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SUSTAINABILITY IN GREEN RETAILING: ACHIEVEMENTS, CHALLENGES, AND A VISION FOR THE FUTURE

DR. GIRISH.K.NAIR
TEAM LEADER
INTERNATIONAL HOSPITALITY MANAGEMENT FACULTY
STENDEN UNIVERSITY
QATAR

HARISH K NAIR
RESEARCH SCHOLAR
RESEARCH & DEVELOPMENT CENTRE
BHARATHIAR UNIVERSITY
COIMBATORE

SWATI PRASAD
LECTURER
INTERNATIONAL HOSPITALITY MANAGEMENT
STENDEN UNIVERSITY
QATAR

ABSTRACT

In the global front, retailers started giving importance to sustainability long back, but in Indian context, the sustainability measures were practiced since time in history but began to be realized recently. Regardless of its origin, sustainability has become an important consideration for the retail industry, affecting strategy, operations, workforce engagement, and connection to consumers and communities. This is more due to the emergence of organised retail sector in India. Retailers are evaluating their direct store, distribution center, and supply chain operations to uncover cost saving and workforce enhancing opportunities. While sustainability measures are reducing energy, greenhouse gases, waste, and chemicals, the organizations are trying innovative methods to improve their business the Green retail way. Further, the retail industry is evolving to meet the changing needs of consumers in specific and society at large. As one of the most notable evolutions of the past decade, consumers have become progressively more concerned about their environmental and social impact. This concern has manifested in an increased demand for Corporate Social Responsible activities, environmentally friendly products, a rise in the availability of organic foods, and more. The researcher seeks to highlight sustainability trends in the retail industry i.e. various sustainability measures followed by retailers, the benefits of adopting sustainability practices to retailers, shedding light on retail's evolving business practices and the challenges the industry still faces. The broader objective is to provide the retail industry and those it serves with a way to act on and engage in sustainability, through framing the critical issues, anticipating future trends, recognizing challenges, and sharing examples of how retailers are responding.

CAUSES AND EFFECTS OF RURAL-URBAN MIGRATION IN OYO STATE: A CASE STUDY OF IBADAN METROPOLIS

OSHATI TITILOLA
RESEARCH SCHOLAR
NATIONAL PRODUCTIVITY CENTRE
IBADAN

ESAN, ADESIJI DAVID
RESEARCH SCHOLAR
NATIONAL PRODUCTIVITY CENTRE
IBADAN

DR. ADU, EMMANUEL OLUSOLA
DEAN
BAISAGO UNIVERSITY COLLEGE
GABORONE

ABSTRACT

In recent years, the rate of rural-urban migration has become alarming as more people drift into the urban centres from the rural areas; it is against this backdrop that this paper examined the causes and effects of rural-urban migration in Oyo state with particular reference to Ibadan Metropolis. A survey was carried out amongst 300 respondents drawn from within the metropolis and the results indicates that the major causes of rural urban migration are; search for better employment, education, availability of social and infrastructural amenities and business opportunities. Others are identified as famine, poverty, unemployment, and inadequate social amenities in the rural areas. While some of the effects of rural-urban migration are; rural-urban migration brings pressure on urban housing and the environment, high rate of population growth in the urban centres, low living standard which reduces the quality of life, survival of the fittest that culminating to social menace, overpopulation which encourages crime rate in the society, low productivity and rural-urban migration slows down the pace of development of the rural areas. It is recommended among others that the Government should provide social amenities and facilities in the rural areas, employment opportunities to cater for jobless people and youth empowerment scheme (YES) programme should be broadened and taking to the rural areas, industrial modernization, technological sophistication, improvement in the quality of education to mention a few. In addition to this Vocational Training Centres should be established in the rural centres for training the productive youths for self-employment.

ORGANIZATIONAL TEACHING AS STRATEGIC PLAN

DR. NASSER FEGH-HI FARAHMAND
ASSOCIATE PROFESSOR
DEPARTMENT OF INDUSTRIAL MANAGEMENT
TABRIZ BRANCH
ISLAMIC AZAD UNIVERSITY
TABRIZ, IRAN

ABSTRACT

Organizational teaching, as a recent phenomenon, plays a crucial role in the development of organizations. The organizational teaching among different types of organizational teaching takes a significant part in the development and evolution of organizations, as well. Teaching strategy presents the principal objectives, policies, and the chain of organizational actions in the framework of a coherent set. There are no distinct teaching management systems in use at organizations, and nor should there be anything of the sort, as the aim is that strategic plan is an integrated part of teaching. Indeed, teaching management system is also in general e.g. in the recognized teaching standards understood as a concept for systematic approach or mental system but not as a distinct, physical system. An exploration of the ways in which the characteristics of the teaching organization influence whether or not those organizations engage in strategic plan. This paper explore the ways in which certain characteristics in case of teaching organization generates a tendency to prepare a formal written teaching plan and focus is primarily on what describe as the environmental characteristics. Teaching excellence for teaching plan includes also tools for financial, human resource, and risk management, as well as technology management, acquisitions and marketing. The teaching strategy opposed to the prior models takes the prioritization of internal and external environment and their pertinence to organizational teaching into consideration and presents nine alternatives for the strategy formulation rather than identification of the internal strengths or weaknesses of organizations, and the examination of threats and opportunities for them. This paper studies the dispersion around the workers expected teaching of the few organizational hierarchical positions in cross section data samples. Data collected form managers and workers of teaching organizations, showed that dispersion decreases with education and work experience before entering the current job and increases with job tenure.

CORPORATE GOVERNANCE PRACTICES IN FIS OF BANGLADESH

MOZAFFAR ALAM CHOWDHURY
ASST. PROFESSOR

IUBAT—INTERNATIONAL UNIVERSITY OF BUSINESS AGRICULTURE AND TECHNOLOGY
DHAKA

ABSTRACT

The aim of this study is to know corporate governance practices in financial institutions of Bangladesh. The method of this study is based on secondary research that examines the legal framework in Bangladesh. Evidence of observed practice comes from the review of annual reports of financial institutions in Bangladesh including their internal control and compliance, board of directors, regular AGM call and regular dividend payment, top five executives and audit committee which play a vital role in corporate governance practices. The paper next examines financial reporting and disclosures which are statutory requirements for practice. The function and role of regulatory bodies have the responsibility to ensure that practices follow regulations as well as encourage good corporate governance practices. The current corporate governance in financial institutions is briefly explored. Finally, the findings and recommendations with the concluding remarks.

MAJOR PROBLEMS AND ISSUES IN SRI LANKAN UNIVERSITY SYSTEM – STUDY FOCUS ON THE STUDENT PERSPECTIVE

W.M.R.B.WEERASOORIYA
RESEARCH SCHOLAR
SCHOOL OF GRADUATE STUDIES
MANAGEMENT AND SCIENCE UNIVERSITY
MALAYSIA

ABSTRACT

The study discusses the major issues and problems of students in university system in Sri Lanka. A comprehensive literature is reviewed and critical discussion is offered from the findings of researches conducted by various authors of different regions. Along with detailed view of scholarly researches on students' issues and problems, an empirical investigation is incorporated taking the sample from public universities in Sri Lanka. An estimate of 100 respondents in different degree programme and different degree levels was administered in the Faculty of Management Studies, Rajarata University of Sri Lanka. A self-constructed survey scale of 18 items was distributed to the students and taken back simultaneously. Study also conducted a focus group along with quantitative data to identify the insights of phenomena in qualitative perspective. The paper tries to explore students problems and issues related to various academic disciplines such as Lecturer personal Characteristic, Lecturer Related and Student related activities. Under these categories different type of question ask from the student according to the student perspective. The study reports deficiencies of institutes and dissatisfaction of students in identified areas and urges the management in higher education to shift their focus on the most ignored dimensions of academic disciplines. The study also recommends the needed areas of future research and offers managerial implications.

A DIVERSIFIED APPROACH OF FACE DETECTION AND RECOGNITION

KALIYAPERUMAL KARTHIKEYAN
LECTURER
ERITREA INSTITUTE OF TECHNOLOGY
ASMARA

DR. MUNGAMURU NIRMALA
LECTURER
ERITREA INSTITUTE OF TECHNOLOGY
ASMARA

SREEDHAR APPALABATLA
LECTURER
HAWASSA UNIVERSITY
ETHIOPIA

ABSTRACT

Having Face detection and recognition system with all its benefits as an aid to the existing systems like finger print, signature, passwords, identification cards, voice recognition systems etc. will definitely bring great difference and precision. The overall issue of facial recognition is complex, but could be simplified by taking into consideration, portraits that are coherent in terms of orientation, lightening, expression and image quality. This is by far the basis for the growing development in the area of facial recognition. Learning from the strengths and weaknesses of two most widely approved algorithms Eigen faces and Elastic bunch graph algorithms, a thought provoking research has been carried out which resulted in a new working algorithm. In the proposed system, a face image is captured by a web cam or digital camera, in turn converted into a hashed form which is compared with existing image hashed database that has registered users images with permission to enter into a privileged area. Once the image captured matches with one of the images in the database, the person is authorized. The accuracy of this system does not depend on the attributes viz., background of the image, intensity of light (contrast and brightness), zoom in and out, image color and position of the face within the system. In addition to that inclination of the face up to 20 degrees left and right is also handled well.

IMPROVING THE SOCIAL DISABILITIES OF PRIMARY SCHOOL STUDENTS

MATEBE TAFERE
EXECUTIVE DIRECTOR FOR ACADEMIC AFFAIRS
BAHIR DAR UNIVERSITY
BAHIR DAR

ABSTRACT

This qualitative study was conducted on the practices of improving the social disabilities of students at three primary schools in Gulele sub City of Addis Ababa: Dilbetigile primary school, Eyerusalem primary school, and Tsehay Chora primary school. The participants of the study were primary school teachers selected using purposive/snow ball sampling, which was helpful in selecting informed or information rich participants for the study. In an effort to address the purpose of the study, guiding or basic questions were raised around the issues related to the commonly identified cases as social disabilities, the means by which teachers identify students with social disabilities, the possible causes for those social disabilities identified, and the specific strategies that have been used by teachers in improving those social disabilities. Following the collection of data using focus group discussion and interview, an attempt was also made to organize it in to major themes, on which discussion and interpretation was based. Consequently, the major findings of the study included the following ones. The commonly identified cases as social disabilities were: difficulty of smooth and active interaction; loneliness; aggressiveness; depression; excessive fear and shyness; excessive worry; excessive inferiority feeling or in appropriate self perception; and lack of willingness and in ability to share their ideas. The means by which teachers identify students with social disabilities were observation, teacher nomination, parents' nomination, and peer nomination. The common causes for those social disabilities identified were: overloaded responsibilities of children; family adjustment problems like conflict between parents; parents' hatred towards their child; parents' frequent cruel punishment and neglect; physical handicappedness; economic problems related to feeding, clothing, and worry for other resources required for schooling; family health related problems like having HIV positive parent/s; having single parents; having alcoholic addicted parents; and mistreatment by foster mothers especially for orphans. The specific strategies that had been used by teachers in improving social skills of those identified students were: advising and initiating them to frequently play with their peers at school; dealing with their parents on the problems and mechanisms for improvement; forcing them to join and participate in social clubs at schools; inviting them to observe the activities of socially active students in especially arranged programs; deliberately and frequently asking questions, and giving special responsibility in the classroom; arranging group activities and making them group representatives; arranging their seats with socially active peers; and providing extra tutorial sessions, for most of the socially disabled children encounter learning difficulties. In conclusion, there seem to exist significant numbers of students in our primary schools who are seeking help in promoting their social skills; despite this, however, schools seem to lack the necessary attention for the issue under study, except a few teachers who are personally committed in supporting students with social skill problems. Hence, for positive social interaction and the establishment of friendship to occur among children with social disabilities, they need to be provided with the opportunity that would enable them to promote their social skills, the opportunity should be provided on continuous basis, and special support shall also be offered so as to enable them cope up with their peers/students in the inclusive school setting.

RELATIONAL SOCIAL CAPITAL AND CUSTOMER LOYALTY IN RETAIL BANKING IN KENYA: THE CASE OF NAKURU COUNTY

DR. DANIEL ONWONGA AUKA
LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
EGERTON UNIVERSITY
NAKURA

JOSEPH BOSIRE
PROFESSOR
BONDO UNIVERSITY COLLEGE
BONDO

ABSTRACT

This study examined the effect of relational social capital on customer loyalty in retail banking. Social capital is an asset embedded in the relationship of individuals, committees, networks or societies. The investigated the effect of relational social capital constructs of trust, communication, commitment and conflict handling on customer loyalty in order to create competitive advantage. To achieve this, data were collected using a questionnaire from 381 respondents who were selected through stratified random and systematic sampling procedures. Data analysis was done through Pearson correlation and regression. The findings reveal that there was a positive and significant relationship between relational social capital and customer loyalty. This study also found that trust, communication, commitment and conflict handling influence the competitiveness of an organization. It is therefore recommended that banks should develop relational social capital as a way of creating and maintaining customer loyalty so as to improve their perform and create competitive advantage. .

JOB INVOLVEMENT AS A MEDIATOR OF THE RELATIONSHIP BETWEEN ORGANIZATIONAL COMMITMENT AND JOB PERFORMANCE IN THE SYSTEMICALLY IMPORTANT BANKS IN SRI LANKA

U.W.M.R. SAMPATH KAPPAGODA
RESEARCH SCHOLAR
SCHOOL OF GRADUATE STUDIES
MANAGEMENT AND SCIENCE UNIVERSITY
MALAYSIA

ABSTRACT

The purpose of this study was to investigate the relationship among organizational commitment, job involvement and job performance of non - managerial employees in the systemically important banks in Sri Lanka. The sample consisted of 400 non - managerial employees randomly selected from Systemically Important Banks. A questionnaire was administered among the non - managerial employees as the measuring instrument. The correlation analysis and regression analysis were used to analyze the data. The results of the study indicated that there was a significant positive relationship among organizational commitment, job involvement and organizational commitment. Job involvement was found to be a partial mediator of the relationship between organizational commitment and job performance of non-managerial employees in the systemically important banks in Sri Lanka.

A STUDY ON EXISTING CAR CUSTOMERS (ALL BRANDS) ON THEIR REPLACEMENT PLANS

S. SHRILATHA

**RESEARCH SCHOLAR, THIRUVALLUVAR UNIVERSITY, VELLORE; &
ASST. PROFESSOR
AUXILIUM COLLEGE
VELLORE**

**DR. A. ARULAPPAN
PRINCIPAL
VOORHEES COLLEGE
VELLORE**

ABSTRACT

In today's competitive world, Marketing does not stop with selling a product. It has become a continuous process where the companies are trying to retain their customers for years together. The above statement is highly suitable for a car industry. The manufacturers believe in customer delight as well as customer retention. In order to retain customers and increase their customer base, they regularly study the customer's perceptions and behaviours in various areas. One such area what they have selected falls under "Existing car customers (all brands) and their Replacement plans". This study is to postulate and analyze when and why consumers try to replace their cars and to understand the key factors that affect their replacement decisions. To focus on the existing owners and their trends followed while switching to new cars, to focus on utility factor w.r.t cars, to focus on upgradation as an issue for replacement of cars w.r.t customers, to determine the preference for fuel while replacement, to study the financial preference of the customers for purchase of cars, to bring out the various needs of future cars and car industry, and to measure the worth of brands w.r.t to certain criteria's for different car manufacturers.

EVALUATION OF RESOURCE MOBILIZED THROUGH MUTUAL FUNDS IN INDIA

**DR. RAM SINGH
DY. DIRECTOR
CHANAKYA INSTITUTE OF MANAGEMENT
GHARUAN**

**PALLAVI MANIK
ASST. PROFESSOR
LRDAV COLLEGE
JAGRAON**

**ANUBHUTI MODGIL
ASST. PROFESSOR
LRDAV COLLEGE
JAGRAON**

ABSTRACT

In a volatile stock market, the future of return on investment is uncertain and if investment of an investor is small, then return on that investment can be on negative side. Because small investor in stock market face lots of problems like lack of professional advice, limited resources and lack of knowledge. To overcome these problems, much needed help is provided by mutual funds in India. History of mutual funds in India more than 40 years old. It is an institution which pools the savings of small investors and channelizes those savings with a team of experts who invest savings in a portfolio so as to minimize risk. Mutual funds form an important part of capital market which are helpful in mobilizing the savings of an individual in the capital market of India. Savings which are invested leads to capital formation and at the end overall development of economy. So this paper try to cover total resource mobilized by mutual funds in India and their share in various sectors (public, private and UTI) and also suggest some measures to improve their shares in total resource mobilized.

EMOTIONAL LITERACY – TEACHERS AND STUDENTS IN SELF-FINANCING ENGINEERING COLLEGES WITH SPECIAL REFERENCE TO TIRUCHIRAPALLI DISTRICT

K. ARUN PRASAD

ASST. PROFESSOR

DEPARTMENT OF MANAGEMENT STUDIES

SARANATHAN COLLEGE OF ENGINEERING

VENKATESWARA NAGAR

DR. S.V. DEVANATHAN

HEAD

DEPARTMENT OF MANAGEMENT STUDIES

SARANATHAN COLLEGE OF ENGINEERING

VENKATESWARA NAGAR

ABSTRACT

Emotional intelligence consists of the ability to understand emotions of one's own self and others. It facilitates thinking and managing oneself and others in a mutually beneficial manner. The concept of emotional intelligence has valid applications and relevance for the way the teachers teach and the way the teachers perceive their role in contributing to the well being of the students. Emotional intelligence helps in improving self awareness, building a sense of connectedness and trust, communication and empathy and promoting healthy relationships between the teacher and the taught. Emotional literacy is an essential part of emotional intelligence signifying the level of understanding of one's emotions and the way of expressing one's emotions in an appropriate manner. An emotionally literate person has a high degree of self control and is also able to exert a high degree of influence over others. Such a person is able to relate to others effectively and his behaviors and attitudes reflect self esteem, empathy and clarity of thought and rationality. This article discusses the emotional literacy in the self financed engineering colleges of Tiruchirapalli district, Tamilnadu, India based on scholarly competency, scholarly engagement, recognition and respect, rapport and relationship and academic and affairs, as factors.

AN OVERVIEW MODEL ON THE BUSINESS ENVIRONMENT AND GROWTH CHALLENGES OF SMEs IN INDIA

VENKATARAMAN.KK
PROFESSOR
PSG INSTITUTE OF ADVANCED STUDIES
COIMBATORE

ABSTRACT

For any economy, SMEs (Small and Medium Enterprises) and their contribution for GDP (Gross Domestic product) are vital. Not only are the revenue contributions important but also on the human resources front the SMEs have a critical role to play considering a large manpower they employ. SMEs need growth for their success and sustenance. The current scenario in India provides a lot of growth opportunities for the SMEs through globalization. However, the globalisation also brings in challenges to the SMEs in terms of technology, manpower and quality. This paper analyses the need for the growth of SMEs, factors that are crucial for their growth, the alternatives available to overcome the challenges and integrates them into a simplified model which reflects these aspects and a probable solution to the challenges faced by the SMEs for their growth.

MEASUREMENT OF FINANCIAL PERFORMANCE OF KURUKSHETRA CENTRAL CO-OPERATIVE BANK THROUGH RATIO ANALYSIS

**DR. SUDESH
PROFESSOR
UNIVERSITY SCHOOL OF MANAGEMENT
KURUKSHETRA UNIVERSITY
KURUKSHETRA**

**ARCHANA MAKKAR
RESEARCH SCHOLAR, UNIVERSITY SCHOOL OF MANAGEMENT, KURUKSHETRA
UNIVERSITY, KURUKSHETRA
ASST. PROFESSOR
DRONACHARYA INSTITUTE OF MANAGEMENT & TECHNOLOGY
KURUKSHETRA**

ABSTRACT

The co-operative banking structure is pyramidal or federal in character. In the deregulated banking environment, the co-operative bank engaged in financing agricultural and non-agricultural activities are also exposed to various types of risks like credit risk, interest rate risk and liquidity risk. Hence an attempt has been made to study the financial performance of kurukshetra central co-operative bank. This paper reflects the financial performance of kurukshetra central co-operative for the period 2006-2007 to 2010-2011. The financial performance was analyzed through the ratio analysis. After a detailed study of the financial statements of the bank, it is clear that although there is increase in deposits an indicator of growth but the profitability of the bank has decreased for the period from 2006-07 to 2010-11. The central cooperative bank should take appropriate steps and means to improve the profitability of the bank.

PERFORMANCE OF DISTRICT CENTRAL CO-OPERATIVE BANKS (DCCBs) IN INDIA - AN EVALUATION

S. USHA

LECTURER

S. V. ARTS COLLEGE

TIRUPATI

C. SIVARAMI REDDY

PROFESSOR

DEPARTMENT OF COMMERCE

S. V. UNIVERSITY

TIRUPATI

ABSTRACT

The basic focus of co-operatives is to help the most distressed class of the rural people exploited by the rural elite for several years. The co-operative banking, therefore, has emerged in developing countries as India to redress the problems of socio-economic inequality, unbalanced growth, failing agriculture and poverty. As a significant part of the multi-agency approaches to credit delivery of short-term and long-term in India, the co-operative banks hold an important position especially in the rural credit scenario, forming a significant component of Indian financial system. In other countries, the co-operative movement grew on the strength of people's self-will and direct participation. But, in India, it has been initiated and nourished by the government participation. The present paper aims at analyzing the growth of co-operatives in India prior to the independence and during the planning era to assess the progress of the central co-operative banks during the past five decades in terms of certain financial variables and an evaluation of the performance of the central co-operative banks during the last decade 2000-01 to 2009-10.

A STUDY ON ECONOMIC RETURNS IN POULTRY FARMING WITH SPECIAL REFERENCE TO SUGUNA BROILER CONTRACT FARMS IN COIMBATORE DISTRICT

A. SRIDHARAN
RESEARCH SCHOLAR
KARPAGAM UNIVERSITY
COIMBATORE

DR. R. SARAVANAN
DIRECTOR
SCHOOL OF MANAGEMENT
SRI KRISHNA COLLEGE OF TECHNOLOGY
KOVAIPUDUR

ABSTRACT

India with over 60% of its living in villages has not found out alternate livelihood for its rural poor, where farmers live in abject poverty due to frequent failure of monsoon, resulting in crop loss and financial loss. During the last 20 years, Poultry Integrators like Suguna Poultry have given the Indian Farmers a second life through contract poultry farming. The farmers without any investment and marketing risk of selling the produce – chicken get extra income once in 45 days, throughout the year. With the growth in urban population, strong belief in good and clean food habits, increased income and higher purchasing power, the chicken industry has been growing phenomenally, thereby making the lives of farmers happier and richer. This research studies the economic returns of the farmers, when they grow chicken on contract basis in and around Coimbatore District.

DEVELOPMENT OF KNOWLEDGE BASED FRAMEWORK FOR AGRICULTURE SECTOR: A STEP TOWARDS SUSTAINABLE e-GOVERNANCE IN RURAL INDIA

ALPANA UPADHYAY
HEAD
FACULTY OF MCA
SUNSHINE GROUP OF INSTITUTIONS
RAJKOT

DR. C. K. KUMBHARANA
HEAD
DEPARTMENT OF COMPUTER SCIENCE
SAURASHTRA UNIVERSITY
RAJKOT

ABSTRACT

India is an agricultural country. Indian economy is still based on agricultural productivity. The agricultural sector is often considered as the engine for growth in rural economies in many countries as it is the leading source of rural income, employment and productivity. The implication of usage of ICT has been significantly felt in agriculture sectors for various activities like, crop production, cultivation processes, crop design, weather forecasting, pest control, natural resource management etc. There are some bottlenecks in incorporating ICT in agriculture like, huge investment in infrastructure and network access etc. In the contemporary India, various forces are at work to change the shape of agriculture extension in India, up till now apparent as a process of technology transfer to a process of assisting a wide range of communication and information technology services which are demand driven, sustainable and spread out across entire country. In the middle of this change, experts are struggling with the question of how best to strap up Information and Communication Technologies (ICTs) to improve the quality of life for millions of farmers. Indian Tobacco Company (I.T.C.) had recognized this reality and initiated **e-chaupal** project that is one of the ICT based solution that contributes to agricultural inputs, purchase and use of agricultural output in the field of agriculture and uses the documented best practices for farming. In this paper the perception of best practices has been taken and improved using a knowledge management framework.

HEALTH INSURANCE STRUCTURE IN INDIA – CURRENT PRACTICES AND CHALLENGES

DR. SHIBU JOHN
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT
JAMIA HAMDARD (HAMDARD UNIVERSITY)
HAMDARD NAGAR

ABSTRACT

The paper examines the issues and challenges faced by the health insurance sector in India. One of the critical issues in front of policy makers today is to provide basic health care to the 1.3 billion poor population that lives in low and middle income countries across the world. The burden of a disease is far more critical for these people. They live from hand-to-mouth and their health expenditure relies on out-of-pocket payments. One of the answers to this problem is Health Insurance. Health Insurance, as we know, permits people to prefer the convenience of making small payments for medical care periodically, rather than large contributions at one time during a medical emergency. It is one of the mechanisms to protect against catastrophic healthcare spending. In India the health insurance coverage has been significantly low due to the inability of the poor to pay the premium, cumbersome and time-consuming paperwork required for enrolment and claims. The health insurance can be only successful if issues like adverse selection, renewal rate, administrative cost ratio, exclusion of poor people and equity issues were taken into consideration

A STUDY ON THE CUSTOMERS SUCCESS ON THEIR INVESTMENTS IN A RESIDENTIAL FLAT AND THEIR GUARANTEE

DR. P. RAMAN
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
PANIMALAR ENGINEERING COLLEGE
POONAMALLEE

ABSTRACT

Construction Business in India is now a booming and a dream come true business for all builders and real estate owners in India. There are more than 200 builders approximately in a city and all are getting their business. People started going to builders as they are engages in all the works of the profession. There are lot of reasons and factors that make the investment of the customers meaningful. The aim of the study is to know the success rate of customers who has made the investment in new homes a successful one and thought the results would be guidelines for the rest to succeed with the investment. Today, all people are wishing to own a home. This survey would deal on to study about; a) To bring out the success of the clients that will help in investment this has less problems. b) To visualize the offers provided by a construction company and the benefits people has obtained c) To study on the guarantee that the construction company is providing after construction. To study the customer's success on their investments in a residential flat and their guarantee assured by the builders. A well structured questionnaire was used to conduct the survey on and the data analysis was conducted by using the statistical tools like Chi-Square, Weighted Average, ANOVA, correlation coefficient, etc. From the analysis it is found that majority of the customers are getting success in investment on residential flats, which has less problems. And the existing customers are highly satisfied with the offer and guarantees provided by the builder. The study revealed about the customer's mind about the builders so as to satisfy them.

THEORETICAL COMPARISON CRITERIA FOR SOFTWARE RELIABILITY MODELS

**SANJEEV KUMAR
RESEARCH SCHOLAR
SINGHANIA UNIVERSITY
PACHERI BARI**

**DR. AMIT GUPTA
ASSOCIATE PROFESSOR
MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
ROHINI**

ABSTRACT

A set of criteria is proposed for the comparison of software reliability models. The intention is to provide a logically organized basis for determining the superior models and for the presentation of model characteristics. It is hoped that in the future, a software manager will be able to more easily select the model most suitable for his/her requirements from among the preferred ones.

INVESTIGATING SERVICE QUALITY DIMENSIONS THROUGH EXPLORATORY FACTOR ANALYSIS IN A HEALTHCARE SETTING

DR. MUSHTAQ AHMAD BHAT
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS & FINANCIAL STUDIES
UNIVERSITY OF KASHMIR
SRINAGAR

DR. MOHD. YASEEN MALIK
LECTURER
ISLAMIA COLLEGE OF SCIENCE & COMMERCE
SRINAGAR

ABSTRACT

In today's highly competitive healthcare environment, hospitals increasingly realise the need to focus on service quality for gaining a sustainable advantage over competitors. Patients' decision to patronize one and not the other is based on quality services offered to him. However, quality does not improve unless it is measured. The most widely accepted research instrument to measure quality services is the SERVQUAL instrument. Since the SERVQUAL instrument was developed outside the domain of healthcare and has limited examination in the healthcare literature, present study, therefore, is aimed to develop a comprehensive measure of patient evaluation of healthcare service quality. The study is based on a sample of 520 patients of four major hospitals in Jammu and Kashmir State and Union Territory of Chandigarh. The responses have been integrated into important factors by applying factor analysis to validate a domain specific measure of service quality. Thus, a new service quality instrument applicable to healthcare organisations called HEALQUAL emerged from the study.

WORKING CAPITAL MANAGEMENT OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN MANIPUR- AN EMPIRICAL STUDY

MOIRANGTHEM BIREN SINGH
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
MANIPUR UNIVERSITY
MANIPUR

DR. TEJMANI SINGH
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
MANIPUR UNIVERSITY
MANIPUR

ABSTRACT

The Micro, Small and Medium Enterprises (MSMEs) are playing a very important role in the economic development of our country. The MSMEs are the second major contributor to the industrial economy. The distinguishing features of MSMEs lie in its potential for creation of gainful employment and specially self employment opportunities to the youths. Working capital is the amount of funds which is required for the day-to-day operations of every enterprise. Efficient management of working capital is one of the pre-conditions for the success of an enterprise. Inadequate working capital has the potential to disrupt operations of a well-managed business enterprise, while excess working capital has an adverse impact on the profitability of the enterprise. Thus, the management of working capital is an integral part of business finance for the MSMEs. In this study, an attempt is made to examine the various aspects of working capital management of MSMEs in Manipur selected for this purpose. And we have selected a sample of 100 units to analyze and examine the management of various components of working capital viz. inventories, cash and account receivables.

PERFORMANCE ANALYSIS OF AODV PROTOCOL UNDER BLACK HOLE ATTACK

**MONIKA SINGH
SCHOLAR**

**DEPARTMENT OF COMPUTER ENGINEERING
KAMLA NEHRU INSTITUTE OF TECHNOLOGY
SULTANPUR**

**RAKESH KUMAR SINGH
ASSOCIATE PROFESSOR**

**DEPARTMENT OF COMPUTER ENGINEERING
KAMLA NEHRU INSTITUTE OF TECHNOLOGY
SULTANPUR**

ABSTRACT

A mobile ad hoc network (MANET) is an autonomous network that consists of mobile nodes that communicate with each other over wireless links. In the absence of a fixed infrastructure, nodes have to cooperate in order to provide the necessary network functionality. One of the principal routing protocols used in Ad hoc networks is AODV (Ad hoc on demand Distance Vector) protocol. The black hole problem is one of the security attacks that occur in mobile ad hoc networks (MANETs). In this paper we analyze the effect of black hole attack on AODV routing protocol under the light of various parameters such as packet loss, throughput, and end-to-end delay with black hole and without black hole on AODV in MANET. Here NS2 simulator is used for the simulation. The simulation result shows that the packet loss increases with the increase in the number of black hole node.

21ST CENTURY ADS- ADDS MORE

PRIYANKA SRIVASTAVA
VISITING WAC READER
INDIAN INSTITUTE OF MANAGEMENT
UDAIPUR

ASHISH RAMI
ASST. PROFESSOR
RAI UNIVERSITY
AHMEDABAD

ABSTRACT

'Need' generates a 'need to innovate'. To match steps with the progressing time, smart generation and increasing competition, companies are changing their advertising strategies, to generate a unique brand positioning. This article explores how the advertising companies design ads keeping in mind the present lifestyle of the consumers and closely relating to their day to day life patterns. The advertisers splendidly know how to magnetize their TV audience to their ads and they keep on studying the changing preferences and mood shifts of the audience. They generate ads keeping in mind their target audience and those who could be their future customers. This article studies the creative ideas and innovative advertising strategies used in TV commercials these days. It talks about 15 such tricks and approaches used by advertisers to connect with the audience. It further reflects on the nuances of advertisements, provides examples and portrays an in-depth analysis of the tactics that are being adopted by the advertisers to pull the consumers to buy or at least feel connected with the ads and therefore the product. The main aim of the article is to touch the corners of TV advertising and prepare a platter of innovative advertising tactics used nowadays. To name some of the strategies discussed, 'To be continued... ads', 'Consumers as celebrities', 'Technology driven ads', 'Popular daily soap character ads', 'Kids façade ads, etc.

CORPORATE RESTRUCTURING THROUGH MERGERS AND ACQUISITIONS-A CASE STUDY ON TATA STEEL AND CORUS

**NARGIS BEGUM
ASST PROFESSOR
DEPARTMENT OF MBA
TRIDENT ACADEMY OF CREATIVE TECHNOLOGY
BIJU PATNAIK UNIVERSITY OF TECHNOLOGY
ROURKELA**

**EVELINA MOHAPATRA
ASST. PROFESSOR
DEPARTMENT OF MBA
TRIDENT ACADEMY OF CREATIVE TECHNOLOGY
BIJU PATNAIK UNIVERSITY OF TECHNOLOGY
ROURKELA**

ABSTRACT

This paper focuses on Mergers and Acquisitions, one of the modes of corporate restructuring. Mergers and Acquisitions have attained considerable significance in the Corporate World. Mergers and Acquisitions have played an important role in the transformation of the Industrial sector of India and have brought about the external growth of a number of leading companies. Nowadays Mergers and Acquisitions are acting as a facilitating force towards the trend of Globalization of all National and Regional Economies. Both M&A have become necessary and acceptable in the recent times because of Liberalization, Globalization and Modernization and has helped to create more focused, Competitive, viable larger players in each Industry. The objective is to present a panoramic view on Mergers and Acquisitions as a tool of Corporate Restructuring. The effect of Mergers and Acquisitions on the Top Management, Shareholders and Employees has been taken into consideration. This paper also includes the effectiveness of Merger and Acquisitions through the involvement of employees in its process. For a better insight, Acquisition of Corus by Tata Steel has been highlighted with special reference to pre and post acquisition. The Financial status of Tata Steel and Corus has also been stated after the deal. The paper gives a view about Mergers & Acquisitions in general and Tata Steel and Corus deal in particular.

CLOUD COMPUTING: SMARTER COMPUTING FOR A SMARTER WORLD

DR. IKVINDERPAL SINGH
ASST. PROFESSOR
PG DEPARTMENT OF COMPUTER SCIENCE
TRAI SHATABDI GGS KHALSA COLLEGE
AMRITSAR

ABSTRACT

Cloud computing, one of the emerging topics in the field of information technology is the development of parallel computing, distributed computing and grid computing. It is an emerging buzzword in the Information Technology, and is growing day by day due to its rich features of services. It is a virtual pool of resources which are provided to the users through Internet. Cloud computing is a new flavour of computing where our trend of using Internet changes. It is the future of Internet. It can also concentrate all computation resources and manage automatically through the software without intervene. There are several layers in present cloud computing architecture, service models, platforms, issues i.e. security, privacy, reliability, open standard etc. and types. This paper presents all about the promising cloud computing technology i.e. its architecture, advantages, platforms, issues and challenges, applications of cloud computing.

SATISFACTION OF SMALL CAR OWNERS IN SELECT AREAS OF AUNDH, BANER AND PASHAN IN PUNE CITY

**DR. G. SYAMALA
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & RESEARCH CENTRE
UNIVERSITY OF PUNE
PUNE**

ABSTRACT

The automotive industry in India is one of the largest in the world; it is one of the fastest growing industries globally. Its passenger car and commercial vehicle segment is the sixth largest in the world. Indian small car market is increasing by leaps and bounds. The indigenous market for small cars now occupies a substantial share of around 70% of the annual car production in India which is about one million. Almost all automobile components in India are competing with each other in terms of design, innovation, pricing and technology. The following paper is an attempt to study the satisfaction level of customers who own small car. The research covers the areas of Aundh, Pashan, Baner in Pune, Maharashtra.

CRM: SERVICE QUALITY & CUSTOMER LOYALTY - A STUDY OF MOBILE TELECOM INDUSTRY AT JAIPUR CITY

DR. ANJU PANWAR
ASST. PROFESSOR
M.V.N. UNIVERSITY
PALWAL

SHUCHI MATHUR
ASST. PROFESSOR
M.V.N. UNIVERSITY
PALWAL

NEHA CHAHAL
ASST. PROFESSOR
M.V.N. UNIVERSITY
PALWAL

ABSTRACT

CRM is a means to join trust from customer by meeting the needs of each customer in a more personalized way. According to this paper we have made an attempt to investigate the implementation of CRM in mobile telecom Industry. For this purpose, a field survey of 300 persons consisting of 100 each from service class, business class and student class was conducted using a structured questionnaire. The respondents were selected randomly from Jaipur (Rajasthan) using Vodafone and Airtel mobile Services. Customer opinions were obtained on main aspects of CRM practices such as service quality and customer loyalty. The respondents were asked to give response on each question statement on a 5 point scale ranging from 1-5. The primary data collected for the purpose have been analysed by statistical tool chi-square. The survey has brought out that majority of the people are of opinion that CRM is a valuable tool for mobile telecom industry.

TOUGH TIME FOR INDIAN TEA INDUSTRY

**KAKALI HAZARIKA
RESEARCH SCHOLAR
DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES
NATIONAL INSTITUTE OF TECHNOLOGY
SILCHAR**

ABSTRACT

In India, millions of people are dependent on tea industry; directly and indirectly. Tea is a labour intensive industry and provides jobs in remote rural areas. Assam is the highest tea producer in India, producing 52 per cent of total production. However, due to weak international and auction (national) prices over last few years, a worldwide tea sector crisis have been observed, which is felt at its worst in Assam also. Low prices affect the sustainability of tea sector along with the livelihoods of plantation workers and small growers in tea producing regions of India. Contrary to this, tea trading and distribution is dominated by few companies that are highly benefited from stable retail prices. In this paper, an attempt is made to highlight the problems faced by Indian tea industry in marketing field. The results of this study reveal that only effective marketing policy will help Indian tea industry to overcome the present crisis.

IMPACT OF OPEC ON SUPPLY AND PRICE OF PETROLEUM PRODUCTS

GAURAV MANOJ JHA
STUDENT
BITS, PILANI'S K. K. BIRLA GOA CAMPUS
GOA

ABSTRACT

Petroleum products form the backbone of our modern civilisation and OPEC is arguably the world's most important organization when considering crude oil supply price stability. The members of OPEC are countries which have some of the largest oil reserves and ever since its formation in 1960s, OPEC has been a very important player in the crude oil market. This study aims to ascertain the impact of OPEC on the supply of oil and global imports and its effect of oil price stability. Historical data of world oil prices before and after the formation of OPEC have been compared and analysed considering the world and OPEC oil supply and reserves. Proportions of world imports from OPEC have also been discussed and the reasons for price shocks and fluctuations over the years have been analysed with greater emphasis on the role of OPEC in particular. This study confirms the fact that OPEC wields a heavy influence on the supply and price of petroleum products. Though there have been new oil well discoveries in Venezuela and Brazil and technological developments have enabled extraction of huge shale oil reserves in US and Canada, these reserves will take several years to develop in an economically viable manner and hence, for the foreseeable future, OPEC will continue to remain the most important organization in the crude oil market.

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

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

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