



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	INTERDEPENDENCE OF VALUE CHAIN LINKS: A TALE OF THREE CITIES <i>MUHAMMAD RIZWAN SALEEM SANDHU</i>	1
2.	PEOPLE IN MARKETING OF MANAGEMENT INSTITUTE: A STUDY OF INDIAN CONTEXT <i>DR. RAJESH.S.MODI</i>	2
3.	INTERNATIONAL SMALL - SCALE FOREST CARBON SEQUESTRATION PROGRAM AND ITS IMPACT ON THE LIVELIHOOD OF LOCAL PEOPLE: EVIDENCES FROM CENTRAL KENYA <i>DEREJE TEKLEMARIAM GEBREMESKEL</i>	3
4.	ANALYSIS OF MARKET AND COMPETITORS TO IDENTIFY TRENDS FOR STRATEGIC MARKETING <i>DR. R. K. SRIVASTAVA & S. T. SALUNKE</i>	4
5.	BIO DEGRADABLE SOLID WASTE MANAGEMENT IN BANGALORE CITY <i>M. P. KALIAPERUMAL</i>	5
6.	ATTITUDE TOWARDS THE ENVIRONMENT AND GREEN PRODUCTS: AN EMPIRICAL STUDY <i>DR. D S CHAUBEY, SIDHESWAR PATRA & DR. SAURABH JOSHI</i>	6
7.	CORPORATE GOVERNANCE AND BUSINESS ETHICS <i>M. SUBRAMANAYAM, DR. HIMACHALAM DASARAJU & KOTA SREENIVASA MURTHY</i>	7
8.	PERFORMANCE MANAGEMENT SYSTEM FOR EMPLOYEES OF IT SECTOR IN CHENNAI <i>J. JERLIN VIOLET & DR. S. N. GEETHA</i>	8
9.	A STUDY ON QUALITY OF WORK LIFE IN TAMILNADU NEWSPRINT AND PAPER LIMITED, KARUR <i>DR. V. MOHANASUNDARAM</i>	9
10.	JANTAR MANTAR ON 'UNESCO' WORLD HERITAGE LIST UNIQUE SELLING PROPOSITION <i>SUNIL KAKKAR, DR. T. N. MATHUR & DR. TAPASYA JULKA</i>	10
11.	XMOWL MODEL: SUPERVISED APPROACH TO TRANSFORM SYNTACTIC MODEL TO SEMANTIC MODEL <i>SHIKHA SINGH & DR. U. S. PANDEY</i>	11
12.	CRM PRACTICES OF TWO INDIAN E-BUSINESS FIRMS AND EVALUATION OF THEIR COMPETITIVE ADVANTAGE THROUGH RBV <i>DIBYENDU CHOUDHURY & DR. SASMITA MISHRA</i>	12
13.	ANALYSIS OF DEPOSITS, ADVANCES AND PROFITS OF HDFC BANK: SPECIAL FOCUS ON PRE AND POST MERGER ERA <i>DR. NARAYAN C. BASER & DR. MAMTA BRAHMBHATT</i>	13
14.	FINANCIAL STRENGTH - A STUDY OF REDINGTON INDIA LIMITED, TRICHY, TAMIL NADU <i>S. CHRISTINA SHEELA & DR. K. KARTHIKEYAN</i>	14
15.	A STUDY ON THE MANAGEMENT ACTION PROFILE OF THE TRIBALS IN THE NILGIRIS DISTRICT OF TAMIL NADU <i>K., MALAR MATHI, AMUL RAJ.K.T. & EBENEZER PAUL RAJAN</i>	15
16.	STRATEGICAL IMPACTS ON GLOBAL BRANDING <i>C. S. JAYANTHI PRASAD</i>	16
17.	A STUDY ON DEPLOYMENT OF EFFECTIVE MICRO FINANCE FOR WOMEN EMPOWERMENT <i>DR. P. ANBUOLI</i>	17
18.	A STUDY OF HRD PRACTICES IN AUTO COMPONENT COMPANIES IN HARYANA <i>SACHIN MAHESHWARI & S P AGARWAL</i>	18
19.	GREEN HEALTH MANAGEMENT FOR EMPLOYEES IN I.T. AND BPO SECTORS, USING SHARON SCHEMA WITH CHRISTINA THEORY <i>N. AKBAR JAN & T. SHANTHA KUMAR</i>	19
20.	WHETHER BSE SENSEX (BSE30) AND BSE NATIONAL INDEX (BSE 100) ARE COINTEGRATED? <i>R. KUMARA KANNAN</i>	20
21.	A STUDY ON ROLE OF SHG'S IN DEVELOPMENT OF WOMEN ENTREPRENEUR <i>DR. SAVITA TRIVEDI</i>	21
22.	PERCEPTION TOWARDS ADVERTISEMENTS AND ITS IMPACT ON SOCIETY - AN EMPIRICAL ANALYSIS <i>R. MAHARA JOTHI PRIYA, DR. R. DHANALAKSHMI & DR. K. PONGIANNAN</i>	22
23.	PERCEPTION OF CUSTOMERS TOWARDS SERVICES OF BRANCHES OF NATIONALISED COMMERCIAL BANKS OF SEMI URBAN AREAS WITH SPECIAL REFERENCE TO E-TECHNOLOGY <i>BIDYUT JYOTI BHATTACHARJEE</i>	23
24.	SHORT SEA SHIPPING - POTENTIALS, BENEFITS AND CHALLENGES IN INDIA <i>M. SARAVANAN</i>	24
25.	DETERMINANTS OF CAPITAL STRUCTURE DECISION IN INDIAN MANUFACTURING INDUSTRIES - AN EMPIRICAL ANALYSIS <i>DR. V. MOHANRAJ</i>	25
	REQUEST FOR FEEDBACK	26

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

PATRON

SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

MOHITA

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

ADVISORS

PROF. M. S. SENAM RAJU

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

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

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

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

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PROF. NAWAB ALI KHAN

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

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, Government H. S., Mohali

MOHITA

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

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; Business 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; 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 addresses, infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby 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 under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. 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 the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by 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.
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 be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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. It must be single spaced, and at the end of the manuscript. 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 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.

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.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

INTERDEPENDENCE OF VALUE CHAIN LINKS: A TALE OF THREE CITIES

MUHAMMAD RIZWAN SALEEM SANDHU
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT SCIENCES
VIRTUAL UNIVERSITY OF PAKISTAN
LAHORE

ABSTRACT

Most of the products in the world are produced and delivered by value chains which are the sum name of value adding activities performed in a sequence by different firms working in different countries. And in most of the cases value chain actors belong to both developed and developing world and adding different amount of value to value chain for producing and distributing products. Some value chains are driven by buyers and other work under the leadership of producers. Those who hold the intangibles gain more than those who hold tangibles in a value chain because intangibles .e.g. brands, designs etc provide more sustainable competitive advantage and are more difficult to imitate than tangibles .e.g. machines, buildings etc. The role of developing country firms is maximum original equipment manufacturer and minimum job processors but the role of original brand and design manufacturer is mostly performed by developed country firms. Members working in developing countries are mostly SMEs and exist in clusters. Most of SME clusters in developing countries are linked with global value chain and in some cases with global value chains. These SME clusters are spontaneous and have emerged without any policy support but for upgrading they do need policy support at all levels. This study explores the value chain links of surgical forging industry of Daska, Sialkot and finds out that value chain links are interdependent. This finding has implications for designing the integrated quality assurance system for the industry.

PEOPLE IN MARKETING OF MANAGEMENT INSTITUTE: A STUDY OF INDIAN CONTEXT

DR. RAJESH.S.MODI
ASST. PROFESSOR
YANBU INDUSTRIAL COLLEGE
KINGDOM OF SAUDI ARABIA

ABSTRACT

The present paper discussed the innovative and essential issues of people in marketing of education institute in general and management institutes (B-Schools) in particular. The quality of students, staff and faculty members is collectively known as "people". The quality of faculty, staff and students plays a significant role in developing the premier image of management institutes. Appointing the faculty and grooming the faculty members attracts the students who are in search of knowledge. The talent management has two sides namely faculty as well as students. Talented students demands high quality standard of faculty members and also helps in attracting the corporate houses for final placement. The finding is based on large, representative samples of 150 B-Schools as a primary source and with the real life examples of different aspects of people (faculty, staff and students) of Indian B-Schools from various secondary sources. The finding reveals that majority of 'C' and 'B' grade institutions are still struggling to attract right faculty members as well as students. There exists a vast in terms of research exposure, corporate experience and consultancy between the faculty members of "A" grade institutes and "B", "C" grade institutes. This research study include mainly two types of management institute i.e. private and grant-in-aid (government) and focus on the ranking like A, B and C. The study does not include the various other categories of B-Schools like autonomous institute which are not approved by the AICTE, distance education, and various sub categories like A+, A, A-, ,B+,B,B-,C+,C,- etc.

INTERNATIONAL SMALL - SCALE FOREST CARBON SEQUESTRATION PROGRAM AND ITS IMPACT ON THE LIVELIHOOD OF LOCAL PEOPLE: EVIDENCES FROM CENTRAL KENYA

**DEREJE TEKLEMARIAM GEBREMESKEL
LECTURER AND RESEARCHER
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
ETHIOPIA**

ABSTRACT

The objective of the study was to investigate the impacts of the International Small Group and Tree Planting Program (TIST) upon the livelihood of the local people. The findings of the study revealed that the small-scale forest carbon sequestration program has brought considerable livelihood supports (in terms of owning better number of trees, improved food security, housing, financial incentives, i.e. 'carbon payments', improved awareness on environmental protection and agroforestry knowledge, and potentially expected further carbon payments). The major challenges, however, are blurred greenhouse gas (GhG) contract, asymmetry of interest between the program owners and the local people with regard to selecting tree species to be planted, high opportunity cost of land, and community's lack of confidence over program's sustainability. So, it is safe to conclude that the long-term sustainability of the small-scale carbon sequestration program is under question. When small-scale forest carbon sequestration projects are considered as options of storing carbon, their impact over the livelihood of local communities need to be considered especially the opportunity cost of using land to plant trees (than using it to produce crops) should be determined. Therefore, the Government of Kenya can play a role between local communities and the carbon projects so that both forests and local people thrive. To this end, there is a need for appropriate institutional and administrative framework to enhance program sustainability and increase the contractual capacity of powerless local community groups.

ANALYSIS OF MARKET AND COMPETITORS TO IDENTIFY TRENDS FOR STRATEGIC MARKETING

DR. R. K. SRIVASTAVA
DIRECTOR GENERAL
STERLING INSTITUTE OF MANAGEMENT, MUMBAI
PROFESSOR EMERITUS & PHD GUIDE
MUMBAI UNIVERSITY
MUMBAI

S. T. SALUNKE
GENERAL MANAGER & RESEARCH SCHOLAR (PH. D.)
ENGINEERING & BUS DEVELOPMENT
A-506, PHOENIX, HIRANANDANI ESTATE
GHOD BUNDER ROAD, THANE [W] – 400 607

ABSTRACT

Remarkable changes are occurring in today's strategic marketing to reduce uncertainty in business and tackle competition. Therefore, effective marketing is becoming more and more critical to remain in competition. The systematic process for analysis of market, competitors and important trends will help to ensure that the right decisions are taken at the right time by various industries. The research combines data collection and careful analysis of major and minor information that has helped in understanding the fundamentals of marketing, identifying special characteristics of customers/consumers, interplay of marketing mixed variables and enhancing the marketing plan to formulate the Strategic Marketing Plan. The research on "Strategic Marketing" summarizes sequential theories that can help the organization to grow new businesses with anticipated success.

BIO DEGRADABLE SOLID WASTE MANAGEMENT IN BANGALORE CITY

M. P. KALIAPERUMAL
DIRECTOR (CORPORATE RELATIONS)
VELAMMAL ENGINEERING COLLEGE
CHENNAI – 600 066

ABSTRACT

Rapid growth of population and industrialization degrades urban environment and places serious stress on natural resources, which undermines equitable and sustainable development. Inefficient management, utilization and disposal of solid waste are an obvious cause for degradation of environment in India. The foregoing analysis indicates that about 62.50 per cent of households belong to the age group of 45-55 years and about 28.50 per cent of the households are working in MNCs and belong to the monthly income group of Rs. 20001-30000. The results show that about 54.00 per cent of households dispose waste twice a week and about 60.50 per cent of households use plastic bucket with lid for disposing waste. It is apparent that about 86.00 per cent of households sort waste before disposing an about 45.00 per cent of households dispose domestic waste through transport to remote places. The impact on aesthetic of the environment, water pollution, bad odour are very high, while, flooding, water stagnation, human health, availability of trained personal and social effects are high and they are neutral with drainage and vested interest as perceived by households. The law does, however, provide for mechanisms to help local governments meet this waste diversion target, one of which is the mandatory waste segregation at source more efficiently. This provision is intended to directly support and promote waste management practices that reduce the volume of wastes brought to final disposal sites. Some of these practices include waste minimization, reusing, recycling and composting.

ATTITUDE TOWARDS THE ENVIRONMENT AND GREEN PRODUCTS: AN EMPIRICAL STUDY

DR. D S CHAUBEY
DIRECTOR

UTTRANCHAL INSTITUTE OF BUSINESS STUDIES
ARCADIA GRANT, P.O. CHANDANWARI, PREM NAGAR, DEHRADUN – 248 007

SIDHESWAR PATRA
ASST. PROFESSOR
TRINITY COLLEGE

DHOOLKOT, CHAKRATA ROAD, DEHRADUN

DR. SAURABH JOSHI
ASSOCIATE PROFESSOR

UTTRANCHAL INSTITUTE OF MANAGEMENT
ARCADIA GRANT, P.O. CHANDANWARI, PREM NAGAR, DEHRADUN – 248 007

ABSTRACT

In today's business world environmental issues play vital role in marketing decisions. The environmental degradation and its impact on human life have emerged as one of the burning issues drawing attention of academicians, industrialists and research scholars all across the world. The current rapid growth in the economies and the change in consumers' behavior and consumption patterns worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakened the developing countries to the green movement. All most all the governments around the world are concerned about green marketing activities that they have attempted to influence customers about environmental issues and motivating customers for greater participation in building awareness and increase green product uses. This paper is an attempt to explore the consumer attitude towards the environment and green products and to investigate the relationship between attitude towards the environment and green products. Results from the independent sample shows that there are significant differences between genders in their environmental attitudes and attitudes on green products. Analysis results reveal that, consumers' understanding on the government's role in this regard and their personal norm towards the environment, contribute significantly to their attitude on green product. Further, investigation reveals that personal norms are the most important contributor to the attitude towards green product. Study reveals that almost nine out of ten (88.6%) of the respondents consider individuals to be responsible must take appropriate initiatives to protect the environment. Some important issues related to protection of our environment by decelerating the consumption of non green productions and simultaneously by encouraging the various alternatives like environment friendly products, Bio-Degradable Products, Recycling Products, Energy Efficient Products and Promoting Recycled Products has been emerged from the study. Study also indicates that there is a positive inclination towards using green products and green products among the respondents.

WORLD

CORPORATE GOVERNANCE AND BUSINESS ETHICS

M. SUBRAMANAYAM
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVERSITY
TIRUPATI - 517 502

DR. HIMACHALAM DASARAJU
PROFESSOR & CHAIRMEN BOS (PG)
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVERSITY
TIRUPATI - 517 502

KOTA SREENIVASA MURTHY
SR. LECTURE IN COMMERCE
SESHACHALA DEGREE AND PG COLLEGE
PUTTUR- 517 583

ABSTRACT

The present paper provides a brief account of Indian corporate governance, corporate governance Codes, guidelines, Business Ethics, benefits of Business Ethics and various Scams which are detrimental for corporate health. This article analyses the codes of corporate governance in India to determine how the relationship between corporate governance and business ethics is being perceived. It also explores the relation between them by looking at various aspects of corporate governance that might have an impact on how business ethics is being perceived and practiced. This discussion touches on stakeholder identification and engagement, the role of business ethics within these corporate governance models, as well as the way in which the ethical performance of corporations are governed in terms of these models. Finally new corporate governance developments that potentially might have an impact on the prominence and practice of business ethics are reviewed.

PERFORMANCE MANAGEMENT SYSTEM FOR EMPLOYEES OF IT SECTOR IN CHENNAI

J. JERLIN VIOLET
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT
RMD ENGINEERING COLLEGE
CHENNAI

DR. S. N. GEETHA
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
ANNA UNIVERSITY OF TECHNOLOGY
CHENNAI

ABSTRACT

Performance Measurement Systems (PMS) plays a key role for business organizations. PMS aims to implement a strategy for the organization. Many managers have shown that conventional financially based performance measurement systems have failed to measure and integrate all the factors critical to success of a business. Although performance measurement systems can play a key role in communicating, evaluating, and rewarding the achievement of strategic objectives, many managers feel that their existing measurement systems do not adequately fulfill these functions. The data and information have been collected from 300 employees from IT sector in Chennai by adopting multi-stage random sampling technique through pre-tested, structured interview schedule through direct interview method and pertain to the year 2009-2010. The foregoing analysis indicates that majority of the employees are males and half of them belong to the functional area of production. It is clear that more than half of the employees belong to the age group of 26-30 years and more than one third of employees belong to the income group of Rs. 35001-40000. Nearly one third of employees are M.Tech graduates and more than two-third of employees have the total experience of less than three years. The discriminant analysis shows that unit's business strategy is well understood by employees, performance measurement system has measures that are linked through driver-outcome relationships, business unit understands the potential driver-outcome relationships among individual measures and deviations from expected or planned results causes the business unit's management to question the unit's business strategy discriminate best among four functional areas. To understand value drivers, managers must have in place performance measurement systems designed to capture information on all aspects of the business, not just the financial results. When managers are faced with multiple tasks, their behavior will differ depending on whether the performance measurement system adopts a financial measure or includes mixed measures. Applying the implementation process, the dynamic changes and uncertainty environment are emerged. Some conflicts and complexity environment emerging force the stakeholders to produce some changing decision making or other alternatives ways to ensure the "right" decision.

A STUDY ON QUALITY OF WORK LIFE IN TAMILNADU NEWSPRINT AND PAPER LIMITED, KARUR

DR. V. MOHANASUNDARAM
PROFESSOR & HEAD

VIVEKANANDHA INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN
TIRUCHENGODE – 637 205

ABSTRACT

The purpose of my paper is to gain an insight into current working life policies and practices of employees in TNPL at Karur. The Several factors that influence qualities of work life are safe and healthy working conditions, adequate and fair compensation, opportunities to use and develop human capacities, opportunities for career growth, social relevance of work, social integration in the work force, work and quality of life, constitutionalism in the work place organization and welfare measures QWL provides the balanced relationship among work, non- work and family aspects of life of the human beings. In other words, family life and social life should not be strained by working hours including overtime work, work during inconvenient hours, business travel, transfers, vacations, etc. This paper is based on the information given by the employees in the organization. The data is collected through questionnaire filled by the employees in the organization. This paper will help the organization to measures the quality level maintained in their organization within the departments& surveys as a platform to set standards for the quality of work life prevailing in the organization.

JANTAR MANTAR ON 'UNESCO' WORLD HERITAGE LIST UNIQUE SELLING PROPOSITION

SUNIL KAKKAR
RESEARCH SCHOLAR
JAIPUR NATIONAL UNIVERSITY
JAIPUR

DR. T. N. MATHUR
PROFESSOR & RESEARCH ADVISOR
ADMINISTRATIVE SECRETARY TO VICE CHANCELLOR
UNIVERSITY OF RAJASTHAN
JAIPUR – 302 004

DR. TAPASYA JULKA
PROFESSOR & CO-ORDINATOR
SCHOOL OF BUSINESS
JAIPUR NATIONAL UNIVERSITY
JAGATPURA, JAIPUR

ABSTRACT

Tourism is one of the fastest growing business in the world. India also has the potential to become the topmost destination in the world with wonders and heritage tourism. The study focus on heritage tourism pointing on Jantar-Mantar, Jaipur, Rajasthan, India which is now on UNESCO World Heritage List playing as Unique Selling Proposition where no other promotions existing in First World Countries and the frequency of promotion in India is also very low. Study also reveals the fact that factors like accommodation, tourist operators, guide, cooperation from public, knowledge of foreign language, information centres, e-facility, security issues, accessibility and cleanliness helps targeting foreign visitors.

XMOWL MODEL: SUPERVISED APPROACH TO TRANSFORM SYNTACTIC MODEL TO SEMANTIC MODEL

SHIKHA SINGH
RESEARCH SCHOLAR
SINGHANIA UNIVERSITY
PACHERI BERI, JHUNJHUNU

DR. U. S. PANDEY
ASSOCIATE PROFESSOR
SCHOOL OF OPEN LEARNING
UNIVERSITY OF DELHI
DELHI

ABSTRACT

Ontologies are used in the assimilation of information resources by describing machine readable terms and definitions in semantic manner of the information sources. But, creating an ontology is a difficult and time-consuming process, especially in the early stage of extracting key concepts and relations. This paper proposes a method for domain ontology building by extracting ontological knowledge from UML models of existing systems. We compare the OUP based XML model elements with the OWL ones and derive transformation rules between the corresponding model elements. Based on these rules, we define an XSLT document which implements the transformation processes. XSLT document will be based on DOM and XPath.. We expect that the proposed method reduce the cost and time for building domain ontologies with the reuse of existing UML models.

CRM PRACTICES OF TWO INDIAN E-BUSINESS FIRMS AND EVALUATION OF THEIR COMPETITIVE ADVANTAGE THROUGH RBV

DIBYENDU CHOUDHURY
ASSOCIATE PROFESSOR – MARKETING & CHAIR FOR INTERNATIONAL RELATIONS & CONSULTING
REGIONAL COLLEGE OF MANAGEMENT (AUTONOMOUS)
BHUBANESWAR – 754 012

DR. SASMITA MISHRA
ASST. PROFESSOR
KIIT SCHOOL OF MANAGEMENT
KIIT UNIVERSITY
BHUBANESWAR

ABSTRACT

Customer relationship management (CRM) as a philosophy as well as a technology has gained utmost importance in the business arena. Researchers have suggested different perspectives of CRM that help firms gain competitive advantages. In the same line this research, based on case analysis of two Indian fast growing e-business companies, tries to test few hypotheses derived from Resource Based View (RBV) of CRM. The main objectives are to evaluate the relationships of internet resource – e-business capabilities and e-business values in these two Indian firms. In depth analysis of the case companies reveals there is positive relationship between internet resources and e-business capabilities and these e-business capabilities further have facilitated e-business value. On the basis of the findings certain practical implications and future research have been suggested.

ANALYSIS OF DEPOSITS, ADVANCES AND PROFITS OF HDFC BANK: SPECIAL FOCUS ON PRE AND POST MERGER ERA**DR. NARAYAN C. BASER****ASSOCIATE PROFESSOR****SHRI JAIRAMBHAI PATEL INSTITUTE OF BUSINESS MANAGEMENT
FORMERLY KNOWN AS NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT
GANDHINAGAR – 382 007****DR. MAMTA BRAHMBHATT****ASSOCIATE PROFESSOR****SHRI JAIRAMBHAI PATEL INSTITUTE OF BUSINESS MANAGEMENT
FORMERLY KNOWN AS NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT
GANDHINAGAR – 382 007****ABSTRACT**

The world economy has experienced a revolutionary change in the environment of banking sector. The changes in regulation, technological advancement, competitive trends and disintermediation have all led to large scale banking sector consolidation all over the world. One of the main motives behind the mergers and acquisitions in the banking industry is to achieve economies of scale. Scale economies arise when banks increase their scale of operations and size by merging with other banks. The financial sector in India is highly fragmented and is characterized by a large number of small banks and financial institutions. The trends in M&As in this sector would, therefore, be of special interest to economists, researchers and policy makers. It has been observed that there has been a rising number of M&As in this sector, especially after the recommendations of Narasimham Committee II on Consolidations in the banking sector. This paper is an attempt to empirically investigate the impact of merger on the financial performance parameter of bank with the help of a case study of merger of Centurion Bank of Punjab with HDFC Bank. This paper analyze the pre and post merger financial performance of the HDFC Bank in terms of changes in various financial parameters like EPS, DPS, Deposits, Advances and Profit After Tax.

FINANCIAL STRENGTH - A STUDY OF REDINGTON INDIA LIMITED, TRICHY, TAMIL NADU

S. CHRISTINA SHEELA
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
INDRA GANESAN COLLEGE OF ENGINEERING,
TRICHY - 620 012

DR. K. KARTHIKEYAN
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
SARATHAN COLLEGE OF ENGINEERING
TRICHY - 620 012

ABSTRACT

The researcher carried out the study with the objective of finding out the financial strength of REDINGTON INDIA LIMITED for the financial year 2006-2010. The researcher is interested in finding out the major factors that determine the financial performance of the organization. The researcher carried out the study with Analytical type of research design in the study with the help of secondary data collection method. For this purpose the researcher took past 5years balance sheet into consideration. The data is checked out for the validity and reliability before conducting the study. The researcher used the following financial tool namely ratio analysis, Cash Flow Analysis and also statistical tools such as correlation. "Z" Score Model is used out to find the financial Strength of the company. The study reveals that the financial strength is satisfactory. Ratios help to summarize large quantities of financial data to make quantitative judgment about the financial performance of the firm's. Altman Z-Score analysis value is 4.96 from the year 2005-06 to 2009-10. Comparing the Altman guidelines for the healthy zone analysis the company is running in too healthy zone. It means its financial health is viable and its position of financial strength is not to fall. This paper introduced a new approach for performance evaluation – "Z" Score Model. The major contribution of this paper is the use of ratio used in financial analysis to tackle the problems of sample size and distribution uncertainty.

A STUDY ON THE MANAGEMENT ACTION PROFILE OF THE TRIBALS IN THE NILGIRIS DISTRICT OF TAMIL NADU

K., MALAR MATHI
ASSOCIATE PROFESSOR
BHARATHIAR SCHOOL OF MANAGEMENT AND ENTREPRENEUR DEVELOPMENT
BHARATHIAR UNIVERSITY
COIMBATORE- 641 046

AMUL RAJ.K.T.
PROJECT FELLOW UGC SPONSORED MAJOR RESEARCH PROJECT
BHARATHIAR UNIVERSITY
COIMBATORE

EBENEZER PAUL RAJAN
ASST. PROFESSOR
KARPAGAM COLLEGE OF ENGINEERING
COIMBATORE

ABSTRACT

The life and culture of the various tribes in India always kindled interest and amusement. Prized with the vast, rich forests and hills, the country has many aboriginal tribes inhabiting them, preserving their distinct identities. This study is conducted in the Nilgiris district of Tamil Nadu and covers five tribes living in the district. Two hundred respondents from each tribe namely Kotas, Todas, Kurumbas, Paniyas and Irulas were chosen for the study. Altogether four dimensions were studied that is activator, director, co-operator, and evaluator. The results indicate that they have more drive as activator and evaluator.

STRATEGICAL IMPACTS ON GLOBAL BRANDING

C. S. JAYANTHI PRASAD
ASSOCIATE PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
JAYA PRAKASH NARAYAN COLLEGE OF ENGINEERING
MAHABUBNAGAR, ANDHRA PRADESH

ABSTRACT

Coca-Cola, Microsoft, IBM, GE, Nokia, Toyota, Intel, McDonald's, Disney and Mercedes- all these brands have something in common. They are internationally acclaimed top 10 global brands (2007) in that order, as per the report by Interbrand. Today globalization is transforming the world in a way which was never imagined a century ago. Some companies have operations in more than 100 countries, sell products in twice as many and boast global revenues larger than the GDPs of many countries! Ideally, the global branding strategy consists of one product formulation, one package design, one advertising program, one pricing schedule, one distribution plan, and so on that would turn out to be the most effective and efficient possible option for each and every country in which the brand is sold. Global branding is, thus, a complex subject because of the many cultural, political and economic challenges involved with it. This paper tries to explore what are the key drivers for global branding. Second, why have the companies started going for global branding strategy. Third, what makes the 'successful' global brands 'successful'? Fourth, what are the challenges faced by global brand marketers. Subsequently, how can a global brand marketer communicate and deliver value to the emerging global consumer. It concludes with the discussion about the future of global branding and its implications for global brand marketers.

A STUDY ON DEPLOYMENT OF EFFECTIVE MICRO FINANCE FOR WOMEN EMPOWERMENT

DR. P. ANBUOLI
FACULTY
DEPARTMENT OF MANAGEMENT STUDIES
ANNA UNIVERSITY OF TECHNOLOGY MADURAI
MADURAI

ABSTRACT

Micro-finance programme gives women access to savings, credit and other services to reach millions of people worldwide bringing them together regularly in organized groups. This paper presents a fascinating case for why strategically planning for empowerment approaches is so crucial in the context of a microfinance sector where more and more practitioners are becoming complacent toward empowerment under the assumption that microfinance practices automatically produce significant empowerment benefits for women. Women empowerment is not region or country problem, it is existing all over the world. In this study both primary and secondary data have been employed to test the suitability of micro insurance models and products available to the women empowerment. The role of micro finance institutions towards strengthening the women community has been examined. In order to check the women entrepreneurs satisfaction level in usefulness of micro finance models and products tested through employing weighted average score method. Micro savings, micro credit and RSCA and SHGs are the best products and models to the women entrepreneurs. Micro finance is a useful mechanism, which lays foundation stone for the social and economic development in the life of poor, uneducated, rural and unprivileged women. Micro finance schemes are removed the chronic poverty of many families, the ultimate credit goes to women members of the family.

A STUDY OF HRD PRACTICES IN AUTO COMPONENT COMPANIES IN HARYANA

SACHIN MAHESHWARI
RESEARCH SCHOLAR
S D (PG) COLLEGE
MUZAFFARNAGAR (U.P.)

S P AGARWAL, D.LITT.
READER
FACULTY OF COMMERCE & BUSINESS
S. D. (PG) COLLEGE
MUZAFFARNAGAR (U.P.)

ABSTRACT

This paper focuses on the status of HRD practices in Auto Component Industry in India. The paper reviews and describes HRD practices and examines the perception of the employees working in the industry regarding the maturity level of HRD practices. Hence, the main objective of this paper is to review that HRD function is carried out as per the convenience or HRD plays the strategic role in the industry. The first section presents the introduction, objective, research methodology and the hypothesis followed by the data collection, interpretation and analysis in section two. Section three tests the hypothesis. Finally, section four provides suggestions and recommendations.

**GREEN HEALTH MANAGEMENT FOR EMPLOYEES IN I.T. AND BPO SECTORS, USING SHARON SCHEMA
WITH CHRISTINA THEORY**

**N. AKBAR JAN
ASST. PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
VEL TECH UNIVERSITY
CHENNAI**

**T. SHANTHA KUMAR
SCHOOL OF COMPUTING STUDIES
P.G. STUDENT
SKR ENGINEERING COLLEGE
CHENNAI**

ABSTRACT

The term absenteeism refers to the failure to attend to work. It is one of the major problems faced by companies across the globe today. High rate of absenteeism is neither desirable to employers nor good for the employees. In this work we have proposed a new application on mobile to cater the well being of heart and we designing a new mobile which is incorporating with stethoscope. We call it as "Mobile Steth" with automatic application for suggesting the food and heart related problems. Mobile steth will record the user datum; with this datum critical label will be checked. If the subject (patient) reaches the critical label, mobile steth will initiates an alarm to their family members and if the subject needs it will fix appointment in the nearest hospital from the organization. In majority of organizations, high rate of health related absenteeism has an adverse effect on quality and quantity of production, efficiency of workers and organization, organizational discipline and more importantly on the organization's intention to fulfill the new market demands. Sudden medical leave badly hurts the progress of an organization resulting in loss of productivity, increased costs in hiring additional staff and low morale among the workers. It is high time that employers address this health and heart related problem on a priority basis. Whatever be the reason absenteeism is not at all a healthy practice and steps should be taken to manage it effectively. In this paper a study has been conducted among the I.T and BPO peoples facing young age heart related problems. The main objective is to find out the level of CVD absenteeism among the workers in the organization, to find out the various causes for absenteeism, to study the relationship between the employee's satisfaction level and CVD absenteeism and to finally suggest the possible remedial measures to reduce and control the absenteeism rate. The study concludes that absenteeism can be reduced to a great extent if the management takes initiative in making the workers feel responsible towards their job by introducing various motivational schemes.

VERONA

WHETHER BSE SENSEX (BSE30) AND BSE NATIONAL INDEX (BSE 100) ARE COINTEGRATED?

R. KUMARA KANNAN
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
VSB ENGINEERING COLLEGE
KARUR - 639 111

ABSTRACT

Most middle income group investors prefer to invest in BSE 100 than BSE 30 due to its price affordability. But most of the information available in the market and media are focusing on BSE 30 securities and the yield on those securities. Whether using the yield data of BSE 30 securities will solve the problem of those investors who keen on investing in BSE 100 securities is the main objective of this study. The solution is the econometric and statistical tool called cointegration. If there exists a stationary linear combination of non stationary random variables, the variables combined are said to be co-integrated. The data is downloaded from BSE's official website and the period on focus is between January 1991 and July 2011. Yield is monthly yield which includes both monthly dividend yield and monthly capital gain yield. Three tests are used to find the stationary linear relationship between the non stationary variables called yield on BSE 30 securities and yield on BSE 100 securities. They are Augmented Dickey Fuller test, Engle and Granger Test and Johansen Test. We conclude that there is evidence for a cointegrating relationship if (a) The unit-root hypothesis is not rejected for the individual variables; (b) The unit-root hypothesis is rejected for the residuals (uhat) from the cointegrating regression. The p-value is less than 0.05 and therefore we can reject H_0 and it follows that B30 and B100 are co-integrated.

A STUDY ON ROLE OF SHG'S IN DEVELOPMENT OF WOMEN ENTREPRENEUR

DR. SAVITA TRIVEDI
ASST. PROFESSOR
DAYANANDASAGAR COLLEGE OF ENGINEERING
BANGALORE - 78

ABSTRACT

SHG -Bank Linkage Model has emerged in India as a core strategy for the banking system to extend their outreach to the poorest among poor. The financial needs of the SHGs are catered by various financial institutions like commercial banks, co-operative banks, co-operative credit societies and regional rural banks (RRB). The program has come a long way from the pilot stage of financing 500 SHGs across the country. Of the total SHGs formed more than 1.6 million have been linked with 35,294 bank branches of 560 banks in 563 districts across 30 States of the Indian Union. Cumulatively, they have so far accessed credit of Rs.6.86 billion. About 24 million poor households have gained access to the formal banking system through the program me. This study focuses on the role of Self help group in developing microfinance activity in general and women entrepreneur in particular.

PERCEPTION TOWARDS ADVERTISEMENTS AND ITS IMPACT ON SOCIETY - AN EMPIRICAL ANALYSIS

R. MAHARA JOTHI PRIYA
ASST. PROFESSOR & HEAD
DEPARTMENT OF INTERNATIONAL BUSINESS
KONGUNADU ARTS AND SCIENCE COLLEGE
COIMBATORE

DR. R. DHANALAKSHMI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
GOVERNMENT ARTS COLLEGE FOR WOMEN
BARGUR – 635 104

DR. K. PONGIANNAN
ASST. PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS COLLEGE
DHARMAPURI – 636 705

ABSTRACT

The role of advertisements and the various media for advertisements are occupying the major portion of everyone's life due to the fact that it stimulates the customers to buy the product and gives the knowledge about the product/brand. Though there are various media for advertisements, the impact of advertisements is well understood based on the effectiveness of media to deliver the advertisements. The manufacturers, advertisers who advertise their products mainly concerned with overcoming the competition and holding market share for their products. In such a situation some advertisements are creating strong impact on the minds of consumers but still some of them create negative impact as in the form of annoyance, irritation or unwanted advertisements, etc. With the advent of Information Technology and media exposure the viewing/listening/reading of advertisements are unavoidable. But in the fast moving world many people fail to realize the value of advertisements in terms of money, time, economy etc while purchasing the product. Thus, the study explores advertisement effect on society, analyze about how advertisement influence the mindset of old ages, youngsters and children, its role in creating demand and standard of living of people.

PERCEPTION OF CUSTOMERS TOWARDS SERVICES OF BRANCHES OF NATIONALISED COMMERCIAL BANKS OF SEMI URBAN AREAS WITH SPECIAL REFERENCE TO E-TECHNOLOGY

BIDYUT JYOTI BHATTACHARJEE
ASST. PROFESSOR
B. H. COLLEGE
HOWLY, BARPETA, ASSAM

ABSTRACT

Due to adoption of privatization and globalization policies, the nationalized commercial banks of India come under pressure in their business. One of the reasons is the presence of private banking companies in this endeavor. Maintaining a good relationship with the customers is the primary functions of the banking business and to increase the profitability of the banking unit; it is necessary to emphasis on the business which is located in rural and semi urban areas in particular. So, the banking units have to satisfy the customer of semi urban areas along with the customers of urban and metropolitan cities. Keeping in mind the above fact, the present study has undertaken to examine whether the customers of semi urban area are satisfied with the banking services especially in the modern era. The study includes 60 customers of Barpeta district of Assam; a semi urban area who is the customers of different nationalized commercial banks of India. The data are classified and interpreted with the help of tabulation and graphs. The result shows that the customers are not satisfied with the banking services at all and especially with the ATM services. Therefore, awareness program should conduct in different time regarding the use of other e-technology devices to make smooth and prompt business transaction. Moreover, some remedial measure should necessary to adopt by the top management of banking unit to ensure better quality services.

SHORT SEA SHIPPING - POTENTIALS, BENEFITS AND CHALLENGES IN INDIA

M. SARAVANAN
ASST. PROFESSOR
SREE NARAYANAGURU COLLEGE
KG CHAVADI, COIMBATORE - 641 105

ABSTRACT

In recent years, it has been a global phenomenon that there is an increasing freight transport demand, where the primary modes of transport such as road and rail were struggling to cop up with the situation. An alternative mode of transportation is inevitable to curb the problems of pollution and congestions backed with fuel efficiency and measures to reduce transport costs. The concept of Short Sea Shipping could be favorable solution for the problems aroused. India is one of the fastest growing economies in the world with a balanced GDP growth rate. The transport demand in the country is rising day to day and the poor transport infrastructure is resisting the expected economic development. India has a vast coastline of 7500 km having access to the sea on the three sides with 12 major and 187 minor ports. The geographical advantages envisage the country with a wide scope for the development of Short Sea Shipping. But the utilization of Short Sea Shipping in the country is minuscule compared to other developed and growing economies such EU, Russia, China etc. As a result it is essential to explore the potentials of Short Sea Shipping in India in relation with the cost, environment and congestion compared to road and rail transport. The challenges of implementing the project in the country have to be analyzed with Inland water ways, Port development and legal restrictions existing in India.

DETERMINANTS OF CAPITAL STRUCTURE DECISION IN INDIAN MANUFACTURING INDUSTRIES - AN EMPIRICAL ANALYSIS

DR. V. MOHANRAJ
ASST. PROFESSOR
PG AND RESEARCH DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE
ERODE - 638 316

ABSTRACT

The objectives of this paper is to examine the important determinants of capital structure decision of the select private sector manufacturing industries in India for the period 1991-92 to 2009-10. The investigation is conducted on a panel of 9 private sector manufacturing industries in India. The empirical results of this study justified our hypothesis. The econometric analysis shows that variables like profitability, size of the firm, cost of debt, debt service capacity and liquidity are the important determinants of capital structure of the select private sector manufacturing industries in India. The results indicate that most of the determinants of capital structure suggested by capital structure theories appear to be relevant for Indian firms. In this paper, Debt Equity Ratio has been used as the proxy for capital structure.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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