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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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## **WORKERS' FELT-BELONGINGNESS AND COMMITMENT: A RELATIONSHIP-BASED DISCOURSE**

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**RWANDA KIGALI**

### **ABSTRACT**

*The thrust of this perceptual-based study was to investigate the perception and relationship between workers' felt-belongingness and commitment among profit and non-profit oriented organizations in Kigali. A purposive sample of 40 organizations was used to examine the theoretical assumption of possible relationship. All responses obtained were analyzed through SPSS version 21. The statistical results from both descriptive and correlations indicate strong evidences of high rating for elements of felt-belongingness and commitment and positive statistical significant relationship between felt-belongingness and commitment was discovered. Findings thus indicate that felt-belongingness is a strong springboard for workers' commitment among the surveyed organizations.*



## **NON MONETARY REWARDS: A SOURCE OF SATISFYING THE SELF-ACTUALIZATION NEED**

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### **ABSTRACT**

*Most of us work for money, as it is the prime source of living. Money is a kind of reward that we receive in compensation for the work we do. But money is only capable of satisfying the basic needs of employee, because it can only buy food, house, clothes etc. But it cannot buy self-esteem, confidence, relationships, love, commitment, etc. After a certain level, an employee needs to be looked after for his higher level needs, called the self-esteem and self-actualization needs. Fulfilling these needs can make an employee work with more commitment and motivation in the organization. Monetary rewards can only motivate employees to a particular level, thereafter they need more than monetary rewards to stay motivated. Non-Monetary rewards such as Advancement & Growth, Benefits & Facilities, Recognition, Flexibility supervisor support etc. can give the employees a sense of achievement and satisfaction that their efforts are being recognized, thus leading to a satisfied alter ego.*

## **IMPLEMENTATION OF GREEN SUPPLY CHAIN MANAGEMENT: A REVIEW AND RESEARCH DIRECTION**

**DR. S. SARAVANAN**  
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**TIRUCHIRAPPALLI**

### **ABSTRACT**

*Green supply chain management is becoming increasingly important for Indian manufacturers to improve both environmental and economic performance simultaneously throughout the supply chain process. The purpose of this paper is to briefly review the recent literatures of green supply chain management implementation discussing the GSCM practices, pressures and performance of various manufacturing and service industries in most of the developing and certain developed countries.*

## **MEASUREMENT OF CUSTOMER SATISFACTION IN BANKING SECTOR: WITH SPECIAL REFERENCE TO BANKS IN SIVAGANGAI DISTRICT**

**B. KAVITHA**

**RESEARCH SCHOLAR, PG & RESEARCH DEPARTMENT OF COMMERCE, DR. ZAKIR HUSAIN  
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KARAIKUDI**

**DR. A. ABBAS MANTHIRI**

**PRINCIPAL  
DR. ZAKIR HUSAIN COLLEGE  
ILAYANGUDI**

### **ABSTRACT**

*Service offering channels in the banking system has emerged on the scene with variety of forms such as ATM, internet banking, telephone banking and others. Fierce competition, more demanding customers and the changing climate have presented an unparalleled set of challenges for banks in the country. Therefore, customer satisfaction is the key for many banks to survive in competition. This study has used the model of service quality with five dimensions to evaluate its effect on service quality, more the customer's satisfaction and to identify the factors affecting customer's satisfaction in banks and analyze their effects on the level of satisfaction.*

## **E-BUYING BEHAVIOUR OF AUTOMOBILES: A CONCEPTUAL FRAMEWORK ON DETERMINANTS**

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**DR. J. CLEMENT SUDHAHAR**  
**PROFESSOR**  
**KARUNYA UNIVERSITY BUSINESS SCHOOL**  
**KARUNYA UNIVERSITY**  
**COIMBATORE**

### **ABSTRACT**

*Online/e-buying has unmistakeably become a pervasive mode of buying irrespective of product nature, needless to point towards automotive market, especially pre-owned car market. Since there is a fast boom in the internet and technology, customers are gradually turning towards e-commerce day-by-day. The market is predominantly now a consumer driver. The focus is shifting for product based to need based marketing. So it is important that we study the consumers' perceptions and behaviour towards online portals and the marketing strategies work. The research was concentrated on the Manchester of south India – Coimbatore – Tamilnadu. Which paved the way to get a light on the purchasing behaviour of the people mainly who are in the I.T sector, Medical Practitioners and mostly the youngster. The study throws in rapid response that various features in the online pre-owned car portals should concentrate on to attract the prospective buyers. The study concludes that the consumer behaviour and perception plays a vital role in the online automobile marketing portals and there is an extensive scope in this area.*

## STUDY OF REWARDS AND MOTIVATION ON JOB SATISFACTION IN BANKING SECTOR WITH REFERENCE TO PUNE REGION

**DR. MANISHA PUROHIT**  
**ASSOCIATE PROFESSOR**  
**LOTUS BUSINESS SCHOOL**  
**PUNE**

### ABSTRACT

Banking industry viewed from personnel angle has its peculiarities. It is a labour intensive industry and efficiency of employees has got a bearing on the quality of services offered. Increasingly, organizations are realizing that they have to establish an equitable balance between the employee's contribution to the organization and the organization's contribution to the employee. Establishing this balance is one of the main reasons to reward employees. Organizations that follow a strategic approach to creating this balance focus on the three main components of a reward system, which includes, compensation, benefits and recognition. Studies that have been conducted on the topic indicates that the most common problem in organizations today is that they miss the important component of Reward, which is the low-cost, high-return ingredient to a well-balanced reward system. A key focus of recognition is to make employees feel appreciated and valued. Research has proven that employees who get recognized tend to have higher self-esteem, more confidence, more willingness to take on new challenges and more eagerness to be innovative. The aim of this study is to investigate whether rewards and recognition has an impact on employee motivation and test the relationship between rewards, motivation and job satisfaction. Results indicate that (a) rewards have positive significance on motivation, (b) motivation is positively related to the job satisfaction (c) rewards have a positive significant effect on job satisfaction. The results are inconsistent with previous studies conducted to analyze the relationship of rewards, motivation and job satisfaction in different contexts.

## **A STUDY OF CHILD WELFARE SERVICES PROVIDED BY NON-GOVERNMENTAL ORGANIZATIONS IN THE JAIPUR DISTRICT OF RAJASTHAN**

**DR. NANDINI SHARMA**

**ASST. PROFESSOR**

**S. S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE  
JAIPUR**

### **ABSTRACT**

*The study finds out that Children are the budding flowers of the society. They are the future of any nation. Hence, their nurturing in all sense is very important for the overall development. United Nations explored that overall development is something which has got combination and balanced development of social, psychological, emotional and physical. It is also explored that each aspects of development are interrelated. Hence, variation in one of the aspect can bring variation in another. Therefore, each and every aspect of development is equally important in attaining overall development of the children.*

# **A STUDY ON THE WORKPLACE CULTURE AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO SAKTHI FINANCE LTD, COIMBATORE**

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**COIMBATORE**

## **ABSTRACT**

*The concept of workplace culture has recently captured the interest of practicing managers as well as academic researchers. This appeal is based on the observation that a strong productive culture is associated with increased sales growth, profitability, employee satisfaction and overall organizational performance regardless of where the organization is physically located. Employee retention is a critical component in managing human resource flow. In this era of unpredictable market and organizational changes, organizations must create an environment where today's top talent can thrive. The intent of this research is to present a comprehensive view of the workplace culture through literature survey and questionnaire method, uncovering the various aspects of employee retention and debating on the issue whether workplace culture has its impact on employee retention. This would further help in establishing a linkage between workplace strategies and human resource planning.*



## **A PREFERENTIAL STUDY ON INVESTMENT IN PHYSICAL GOLD AND INVESTMENT IN E GOLD WITH SPECIAL REFERENCE TO MANGALORE**

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### **ABSTRACT**

*This paper is based on the preference of the people on investment in physical gold and investment in Electronic gold. Physical gold comes in the form of Gold coins, biscuits, jewellery, bars, bullions, etc...Electronic gold are held in the demat account in the form of units which can be also taken the delivery of the physical gold. The study aims to know the awareness among the people on investing in Electronic gold and their perceptions on the same and also to analyse the tax implications and tax benefits available on Electronic gold and Physical gold. The sample size taken is 100 from Mangalore, Karnataka. Convenience sampling technique is used for the purpose of the study. The data is collected through questionnaire and interview form. The study reveals that the people are aware on investment in Electronic gold but they do not prefer it because they believe in tangibility of gold and also have the emotional and traditional value on the gold. Investing in physical gold and Electronic gold do not get any tax benefits. Electronic gold is suitable for long term investment.*

**VENTURE CAPITAL IN INDIA: TRENDS & CHALLENGES****SAUMYA JAIN****ASST. PROFESSOR****SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES****UNIVERSITY OF DELHI****DELHI****NARANDER KUMAR NIGAM****ASST. PROFESSOR****SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES****UNIVERSITY OF DELHI****DELHI****ABSTRACT**

*The Indian startup environment is a buzzword since last year when the Venture Capital investments hit an all-time high of more than 9\$ billion. The year 2016 started with the launch of ambitious Start Up India Campaign. With a 10,000 crore corpus, tax exemption and self-compliance procedure, the Indian Startup ecosystem has never been more conducive. The current government policies are favouring business environment and with the number of mobile phone and internet users increasingly exponentially in India, sectors like e-commerce are attracting unprecedented investment. There are a lot of mergers and acquisitions in the start up industry and the government support is supporting this consolidation. With all the initiatives, Indian start up scene is on a never before growth trajectory that is bound to sustain for a long time. The present paper examines the conceptual framework of Venture Capital, the evolution of Venture Capital in India and the Regulatory framework for Venture Capital Funds. The paper analyses the current trends and challenges in the Venture Capital Industry and the way ahead for India.*

## **ROLE OF GOVERNMENT IN BOOSTING EDUCATION SECTOR IN INDIA: A GLOBAL PERSPECTIVE**

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### **ABSTRACT**

*This study was based on the development in the education sector and the major Initiatives taken by the government in boosting education sector in terms of investment, removing poverty, illiteracy which leads to economic growth. The study was descriptive in which we have made a comparison of performance of different variables. The data was collected through secondary sources i.e. websites of UNESCO. The major findings of the study were to focus on improvement in education sector taken and its impact on Indian economy.*

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**EVENT MANAGEMENT INDUSTRY & JOB OPPORTUNITIES FOR  
UNDERGRADUATE STUDENTS  
(WITH SPECIAL REFERENCE TO STUDENTS RESIDING IN BANGALORE URBAN)**

**JYOTHI.J  
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KASTURI NAGAR**

**ABSTRACT**

As the higher education environment becomes increasingly competitive, prospective students are more likely to compare graduate employability prospects of different universities and different courses. Consequently, the viability of courses is being increasingly challenged with market viability based predominately on student demand, which is often based on their perceptions of workplace requirements. Event management has emerged to become a key sector after the liberalization of the Indian Economy. Events are leisure activities and work possibilities for people. Events bring people together and make them have good time. They enhance the quality of people's life; they can provide significant economic benefits. The leading research group expects this industry to grow at a compound annual growth rate (CAGR) of 15.2 percent to reach INR 1,661 billion by 2017. This paper tries to analyze as to whether the sector can provide job opportunities to the under graduate students and what the skills sets required to emerge as a successful event coordinator and also the possibility of the sector to motivate the students to become entrepreneurs and initiate their own startups. To provide an indication of current employer requirements in Event Managers and whether there can be a holistic approach in training the students in Event Management through a refined curriculum. The results of this study establish a platform from which to develop a classification of event management skills required by the industry. More importantly however, it can be used as the basis for curriculum evaluation and training needs, and create a better understanding and compatibility between event management education and industry practice.

## **PROSPECTS AND CHALLENGES OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN INDIA**

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### **ABSTRACT**

*In entrepreneurship and its association with economic development, empirical researchers and policy makers have shown increasing interest. Entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, Innovator, risk taker, continues learner, decision maker & most important is to implement all these qualities into the work. There are a lot of examples of the entrepreneurs in India who are now called synonymous of 'Success'. They saw the bigger picture but wisely started their business as a very small unit. Entrepreneurs set the example of turning their dream into reality. And the story behind to achieve the dreams into reality is to set massive goals for themselves and stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal. It looks fascinating, attractive and motivating after listening stories of the entrepreneurs, but success is not as easy as it looks always. There are some obstacles which we call the challenges to overcome by looking forward the prospects to be a successful entrepreneur. This research paper focuses on the challenges towards entrepreneurship development programmes by exploring challenges for future strategy of its redressal.*

## **AN EMPIRICAL STUDY ON THE EXISTENCE OF GENDER GAP IN THE PERSONAL FINANCIAL BEHAVIOUR OF INFORMED INVESTORS**

**PADMA NANDANAN**  
**ASST. PROFESSOR**  
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**MARATHALLI**

### **ABSTRACT**

*Finance has the ability to make or break an individual's life, but its influence depends on how possessors use and manage it. This blatant truth signifies the importance of Personal finance. Personal Finance is the application of principles of finance to the monetary decisions of an individual or family unit. Another noteworthy fact is that women do not have the same relationship to finance as men because there are many striking differences between them. Both men and women should be financially efficient to take appropriate financial decisions for themselves and their families. The study aims to get a clear understanding of the existence of a gap in the financial behavior of women as compared to men with the objective of providing a basis for assessment as to what should be done in order to make sure that women are not financially disadvantaged. The author has come out with a model called the POWER model which aims at giving women the power to ensure this.*

## **A STUDY ON COST BENEFIT ANALYSIS OF SELECT PRIVATE SECTOR BANK**

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### **ABSTRACT**

*Cost benefit analysis is sound decision making tool for calculating a comparing benefit and costs for functional requirements of project. To alternate solution could be ranked in terms of cost benefit ratio. In this study tool is used by listing all the deposit and borrowing costs associated with the project and then estimating the benefits of return on investment and advances of bank.*



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## ELECTRONIC BANKING IN INDIA: CHALLENGES AND OPPORTUNITIES

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**RAMANNAPET**

### ABSTRACT

*Banking is the lifeline of an economy, present and future of any economy depends upon the success and development of banking. The objective can't be achieved with the traditional banking as now is the age of technology. Indian banking industry today is in the midst of an IT (Information Technology) revolution. The advancement has thoroughly and perceptibly revamped the operational environment of the banking, banks are providing different services cash deposits to cash withdrawals through electronic means. Therefore, number of electronic transactions are increasing the world is going to be a cyber-world where each and everyone would be connected through internet. E - Banking is a progressive technology in India but its endorsement is very low as 70 per cent population belongs to rural areas and 30 per cent reside in urban. Banks are investing huge amount of money to increase the diffusion of cyber banking, therefore it is the need of time to know the real causes of its low penetration. The changes that have taken place to impose on banks tough standards of competition and compliance. E-Banking is likely to bring host opportunities as well as unprecedented risks to the fundamental nature of Banking in India. The scope of E-Banking is still evolving several initiatives taken by Government of India as well as the Reserve Bank of India. This paper aims to present the E - Banking challenges and opportunities in India.*

## **DAY OF THE WEEK ANALYSIS ON SECTORAL INDEX OF INDIAN STOCK MARKET**

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### **ABSTRACT**

*This paper examines the day of the week effects in Indian stock market. Predicting the days return is always difficult task among the traders and investor. In order to know the pattern of return distribution among the day's samples of Sectoral index is taken into account. Study test the normality and Statistical significance among the returns of several samples taken into study. SPSS and MS-Excel used for this purpose.*

# THE MOVEMENT OF EMPLOYEES IN THE NIGERIAN PETROLEUM INDUSTRY: CAN IT BE STABILISED?

**MONEY, UDIH**

**LECTURER**

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DELTA STATE**

## **ABSTRACT**

*The Nigerian Petroleum Industry Operates in different locations with all kinds of employees working to meet the organisational objectives. This paper examined the movement of employees in the Nigerian Petroleum industry, and to find out if the movement of employees can be stabilised. The study employed secondary sources of information that were extracted from two (2) oil and gas companies selected from the petroleum industry, and locations were selected using the stratified random sampling. The analyses of data were with mean, standard deviation and the F-distribution to test for the significance between means. The research findings were: employees' movement in all the locations are controlled through management intervention; the use of potential theory has a good relationship with employees' movements in the industry, and potential theory can stabilise employees movement in the industry; and training should be given to human resources staff in the industry.*

## **WATERSHED APPROACH THROUGH TRIBAL LIVELIHOOD OF KORAPUT DISTRICT IN ODISHA**

**ASHOK KUMAR NANDA**  
**LECTURER**  
**COUNCIL OF ANALYTICAL TRIBAL STUDIES**  
**KORAPUT**

### **ABSTRACT**

*Water, the most important natural resource, is indispensable for the entire living organism as well as vital for the growth of plants, agriculture, fish culture and industrial development. Watershed development as a strategy for raising agricultural productivity has been indispensable particularly in dry land areas- one that integrates sectors and provides the foundation for subsequent development. Odisha is the poorest state in India, with 46% of people living below the poverty line in 1999-2000, as against 26% for the entire country. Tribals constitute 23 per cent of total population of Odisha who are the backward, marginalized and poverty stricken population. If the agriculture needs to be diversified in terms of crop variations and production, the traditional cropping pattern has to be changed and in its place new HYV should have to be introduced for higher productivity; which apparently is feasible with the development of watershed program in tribal regions of KBK districts. A participatory watershed approach as a strategy seems more pragmatic in view of its socio-economic and ecological impacts on the livelihoods of the impoverished tribes and as such, an attempt has been made in this paper to discuss the pro-poor implications of watershed among the KBK tribals that have occurred as a result of the implementation of watershed program.*

## COMPARING MEAN RETURNS AND DETERMINING EXCHANGE RATE EFFECT IN INTERNATIONAL EQUITY INVESTMENT

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### ABSTRACT

*The “Goods market approach theory” suggests that individual investors will receive a similar expected return whether they invest in their domestic stock market or a foreign stock market. This is linked to the proposition that countries whose stock markets appreciate faster than the international average will experience exchange rate movements that the foreign investor counteracts any gain. Here, returns to a UK investor are simulated for a ten year investment window covering the period of 2002 to 2011. Returns are compared according to strategies of investing in the UK market or in each of the six overseas markets. There was no difference of statistical significance in returns between the sterling investment into the UK market and into the markets of the USA, Germany and Japan. However, significantly higher returns would have been obtained for the UK investor into the Australian market and the two emerging markets considered here, China and Mexico.*

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