring into light the very important asset of an organization by enumerating its features, importance, followed by strategic steps for an effective implementation with conclusion and recommendations to manage the same.*

# AN EMPIRICAL ANALYSIS ON FINANCIAL PERFORMANCE OF PUBLIC SECTOR HOUSING CORPORATION IN INDIA: A CASE STUDY OF HUDCO

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## **ABSTRACT**

*Housing finance has risen to the top of research and policy agendas in recent years. Evaluation of financial performance occupies an important place in financial management. Financial Performance evaluation has been done on the basis of some selected parameters like Liquidity, Profitability, Solvency and Leverage ratios for the period from 2001-02 to 20010-12. The idea of this article is to know the short term as well as long-term financial position of preferred corporation and to give suitable suggestions for improvement in their financial position. An analysis of profitability, Liquidity, long-term solvency, impact of financial leverage on the shareholders' earnings and justification for the use of debt by the selected unit through the application of ratio analysis, trend analysis and statistical test has been undertaken.*

**FACTORS INFLUENCING RETAIL INVESTORS IN INDIAN PRIMARY MARKET**

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**ABSTRACT**

*The investment decision optimum for one investor may not be suitable for the other investor. Every investor has his own investment objectives, risk acceptance level, inflows and outflows of money, and other constraints. With the reforms of industrial policy, public sector, financial sector and the many developments in the Indian money market and capital market, primary market which has become an important gateway for the retail investors to make their investment, is also influenced by various factors. Hence, this study has made an attempt to find out the factors influencing retail investors in Indian primary market based on survey from April 2009 to October 2011. The empirical study shows that the decision of retail investors in primary market are influenced by issue price, information availability, brokers advice, recommendation of the analysts, secondary market situation, disclosure by market participants and other factors.*

## **A STUDY ON CUSTOMERS ATTITUDE TOWARDS PURCHASE OF MIDDLE SEGMENT CARS IN VELLORE CITY**

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### **ABSTRACT**

*Car industry is one of the biggest industries in India. Many of the manufacturers are introducing various models in the middle segment area. Middle segment cars are classified as the cars which cost between Rs. 4,00,000 to Rs. 9,00,000. Therefore, this paper is to study the customer attitude towards the purchase of this segment of cars. This study is also going to reveal the various motivating as well as influencing factors for the customers purchasing decision.*

## **AN EMPIRICAL STUDY ON EXPLOITATION AND EXPLORATION OF BUSINESS OPPORTUNITIES FOR BSNL IN INDIAN TELECOM MARKET**

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**SARANATHAN COLLEGE OF ENGINEERING**  
**VENKATESWARA NAGAR**

### **ABSTRACT**

*The study is an attempt to examine and assess empirically the market views of Bharat Sanchar Nigam Limited, BSNL, the state run telecom services provider of India. The purposes of the study are to see how well BSNL is serving its customers and to identify opportunities for serving new customers, given its resource capabilities, to identify opportunities for serving the existing customers even better and to tap more customers by maximizing capabilities. Eliciting views of customers, the study uses tools of MANOVA and discriminant analysis to decide from the consumers' point of view, how competitive the offerings of BSNL are, when compared to those of BSNL's competitors.*

# **A COMPARATIVE STUDY ABOUT THE MANAGING OF STRESS BY WOMEN NURSES BOTH AT PRIVATE AND GOVERNMENT HOSPITALS AT KANCHIPURAM DISTRICT**

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**DR. C. B. RAGOTHAMAN**  
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**RAJALAKSHMI ENGINEERING COLLEGE**  
**THANDALAM**

## **ABSTRACT**

*The Global economy and in fast pace of employment demands quality work in cost effective fashion, in addition to that the wealth of any family and its attainment of welfare need multi monetary contributions. In this connection, the minimum dual employment demands women to take various occupations. But when women assume occupation, needs them to manage family, social and workplace issues and adding to that they have to deliver to the satisfaction level of management and public. Service sector is the ever-demanding industry which needs employee centric approach to manage customer. Hospital industry is an unique avenue which project the life of human in various dimensions and need countless support of employees. Hospital sector needs the contribution of manpower towards employment that to majority from women. In recent years, the competition in the sector both from private and government demands to offer delightful service at workplaces, so obviously women employees in the occupation of nurses need to offer rentless services and that leads to social, physical, family and work related issues to them. Among the various issues faced by women nurses "Stress" is the prominent issue which have an impact on women nurses profile and to do their core delivery of human service. In order to understand the stress related issues, way and means employed to overcome by them, this particular research paper was designed and carried out.*

## **A STUDY ON FRANCHISED RESTAURANTS AS A SUCCESSFUL BUSINESS MODEL FOR FRANCHISEES**

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**CHRIST UNIVERSITY**  
**BANGALORE**

### **ABSTRACT**

*Though at a nascent stage, the Indian franchise industry has witnessed 30 - 35% growth in the last 4-5 years. Factors like a thriving class of urban consumers possessing sizeable amounts of disposable income combined with the continued growth of the economy have consolidated India's claim to be a viable and beneficial destination for a foreign franchisor. The food and beverage industry is a popular segment for franchisees with roughly 18,000 franchised restaurants spread all across India. 17% of all food and beverage businesses in India are being franchised. The popularity of this industry selection by franchisees could be various reasons - no requirement of specialist skills, high footfalls and sales, easy maintenance, low investments, etc. This paper aims to assess the influential factors for a successful franchise business model with respect to restaurants in India using a primary research employing the questionnaire method. The study will be conducted on a filtered sample of entrepreneurs who own a food business to gain a better understanding on the major issues they face with their food-based entrepreneurial venture(s). It also aims to explore the viability and success of the franchisees with their franchises. These insights can help budding entrepreneurs to assess certain factors carefully before venturing into the franchise restaurant business.*



**ATTITUDE OF MUTUAL FUND INVESTORS – AN EMPIRICAL STUDY**

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**ABSTRACT**

*This study is to make a probe into the attitude of the Investors towards Mutual Funds in Vizianagaram city in Andhra Pradesh (India), It is undertaken on selected mutual funds investors, under four dimensions viz., Awareness on functioning of MFs, Post purchase behaviour, Investment options, Stimulating factors. The sample selected for the study is taken at random among the investors in vizianagaram town. To conduct the study, a tool is designed and canvassed. The dimensions taken for the study were confirmed soon after conduct of a pilot study on investors attitude on mutual funds. Results of the study discloses that majority of investors have been influenced by the dimension 'Stimulating Factor', followed by 'Post-Purchase behaviour'. In respect of the variables – Employees and Professionals are relatively highly influenced by the Mutual Funds. Therefore, more attention needs to knock the door steps of Businessmen and other people in the society to elevate the importance of Mutual Fund schemes so as to enhance the scheme objectives.*

## **IMPACT ANALYSIS OF VARIOUS DEVELOPMENTAL SCHEMES IN JAMMU & KASHMIR STATE**

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**RAJOURI**

### **ABSTRACT**

*Worldwide developmental schemes are recognized as an important constituent of national economies, contributing significantly to employment expansion and poverty alleviation. Central as well as State governments have been implementing several schemes and programs for promotion and development of poor and unemployed people from time to time. These schemes are framed and implemented in various sectors such as Handlooms, Agriculture, Handicraft etc so that people involved in small business in these areas could get some assistance in term of finance as well as instructional support to boost up the level of productivity. Present study seeks to identify various developmental schemes implemented by government, semi govt. and other supporting agencies in Jammu and Kashmir State for socio economic development of below poverty line people. The study also analyses the pattern of implementation of developmental schemes. The study further seeks to obtain the achievement level of developmental schemes under consideration at state level in Jammu and Kashmir State.*

**PERFORMANCE OF FOREIGN BANKS IN INDIA: AN EVALUATION**

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**JOGINDER NAGAR**

**ABSTRACT**

*Commercial banks occupies crucial role in the economic development of a country. The paper investigates the impact of banking sector reforms on the performance of individual foreign banks. Banking reforms have brought sea changes in the banking space. The major concern in Indian Financial Sector has been the profitability of commercial banking industry. The performance of a bank can be measured by a number of indicators. Profitability is the most important indicator which assumes a greater importance in the ever changing scenario of financial sector reforms. The viability of banks depends largely on the adequacy of profits and profitability. The study has analyzed the impact of banking sector reforms on the performance of 15 foreign banks in India in the pre-reform (1987-1995), post- reform period (1996-2010) and whole study period (1987-2010). The underlying objective was to empirically test, whether the selected variables had significant impact on the profitability of foreign banks or not. The impact of banking sector reforms was well reflected through the undertaken variables. The undertaken variables have shown significant impact on total income in the post-reform period.*

## AN EVALUATION OF PERFORMANCE OF THE WEST BENGAL STATE CO-OPERATIVE BANK LTD.

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FAKIR CHAND COLLEGE  
UNIVERSITY OF CALCUTTA  
DIAMOND HARBOUR**

### **ABSTRACT**

*Co-operative banks have come to constitute an important segment of the financial system, occupy a unique position and organized on co-operative principles. Present study evaluates the performance of the West Bengal State Co-operative bank Ltd. from the year 2001-02 to 2010-11. The West Bengal State Co-operative Bank Ltd. is performing its role of leading the co-operative movement of the state of West Bengal. The objectives of the paper are to explore and evaluate the growth prospect, operational profitability, stability and recovery performance of the WBSCB Ltd. In order to measure the growth prospect of the banks some important parameters like deposits, loans and advances, and business are analysed from the year 2001-02 to 2010-11. The study shows that all the variables exhibited positive and significant growth during the period of study. It is found that overall profitability of the bank during the study period is satisfactory as "Burden Coverage Ratio" in all the years is more than 1. Results obtained in the study shows that WBSCB Ltd. have satisfactory Z score that means probability of book-value insolvency has decreased during the study period, suggesting that banks are sufficiently stable during the period of study. The study finds that recovery performance of WBSCB Ltd. is satisfactory during the period of study. The management of WBSCB Ltd. should focus on diversification of business activities of the banks, modernization of the services rendered by the bank, proper methods of borrower appraisal and credit management.*

## **A STUDY OF CUSTOMERS' ATTITUDE AND BEHAVIOUR ON JEWELLERY PURCHASE IN SALEM DISTRICT**

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**SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)**  
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**SALEM SOWDESWARI COLLEGE**  
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### **ABSTRACT**

*Gold is a precious metal that has been valued by people since ancient times. People use gold for coins, jewellery, ornaments and many industrial purposes. Until recently, gold reserves formed the basic of world monetary systems. Gold is a chemical element with the symbol 'Au' which is short for the Latin word for gold 'Aurum', which means "shining dawn". Women's are passionate about jewellery as it represented a symbol of femininity and even social status. Designer's men's jewellery is also popular among men and boys. Jewellery is one of the many adornments that have evolved and changed overtime. In this research paper, we studied the customer's attitude and behaviour on jewellery purchase. The sample respondents have been selected from the various taluks of Salem District based on the number of jewellery shops and population. In this study, survey method is used to collect the primary data through a well designed questionnaire. Questionnaire method helps in fulfilling several purposes like measurement, descriptions and drawing inferences. The results are compared and analyzed by using descriptive analysis, average score analysis, chi-square analysis, Analysis of variance and multiple regression.*

## **CUSTOMERS PERCEPTION AND CHANGING WAVES IN INDIAN RETAILING: A CASE STUDY OF BELAGAVI, KARNATAKA STATE**

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**ASST. PROFESSOR & COORDINATOR**  
**PG DEPARTMENT OF COMMERCE**  
**DMS MANDAL'S BHAURAO KAKATKAR COLLEGE**  
**BELGAUM**

### **ABSTRACT**

*Nothing is permanent in the world, only change is permanent. In this current changing business scenario, retail industry has witnessed major revolution and global attention. The Indian retail industry is the largest and attractive in the world and accounts over 10% of the country's GDP and 8% of total employment. In the background of changing retail trends, understanding customers perceptions, building relationship and retaining customers has been identified as major source of competitive advantage. So the present paper attempts to bring three critical areas in retailing: Customers perceptions, CRM and Changing waves in retailing. A survey was conducted in Belgaum, Karnataka by serving questionnaires to 75 respondents. Five product and twelve store attributes were measured using Liker's five point scale and final score has been calculated using weighted ranking method. Research identified the major opportunities and challenges in retailing and indicates that product, quality, variety, customer relationship and service were given highest preference.*

**ROLE OF CELEBRITY ENDORSEMENT ON PURCHASE BEHAVIOUR****PRIYANKA SHAH****ASST. PROFESSOR****SHRI CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT & RESEARCH  
AHMEDABAD****ANU GUPTA****ASST. PROFESSOR****SHRI CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT & RESEARCH  
AHMEDABAD****ABSTRACT**

*Celebrity endorsement has long been a debatable topic. Over a period of time it has become a calculated formula of using a celebrity for product endorsement for sales increase and making a product huge success in market. With the cut throat competition edging up the question which is posed is celebrity endorsement formula fixed formula for generating sales volume. The research paper is an attempt to study the effectiveness of celebrity endorsement in advertisement on consumer behavior with perspective to various sectors (Automobile/Textile/FMCG/Retail). Statistical tools like ANOVA, Chi Square, and Paired Sample T test have been used for deriving conclusion. The paper concludes that celebrity endorsement is an effective tool for advertisement but the result will vary with the sectors therefore proper feasibility study should be conducted before paying off the handsome amount to celebrity for endorsing a product.*

# STUDY OF THE PRODUCTS OF LAKME COMPANY LTD. WITH REFERENCE TO PUNE CITY

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**PUNE**

## **ABSTRACT**

*Lakme is an Indian brand of cosmetics, owned by Unilever. It started as 100% subsidiary of Tata Oil Mills ( TOMCO) which was a part of Tata group, named after French opera meaning goddess of wealth. Indian cosmetic Lakme was started in 1952. The then Prime Minister Jawaharlal Nehru personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director and later on become the chairman. In 1996 Tata's sold off their stakes to HUL for Rs.200 crores(45 million US \$). Lakme still occupies a special place in the hearts of Indian women. The present research paper highlights on the satisfaction level of the customers to Lakme, it also tries to find out who are its competitors and what are the various products of Lakme used by the customers.*



## **ROLE OF WORKING CAPITAL FINANCING IN SMOOTH RUNNING OF A BUSINESS: AN EVALUATIVE STUDY**

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BAGATI**

### **ABSTRACT**

*Working capital is the money needed to fund the normal, day to day operations of the business. Working capital is how much in liquid assets that a company has on hand. Working capital is needed to pay for planned and unexpected expenses, meet the short-term obligations of the business, and to build the business. Working capital is the life blood and nerve centre of a business. Just as circulation of blood is essential in the human body for maintaining life, working capital is very essential to maintain the smooth running of a business. No business can run successfully with out a sufficient amount of working capital Working capital shows strength of business in short period of time. If a company have some amount in the form of working capital, it means Company have liquid assets, with this money company can face every crises position in market. If Company has sufficient working capital, Company can easily pay off the creditors and create his reputation in market. But if a company has zero working capital and then company can not pay creditors in emergency time and either company becomes bankrupt or takes loan at higher rate of interest. New businesses and small firms often find themselves in working capital crunches. Without adequate working capital, they cannot build inventory or purchase raw materials. Every business needs some amount of working capital for smooth running of the business. The need of working capital arises due to the time gap between production and realization of cash from sales. Again, both excess as well as short working capital positions are very bad for every business. The analysis of working capital can be conducted through a number of devices, such as ratio analysis, funds flow analysis, and budgeting.*

# **FINANCIAL INCLUSION – AN EMPIRICAL STUDY ON RURAL HOUSEHOLD'S AWARENESS: A STUDY WITH SPECIAL REFERENCE TO SELECTED VILLAGES IN MADURAI DISTRICT**

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## **ABSTRACT**

*Financial inclusion delivers financial services at an affordable cost to the vast sections of disadvantaged and low income groups. The commercial bank, RRBs and District Central Co-operative banks fulfills the purpose of total financial inclusion. This article mainly focuses on rural household's awareness towards financial inclusion in Madurai district.*

## **PORTFOLIO EVALUATION OF MUTUAL FUNDS IN INDIA - AN EMPIRICAL STUDY OF EQUITY GROWTH SCHEMES OF SELECT FUNDS**

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**DR. K. RAJENDER**  
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### **ABSTRACT**

*This paper attempts to study the portfolio evaluation of selected equity growth schemes using volatility measures such as Standard Deviation, Beta and R squared and the risk adjusted evaluation methods such as Sharpe, Treynor, Jensen's Alpha and Sortino measures. Researchers only emphasized on secondary data sources and selected 12 Mutual Fund schemes of 6 mutual fund institutions and the period of study is kept limited for 5 years i.e. from 2007-08 to 2011-2012. To test the significance; Independent t-test and one way ANOVA is used.*

**IMPULSE BUYING OF APPARELS**

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JAMMU**

**ABSTRACT**

*Due to rapid change in technology and growth in leisure time, buying and consuming activities to satisfy the physical needs of oneself and family have shifted towards leisure activities. There is an attitudinal shift among the Indian consumer in terms of choice and value for money. Shopping in India is therefore, witnessing a revolution with the change in the consumer buying behavior. The present study tries to examine the role of in-store stimuli viz. attractive display, attractive packaging and sales promotion on impulse buying. The data was collected from the people who had made a recent purchase of apparels and was analysed using SPSS 19. Various statistical techniques like regression analysis, multiple regression, t-test, ANOVA were applied to obtain the results. The data analysis indicates that attractive display has a significant impact whereas sales promotion does not seem to have much impact on the impulse purchase of apparels. The findings further indicate that packaging is not a stimulus to impulse purchase of apparels. The analysis of demographic factors indicates that impulse buying is different in case of males and females. Age and income of the consumer also has a significant impact on the impulse purchase behavior. Though the contribution of this research is microscopic in the large reservoir of consumer behaviour studies, it provides a starting point for future studies with respect to in-store environment and impulse buying.*

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