



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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COUNTRY CHARACTERISTICS AND INFLATION: A PANEL ANALYSIS

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ABSTRACT

This paper uses panel regression analysis on annual data across countries for the period 1996 to 2008 to look at the potential effect of four country characteristics, economic development, corruption, government size, and military size, on inflation. The central hypothesis is that some country attributes are likely to make countries more inclined to inflate, while other country characteristics are apt to make countries less inclined to inflate. The findings indicate that statistically each of these four country traits affects a country's propensity for inflation. Although policy makers may have the power and the technical know how to control inflation, the extent to which they do depends on the pressures and incentives on policy makers within the country to do so. These in turn depends on a country's personality or a country's DNA. There are many traits or attributes of countries that may make them more or less prone to inflation. Four potential country characteristics that are likely to influence inflation are the extent of economic development, the amount of corruption, the size of government, and the size of the military. The purpose of this paper is to use cross country panel regression analysis to empirically access whether or not any of these country characteristics have inflationary implications. The paper is broken down into five sections. The first section reviews a few relevant economic articles on inflation. The second section provides a country attributes model of inflation, and, within the framework of the model, discusses the four country attributes considered in the paper. The third section identifies the variables that are used in the empirical analysis and their sources. The fourth section shows the results of cross country weighted panel regressions of inflation on country characteristics. The fifth section concludes.

ROLE OF FINANCIAL MANAGERS IN GLOBAL FINANCIAL CRISIS**DR. HAMID SAREMI****FACULTY MEMBER OF BUSINESS DEPARTMENT****(FORMER VICE- CHANCELLOR) OF AZAD ISLAMIC UNIVERSITY OF IRAN-TORBAT-JUM BRANCH****IRAN****ABSTRACT**

Now day's world perceived that situation of financial statements in enterprises are critical and companies where most of them escaped from primary effect of credit crisis observe that to make their required capital has been more difficult. If we add increasing prices and decreasing demand to this difficulty, we can find out that why the role of financial managers and need of changing of perception of shares' owners from their traditional role into a financial engineer thinker will rapidly day-by-day. The objective of this paper is to study the role of financial managers in recent global financial crisis and challenges & opportunities in front of financial managers of enterprises in different industries .In regard to existence circumstance of this crisis and changing role of financial managers will be discussed. The present article is based on research of descriptive kind and its information collecting tools is library method. The obtained results of the accomplished studies indicates that global recession comprises the opportunities such as: access to cheap financial sources - accessing possibility to more liquidity - stock price stabilization - stock better performance - the possibility of communicating development with other efficient global stock exchange - making pattern from foreign enterprises. The global crisis also involves the challenges alike: informing power development and information technology -transparency in produced information in to stock market -the necessity of observance of accepted accounting standards - the existence of more analyzers in market and generally it comprises increases quality level of decision making for financial managers in market. the results of this research is used for financial and economical politicians and decision makers in capital market, investment companies, users of security exchange market, insurance companies, top managers and also financial managers of various industries. Therefore in this paper has been tried to identify the fundamental challenges in front of financial managers and with study of performance of financial managers' various duties in financial crisis, the relation quality among these areas will be analyzed. Undoubtedly examine of potential of every of theses area can clarify the basic challenges in strength and weakness of financial managers' performance. Because the main challenge of financial managers in any organization can be qualitative empowerment and promotion of financial managers in financial area for continuous solving of unexpected events such as recessions.

PATIENT SATISFACTION IN TERTIARY PRIVATE HOSPITAL IN DHAKA: A CASE STUDY ON SQUARE HOSPITAL LTD.**SYED HABIB ANWAR PASHA****SR. LECTURER, FACULTY OF BUSINESS ADMINISTRATION****EASTERN UNIVERSITY****DHAKA - 1205, BANGLADESH****ABSTRACT**

There is always dispute that private health sector offers better service to the patients than public sector. People ready to disburse extra currency from their wallet in exchange of tenable treatment. The upper class of the country has been increasing due to open market economy, thus creating the needs of establishing tertiary hospital. The objective of this study is to find out factors which mostly contribute on patients' satisfaction in newly established tertiary hospital in Dhaka. Square Hospital Ltd was selected for the study to identify whether they satisfy patients' needs or not. An analysis covering 100 patients revealed that cost of treatment, physical evidence, doctor services, nurse services and feedback from patient lead to a higher level of patient satisfaction.

**CAPITAL STRUCTURE PATTENRS: A STUDY OF COMPANIES LISTED ON THE COLOMBO STOCK EXCHANGE
IN SRI LANKA****DR. BALASUNDARAM NIMALATHASAN****SR. LECTURER****DEPARTMENT OF ACCOUNTING****UNIVERSITY OF JAFFNA****JAFFNA, SRI LANKA****ABSTRACT**

A sound or appropriate capital structure of a firm is significant, because of the interrelationships among capital structure and various other financial decisions variables. Therefore, an ability to assess the firm's capital structure and to understand its relationship to risk, return and value is a necessary skill. So, the present study aimed to investigate the capital structure patterns of the selected companies listed with the Colombo Stock Exchange (CSE) in Sri Lanka and to test the extent of variations among industries as also among individual firms/companies within the same industry. The resulting inferences were that the capital structures among sampled industries investigated were significantly different except beverage, food and tobacco industry.



CORPORATE GOVERNANCE, COMPANY ATTRIBUTES AND VOLUNTARY DISCLOSURES: A STUDY OF NIGERIAN LISTED COMPANIES

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ABSTRACT

This study examines the association between corporate governance, company attributes and voluntary disclosures among Nigerian listed companies. In order to examine this association, two disclosure indexes were built using a sample of 50 listed companies in Nigeria. The first index contains twenty items which are mandatory according to a number of selected IFRSs but which are voluntary in Nigeria for the year 2008. The second index contains sixty voluntary accounting and non-accounting items. The study uses univariate, multivariate and cross-section models to explore the relationship between each disclosure index and corporate attributes. The corporate attributes are the independent variables comprising corporate governance and company characteristics. The results of the regression analysis reveal that only board size has a significant positive relationship with the extent of voluntary disclosures on the sample companies. The Board composition, leverage, company size, profitability, and auditor type have statistically positive and insignificant impact on disclosures. The effect of Board ownership is positive for IFRS disclosures but negative and insignificant for Non-IFRS disclosures while sector is negative for both disclosures but has a significant effect on Non-IFRS disclosures.

WORLD

CURRENCY FUTURES TRADING IN INDIA**DR. M. L. GUPTA****DEAN, FACULTY OF COMMERCE & BUSINESS ADMINISTRATION, CH. CHARAN SINGH UNIVERSITY, MEERUT
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CONVENER, BOARD OF STUDIES, CH. CHARAN SINGH UNIVERSITY, MEERUT****HEAD****RESEARCH & P.G. DEPARTMENT OF COMMERCE****S. S. V. (P.G.) COLLEGE****HAPUR - 245101****ABSTRACT**

Currency futures are new forex risk management instrument. It is one of the better tool to hedge the foreign risk for the companies who have an exposure to foreign exchange either because of export or import. As these days Indian export as well as import are booming with huge volume so it is risky for the companies to keep an huge open positions, which can result into huge losses so forex futures is a better hedging tool where one can book the profit even before the receivables has arrived. While the process for introduction of contracts in other currencies such as rupee-euro, or rupee-yen may soon be available, the government wants the product basket to be akin to the OTC markets. Indian financial sector regulators are set to launch currency options shortly. Introduction of options will be good development as it will lead to diversification. Futures with non-dollar currencies can minimize the risk also. The extension of working hours will also helpful in increasing the volume of currency futures trading. All residents Indians are allowed to participate in currency futures, but this is expected to change once the local market has reached a maturity level than NRIs and FIIs will also participate in currency futures in India. It is feasible to shift trading to other currencies to exchange platform as volumes have grown apparently. Greater trade and financial flows from Euro Zone and Japan can make standardized contracts possible.

IMPACT OF CASA DEPOSIT GROWTH ON THE PROFITABILITY OF NSE LISTED NATIONALIZED BANKS AND NEW GENERATION BANKS IN INDIA - A COMPARATIVE STUDY**R. AMUTHAN****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****TAMILNADU COLLEGE OF ENGINEERING****COIMBATORE****DR. A. RAMA CHANDRAN****DIRECTOR****SNR INSTITUTE OF MANAGEMENT SCIENCE****SNR SONS COLLEGE (AUTONOMOUS)****COIMBATORE****ABSTRACT**

CASA stands for current account and savings account deposits which are offered by the banks. It is fortunate that only the financial service company which is registered under banking Regulation Act 1939 is eligible to offer this type of deposits. It is otherwise called as Low cost deposits. Because this deposits are offering 3 to 3.5% interest to the depositors rather than recurring and fixed deposits. When these deposits are utilized for loans and advances, bank is charging minimum 8% interest. So the minimum interest spread for every bank will be 4.5% on all types of loans and advances schemes provided they are dependent on this type of deposits. This study is made to visualize how much is the growth of CASA deposits over the period of time and how it helps the banks increase their interest spread and thereby making their profit position comfortable. For this study, 10 years CASA deposit growth of 25 banks was taken for analysis. By the use of correlation technique, the degree of relationship between CASA growth and interest spread, CASA Deposit ratio growth and operating profit, CASA Deposit ratio growth and branch growth were found out.

EMERGING NEW MARKET PENAEUS VANNAMEI CULTURE IN INDIA**ASLAM CHINARONG****RESEARCH SCHOLAR, SATYABHAMA UNIVERSITY, CHENNAI****GENERAL MANAGER (FINANCE & CONTROL)****M/S. C P AQUACULTURE (INDIA) PVT. LTD.****104, G.N.T. ROAD, NALLUR & VIJAYA NALLUR VILLAGE, SHOLAVARAM POST, RED HILLS****CHENNAI – 600 067****DR B.YAMUNA KRISHNA****PRINCIPAL****SRI RAMACHANDRA COLLEGE OF MANAGEMENT****PORUR****CHENNAI****ABSTRACT**

Shrimp culture is the biggest contributor to the coastal aquaculture throughout the world. The potential brackish water area available in coastal regions of country for shrimp culture is about 1.2 million hectares is under culture. The export of cultured shrimps from our country is about 50% of the total shrimp exports. Hence there is a vast potential for further development of coastal shrimp aquaculture in our country. But the rapid increase in shrimp farming in the last decade has resulted in environmental and social concerns. However these concerns are now largely taken care of and the social acceptability of shrimp farming has been attained. To increase the production of shrimp farming aquaculture many issues and ideas are being discussed in recent times and some of them have resulted in fierce debates and sharp polarization of views.

PRICE DISCOVERY IN THE COMMODITY MARKETS: THE CASE OF FEEDER CATTLE AND LIVE CATTLE MARKETS

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ABSTRACT

This paper examines the relationship between the futures market and spot market for the feeder cattle and live cattle markets during the sample period January 2001 through May 2010 and quantifies the price discovery function of commodity futures prices in relation to spot prices of the sample markets. The cointegration tests and Vector Error Correction Models (VECM) employed in the study proved that both the selected futures markets share and provide certain long-run price information to cash markets and they have cointegrated. Both these markets were found to respond favourably to the price discovery mechanism and acted in a similar way.



CUSTOMER RELATIONSHIP MANAGEMENT IN RETAILING WITH SPECIAL REFERENCE TO FAST MOVING CONSUMER GOODS IN ERODE DISTRICT, TAMILNADU, INDIA**DR. T. VETRIVEL****PROFESSOR****DEPARTMENT OF MANAGEMENT SCIENCES (MBA)
VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY****ERODE - 638 012****ABSTRACT**

The most challenging aspect in a business, especially in a business that is highly dependent on the turnout of the volume of customers to a business organization, is attracting the customers and retaining them throughout. A Customer Relationship Management (CRM) system offers a solution to this challenge by scientifically analyzing the dimensions of this challenge and by enabling the business organizations, understand the complicated, multifaceted nature of its customers. Consequently, business organizations can evolve strategies based on the data of the above to attract the customers and retain them as well, by supplying them their wants and needs on analyzing the customers' business relationship with the business organization. CRM highlights the importance of using Information Technology in creating, maintaining and enhancing customer relationships. Thereby, the purpose of this study is to describe CRM and assess the possible ways of realization of CRM in a particular business segment namely retailing by using a CRM system. Particularly, the case of retail business organizations selling Fast Moving Consumer Goods(FMCG), with special reference to Erode district, Tamilnadu state, India are taken up for this study, from where both secondary and primary data are collected, from the retailers as well as customers, and have been used for analysis. The analysis is based on the empirical findings, as well as on the theoretical frame work for this study. The research in this study is considered descriptive. The Findings and Conclusion were drawn at the end of the research report. Necessary Suggestions were also given by the researcher in this study.

PRODUCT- THE FIRST 'P' (OF 7P'S) IN INDIAN LIFE INSURANCE SECTOR: AN EMPIRICAL STUDY**GANESH DASH****RESEARCH SCHOLAR****DEPARTMENT OF MANAGEMENT STUDIES****SCHOOL OF MANAGEMENT****PONDICHERRY UNIVERSITY****PUDUCHERRY – 605 014****DR. M. BASHEER AHMED KHAN****PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****SCHOOL OF MANAGEMENT****PONDICHERRY UNIVERSITY****PUDUCHERRY – 605 014****ABSTRACT**

With the onset of liberalization process, the life insurance sector in India was thrown upon to private players. Combined together, private companies numbering twenty three, are giving a close fight to the public sector behemoth L.I.C.I. in recent years. The market is evenly divided between them now. The players of this industry are developing new strategies to attract the customers. The concept of 7P's of services marketing mix comes in to the picture. Product- the first 'P' (which is the policy here) of this mix has become very important. The customer's perception of the numerous elements of the life insurance policy (product) and his/her subsequent decision is most important. The various elements of the policy and their impact on the customer's buying behaviour are the focal theme of this study. This study tries to investigate the differences in the perception of the customers (of the policy elements) with respect to their age, gender, education, choice of company, income and occupation.

INVESTORS' PERCEPTION TOWARDS THE INFLUENCE OF SPERTEL RISKS ON THE VALUE OF EQUITY SHARES: A STUDY CONDUCTED AT COIMBATORE CITY**E. BENNET****PH. D. RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE & FINANCIAL STUDIES****BHARATHIDASAN UNIVERSITY****TIRUCHIRAPPALLI – 620 024****DR. M. SELVAM****HEAD****DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES****BHARATHIDASAN UNIVERSITY****TIRUCHIRAPPALLI – 620 024****ABSTRACT**

The globalization of financial markets has been increasing the retail investors' community over the past two decades by providing a wide variety of market and investment options. However, it makes much more complex in their investment decisions process. The market conditions can be influenced by both fundamental factors of the company and external factors such as social, political, economic, regulatory, technological, environmental and legal (SPERTEL) that have an influence on the values of equity shares. The main objective of the study is to analyze the investors' perception in the influence of Social, Political, Economical, Regulatory, Technological, Environmental and Legal (SPERTEL) risks on the value of equity shares in the market. Based on the perception of the investors taken for this study in Tamil Nadu, SPERTEL risk has influence over the market price of the equity share. It is to be noted that except for the social factors between married and unmarried investors, political, regulatory and legal factors for age and occupation, all other factors seemed to be insignificant.

A STUDY OF CONSUMER ATTITUDE TOWARDS CHINESE PRODUCTS (TOYS) IN INDIA WITH SPECIAL REFERENCE TO JALGAON DISTRICT IN MAHARASHTRA

PROF. YOGESH D MAHAJAN

ASSOCIATE PROFESSOR

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ABSTRACT

Chinese products have entered in India in a big way. You will see them on roads. The hawkers, pull carts in addition to shops are selling them in India. Some have a fixed price tag like "Any item for Rs 30/-". Some sell different items for different prices. Some sell same items for different prices. Bargaining is also done. If you demand for low price, most probably you will get it. The products range from variety of toys like dolls, cars, motorcycles, railways, ludo games, balls, pens, etc. Why there are lot of Chinese products in India? What is the reason for their success in India? Do they manufacture quality products? This and many other questions come in the mind. The paper studies the attitudes of consumers towards these Chinese products (toys) in India. It will study why Indian consumer buy Chinese products in India.

A STUDY ON FACTORS THAT MOTIVATE IT AND NON-IT SECTOR EMPLOYEES: A COMPARISON**DR. S. SARASWATHI****EDITORIAL ADVISORY BOARD MEMBER, ASIAN JOURNAL OF MANAGEMENT RESEARCH****REVIEWER, GLOBAL RESEARCH AGENCY JOURNALS, MALAYSIA****REVIEWER, ASIAN ACADEMY OF MANAGEMENT JOURNAL, MALAYSIA****MEMBER, NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT, KOLKATA****MEMBER, ALL INDIA MANAGEMENT ASSOCIATION, NEW DELHI****MEMBER, HYDERABAD MANAGEMENT ASSOCIATION****MEMBER, INDIAN SCHOOL OF BUSINESS, LRC, HYDERABAD****CONFERENCE MASTER, INTERNATIONAL CONFERENCE, MALAYSIA****ASSOCIATE PROFESSOR****DEPARTMENT OF SCHOOL OF MANAGEMENT STUDIES (SMS),****CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY,****GANDIPET – 500 075****ABSTRACT**

The study was conducted to examine the ranked importance of motivational factors of employees in IT and non-IT sector. It is the descriptive survey addressed twelve motivating factors in the context of employee motivation theory. The sample consisted of 200 employees from IT and non-IT sectors. The purpose of this study was to identify how employees of both sectors rank the factors of Herzberg's Theory of motivation. The study produced different results between the IT and non-IT sector respondents. It was found that IT sector employees perceived the motivational factors: Growth, work and job responsibility as more important compared to non-IT employees, while, non-IT sector employee's perceived 'personal life' and 'work' as important and valuable motivational factors. On the other side they perceived the motivational factors: job responsibility and growth as less importance than other job factors. Rank correlation coefficient has been calculated and found that there is a negative correlation in the ranks assigned by the employees of two sectors. This study is also made comparison with the original study conducted by Herzberg and other related studies. As far as satisfiers are concerned, the study on IT sector and original study ranked motivators more important than hygiene factors, thus both the studies found positive relationship. With regard to non-IT sector study, some of the factors considered as "Hygiene factors" (personal life, status job, and job security) are considered by non-IT employees to be "motivators". The factors like achievement, recognition, growth, job responsibility are considered as least motivating factors in this study, which are motivators according to Herzberg study. Thus it is found that these two studies are in opposite directions in the rankings to motivational factors. Based upon the findings of the study, valuable suggestions have been given which makes the managers of both the sectors to take initiatives in both the motivators and hygiene factors to enhance the employees job satisfaction. It is concluded that the factors motivating employees depends upon the job, environment in which they work, employee need, managerial style, kind of organization and the culture prevailing in the organization and the country.

WORLDWIDE

A STUDY ON WCM AND PROFITABILITY AFFILIATION**DR. AMALENDU BHUNIA****READER IN COMMERCE****FAKIR CHAND COLLEGE UNDER UNIVERSITY OF CALCUTTA****DIAMOND HARBOUR****SOUTH 24-PARGANAS – 743 331****SRI GAUTAM ROY****RESEARCH SCHOLAR****INDIRA GANDHI NATIONAL OPEN UNIVERSITY****NEW DELHI – 110 068****ABSTRACT**

Working capital management is important part in firm financial management decision. An optimal working capital management is expected to contribute positively to the creation of firm value. To reach optimal working capital management firm manager should control the trade off between profitability and liquidity accurately. The purpose of this study is to investigate the relationship between working capital management based on working capital cycle and firm profitability. This study is used Public Enterprises data of 227 firms for the period of 2000-2008 that consist of six different financial sectors which are listed in India. The coefficient results of Pooled Ordinary Least Squares regression analysis provide a strong negative significant relationship between working capital cycle and firm profitability. This reveals that reducing working capital cycle period results to profitability increase. Thus, in purpose to create shareholder value, firm manager should concern on curtail of working capital cycle till carry out optimal level.

DO GENDER DIFFERENCES IMPACT PROFESSIONAL DEVELOPMENT?

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ABSTRACT

The Main aim of this study is to find out the influence of Gender on Professional career planning in students at PG level study. This study reveals the facts that gender influence the career planning of students for professional study. This research shows how family background and educational background of students influence the professional career planning. This research explores that how female students are more aware & sincere about their professional career planning than male students? How the Institution influences to students for professional career planning and choosing the career path by guidance of teachers/seniors?

**EMPLOYEES' PERCEPTION TOWARDS HUMAN RESOURCE PRACTICES IN AIRPORTS AUTHORITY OF INDIA
AT CHENNAI****DR. PRIYA MANI****ASST. PROFESSOR****REVA INSTITUTE OF TECHNOLOGY AND MANAGEMENT****KATTIGENAHALLI, YELAHANKA****BANGALORE-560 064****ABSTRACT**

Human Resources constitute the most important and indispensable factor in any economy. In public sector, HR practices have a long way to go in order to achieve a professional and competitive HR standard. HR practices in Airports Authority of India as an area of research have not received proper attention in Chennai. Therefore the author took interest to cover the research gap. This paper is based on an empirical study of Airports Authority of India, Chennai rated as one of the best and safest airport in the country. The purpose of the study is to assess the AAI employees' level of awareness, to know the perceived opinion and to measure the level of satisfaction towards Human Resource practices. The sample of the study is 380 where Executives are 82 and Non-Executives are 298. The 16 dimensions of HRM practices has been categorized in to four functions of HRM like Acquisition of Human Resources (Recruitment and Selection), Development of Human Resources (Training, Career Development, Performance Appraisal, Promotion and Transfer), Managing Human Resources (Communication, Leadership, Motivation, Discipline, Job Involvement, Human Relations) and Maintenance of Human Resources (Employees Welfare Measures, Retirement, Total Quality management, Trade Union, Employee Grievances and Workers Participation in Management). The research is focused on survey method and hypotheses are tested empirically and concluded with suggestions.

TECHNICAL ANALYSIS - A PARANORMAL PHENOMENON**HARISH GAUTAM****ASSISTANT PROFESSOR****P. G. DEPARTMENT OF COMMERCE & MANAGEMENT****DOABA COLLEGE****JALANDHAR****ABSTRACT**

Do not save, but invest is the rational counsel as investments may bring better returns. We all consume less than our income to save and want to be in a position to invest in physical (Land, Gold) and financial (Equity, Debt & Derivatives) assets available for investment. To invest in share market is an exciting roller coaster journey. It involves crucial decisions involving, which shares to be included in portfolio, when to buy and sell. Two most commonly used tools to diagnose and decide are fundamental analysis and technical analysis. Fundamental analysis involves analysing the characteristics of a company in order to estimate its value. Technical analysis takes a completely different approach; it doesn't care about the "value" of a company or a commodity. Technicians/Chartists are only interested in the price movements in the market. Various tools and theories of technical analysis are used to determine the price patterns. Most of them seem illogical but still they work and portfolio managers and professionals of security market use them to make money. This paper is an earnest effort to determine how such a paranormal phenomenon of technical analysis works.

SUPPLY AND UTILISATION PATTERN OF AGRICULTURAL CREDIT: A STUDY OF SELECTED CREDIT INSTITUTIONS OF HARYANA

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ABSTRACT

Productive utilization of borrowed money coupled with timely repayment of installments due largely determines the success of a lending institution. Repayment of loan in time is a primary factor as it helps the business running, benefits the farmers by reducing their debt burden and keeps them eligible for getting a fresh loan in future and further helps in planning the system, successfully. On the contrary unproductive utilization coupled with irregular repayment or non-repayment of loan within its stipulated time has certain depressing effects on the entire structure and organization of credit institutions as it dilutes the entire loaning structure. Use of credit for productive and unproductive purposes depends upon the nature of utilization of credit. In the present paper, an attempt has been taken to analysis of source wise borrowings of agricultural credit and their utilization pattern by the sample borrowers for different purposes.



ADVERTISING THROUGH SOCIAL MEDIA NETWORKS: LET'S CATCH UP WITH THE INTERNET AUDIENCE

DR. GAJENDRA SINGH CHAUHAN
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ABSTRACT

Advertisers are always looking out for new ways of advertising to push their products and services in the markets. Advertising is one such activity that thrives on newness of presentation techniques and uniqueness of saleable ideas. Advertising industry, in general, claims to be ever changing, innovative, creative and technology driven in its approach. The Internet has added a new dimension to the existing media of advertising by opening up the world of social media networks and its millions of users. There is so much buzz about social media in today's world. From Facebook to MySpace to Orkut, and our very own desi versions such as Ibibo, Yaari and Minglebox, suddenly all Internet users seem like one big family. The Internet world is vibrant and the ultimate transformation that is taking place is within business landscape, worldwide where companies are beginning to leverage informal social networks to engage people, mollify customers, strengthen their brands and even hire people. The paper mainly talks about the social media as strong advertising component, how does it work, what are the genres it offers, the marketing potential of social media, and some of the success stories from Indian markets. It further explores that the large number base of users would make social media an easy, favourable and cost-efficient choice of advertisers in the days to come. Although many companies are experimenting with the medium through Facebook, Orkut, You Tube and other applications, a lot needs to be done to achieve significant results.

WORLD

A LITERATURE SURVEY ON EMOTIONAL INTELLIGENCE SHOULD MATTER TO MANAGEMENT**YOGESHWER SINGH RANDHAWA****ASST. PROFESSOR****ST. SOLDIER INSTITUTE OF ENGINEERING, TECHNOLOGY & MANAGEMENT****JALANDHER – 144 004****DR. POOJA OHRI****HEAD****DEPARTMENT OF MANAGEMENT STUDIES****SWAMI SARVANAND INSTITUTE OF MANAGEMENT & TECHNOLOGY****DINANAGAR, GURDASPUR, PUNJAB****ABSTRACT**

Other things being equal, most organizations would like to hire people with above-average IQ because it seems logical to think such people would be above-average employees in terms of performance and leadership. But such is not the case according to this broad literature survey. In fact, assuming that IQ is adequate, an individual's level of emotional intelligence (EI) has more predictive integrity. EI involves knowing when and how to express emotions as well as the ability to control emotions. It involves self-awareness, self-management, social awareness, and the ability to manage relationships (Daniel Goleman, 1998). Evidence also suggests that it can be learned, and once learned, will be retained for considerable time. This paper on emotional intelligence will address some important questions including: What is emotional intelligence (EI)? How is it different from other established constructs in psychology? Is it possible to develop EI? Is EI a better predictor of work performance than traditional measures of intelligence?

IDENTIFICATION OF POTENTIAL COMMERCIAL LOCATIONS IN PATNA URBAN AREA**AJAY KUMAR**

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ABSTRACT

With the liberalization of Indian economic policies and the increase in expendable income of the urban population of India, there is tremendous growth in the organized retail sector since the turn of the century. The change in consumer buying behaviour, increase in purchasing power and exposure to organized retail formats has redefined the consumption pattern. As a result, retail projects have been mushrooming across even tier-II cities like Ahmedabad, Lucknow, Ludhiana, Nashik, Jaipur, Patna etc. Patna has been a wholesale trading centre long before independence. A large portion of wholesale trading activity is located in the old eastern part of Patna city. Like all Indian cities, retail trading is the means of livelihood to a large section of inhabitants of Patna Urban Area. In the recent years there has been a spurt in retail activities which is evident from mushrooming of large branded showrooms, large departmental store, hyper marts and shopping malls. The present research will determine the future commercial potential of locations in Patna Urban Area (PUA), based on the "Level of Urbanization" & "Image Perception of the citizens. It will benefit prospective retailers, business managers and market analysts, as well as urban planners who try to identify the potential commercial nodes within the Patna urban area.

VIEW

FOREIGN DIRECT INVESTMENT AND ITS IMPACT ON TECHNOLOGY DIFFUSION: SOME ISSUES AND CHALLENGES AHEAD**PABITRA KUMAR JENA****MEMBER, BOARD OF STUDIES & LECTURER****SCHOOL OF BUSINESS ECONOMICS****SHRI MATA VAISHNO DEVI UNIVERSITY****JAMMU - 182 320****RASHI TAGGAR****LECTURER****SCHOOL OF BUSINESS****SHRI MATA VAISHNO DEVI UNIVERSITY****JAMMU - 182 320****ABSTRACT**

This study aspires to understand the impact of Foreign Direct Investment (FDI) in general and its associated diffusion of technology in developing countries in particular. General findings during the literature review indicate that impact of FDI on technology diffusion is either positive or negative. So this study attempts to analyze the causes of negative and positive impacts of FDI on technology diffusion. As seen, the effects of FDI vary depending on the host country's characteristics and policies, and there is a role of government for economic policy in maximizing the potential benefits of FDI and minimizing negative impacts of FDI. It also deals with some related issues and challenges such as mechanisms of technology diffusion, measurement of technology diffusion and role of the State. It also tries to suggest some policy measures to improve the negative impacts of FDI. Finally the question of how to maximize potential benefit of FDI and minimize negative impact could also be dealt with.



AN EMPIRICAL INVESTIGATION INTO THE DETERMINANTS OF FINANCIAL PERFORMANCE OF INDIAN CORPORATE SECTOR: SIZE, GROWTH, LIQUIDITY, PROFITABILITY, DIVIDEND, LEVERAGE

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ABSTRACT

Analysis of financial performance of any business concern is of utmost important once to every user of the concern. In this respect the user generally consider the factors like size, growth, liquidity, profitability of the companies etc as a determinant of performance measurement. There has been debate going among the social scientist regarding the determinants of financial performance. The present study mainly devoted to examine the determinants of financial performance and also to investigate the existence of any relationship between the determinant factors. Therefore, 151 companies covering 13 industrial groups included in the study sample. With the help of statistical tool of "Correlation Matrix" the relationship between the size and growth; growth and liquidity; growth and profitability etc. are tested by considering each industrial sector. The empirical result found that the financial performance varies from industry to industry and company to company. In some cases size is positively related to growth, profitability etc. where as in other cases it might be reverses. It is argued that performance of industry is dependent on number of factors; both economic and non economic i.e market forces and also its nature of functioning. Moreover, it is not any particular factor which leads to improvements in financial performance of companies but it is the vision, foresightedness and effective utilization of a combination of factors. The dynamic changes take place very quickly and as such the adaptability to the situations and hitting the iron when it is hot is more important than just following a traditional fixed line of action.

EMPLOYEE LAY OFF IN MERGER AND ACQUISITION-A CASE STUDY OF AVIATION COMPANIES IN INDIA**RAHUL****P. HD. SCHOLAR****SCHOOL OF MANAGEMENT & LABOUR STUDIES****TATA INSTITUTE OF SOCIAL SCIENCES****MUMBAI - 400 088****ABSTRACT**

The paper is about impact of merger and acquisition on employee lay off, a case of aviation industry in India has been taken. Two aviation companies were visited to collect the data in Mumbai. Indepth interview was conducted to get the data along with other sources like newspaper, reports, journals, websites etc have also been used for data collection. It is about how there is cases of lay off in organization as a result of merger and acquisition and how it impacts the HR Integration process. This study gives a conclusion that merger and acquisition brings about duplicity of work and therefore there exists maximum possibility of lay off against those positions in organizations. The ongoing financial crisis during the year 2009 also impacted the lay off in aviation companies. The implication of study is about being careful while handling manpower matter in cases of M&A. The layoff is beset with possibility of fear and insecurity among employees. This may impede the HR Integration process. Psudonyms have been applied in this study and therefore the names of the organizations have not been produced.



REQUEST FOR FEEDBACK

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

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator