

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 1771 Cities in 148 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	STUDENTS' PERFORMANCE IN SOCIAL STUDIES AS CORRELATES OF MORAL VALUES AND PERCEPTION IN SELECTED SECONDARY SCHOOLS <i>DR. EMMANUEL OLUSOLA ADU, EKIMA TINA SALAKO & IFEOMA R. EZE</i>	1
2.	COMMITMENT AND MOTIVATION OF AIDED COLLEGE TEACHERS IN TAMIL NADU <i>DR. K. CHANDRASEKARAN & SUBRAMANIAN CHANDRAN BABU</i>	5
3.	CORPORATE FINANCE DEVELOPMENT THROUGH INSTITUTE INTERACTIONS IN SERVICE AND NON SERVICE SECTORS, ETHIOPIA <i>DR. M MOSES ANTONY RAJENDRAN</i>	13
4.	PROJECT MANAGEMENT PRACTICE IN PUBLIC SECTOR <i>FAKHRADDIN MAROOFI & SAMIRA DEHGHAN</i>	15
5.	AN ANALYSIS ON THE RESPONDENTS PERCEPTION OF THE RECRUITMENT AND SELECTION PROCESS AND ITS EFFECT ON THE PERFORMANCE OF EMPLOYEES IN THE MICRO- FINANCE INSTITUTIONS IN RWANDA <i>MACHOGU MORONGE ABIUD, LYNET OKIKO & VICTORIA KADONDI</i>	19
6.	ORIGIN AND EVOLUTION OF CORPORATE OWNERSHIP IN JAPAN: A HISTORICAL REVIEW <i>MOHAMMED MEHADI MASUD MAZUMDER</i>	25
7.	INTERACTION OF STOCK MARKET WITH MACROECONOMIC VARIABLES: A STUDY OF KSE 100 INDEX PAKISTAN <i>SHAHZAD KHAN, NIAMAT ULLAH & SHAHZAD ZEB</i>	32
8.	TOWARDS AN INTEGRATED CONCEPTUAL MODEL ON TOURISM COMPETITIVENESS: DOES CLUSTERING WAY FORWARD? <i>IMALI N. FERNANDO</i>	36
9.	EFFECTS OF INDIRECT SOURCES OF ENERGY ON AGRICULTURAL PRODUCTIVITY IN INDIA <i>DR. BIDYADHAR MAJHI & AWADHESH KUMAR</i>	42
10.	THE PROSPECTS AND CHALLENGES IN RURAL MARKETING WITH REFERENCES TO TWO WHEELERS - A STUDY OF KARAD TALUKA OF SATARA DISTRICT <i>DR. H. G. ABHYANKAR & S. N. JAGADALE.</i>	45
11.	A STUDY ON AWARENESS OF SOCIAL SECURITY FOR MIGRANT WORKERS IN INDIA <i>S PRAKASH RAO PONNAGANTI, M. MURUGAN & DR. K.P.V. RAMANA KUMAR</i>	48
12.	CORPORATE ENTREPRENEURSHIP - A BUSINESS STRATEGY <i>C. S. RAMANIGOPAL, G. PALANIAPPAN & G. MURUGESAN</i>	51
13.	DETERMINANTS OF REPAYMENT IN AGRICULTURAL CREDIT IN COIMBATORE DISTRICT <i>DR. S. GANDHIMATHI, DR. P. AMBIGADEVI & K. R. GOMATHI</i>	55
14.	FINANCES OF DECS OF CONVENTIONAL UNIVERSITIES IN ANDHRA PRADESH - AN EVALUATION <i>DR. G. VENKATACHALAM & P.MOHAN REDDY</i>	60
15.	A STUDY OF SOCIO - ECONOMIC VARIABLES FOR TOOTHPASTE BRANDS IN INDORE CITY <i>VISHAL SONI & DR. ANAND SAPRE</i>	65
16.	A REVIEW OF ECONOMIC AND FINANCIAL INCLUSION IN NORTH EASTERN STATES OF INDIA <i>DR. SANJAY TUPE</i>	70
17.	THE EFFECTIVENESS OF MICRO FINANCE INSTITUTIONS ON SOCIO-ECONOMIC DEVELOPMENT OF WOMEN IN KARNATAKA <i>DR. ANURADHA.PS</i>	74
18.	A STUDY OF RELATIONSHIP BETWEEN S&P CNX NIFTY AND EXCHANGE RATE <i>SAURABH SINGH & KIRTI LALWANI</i>	78
19.	SELF HELP GROUPS IN INDIA: AN ANALYSIS <i>DR. MD MOAZZAM NAZRI</i>	82
20.	ANALYSIS OF PRE & POST LIBERALISATION SCENARIO IN EDIBLE OILSEEDS SECTOR IN INDIA <i>DR. SATYA PRASAD VK</i>	87
21.	RURAL TOURISM: A PREVENTIVE WEAPON OF SINKING URBANIZATION AND RURAL ECONOMIC DEVELOPMENT <i>DR. BIDYUT JYOTI BHATTACHARJEE</i>	95
22.	SMEs RISING IN INDIA: AN OVERVIEW <i>BARNASREE CHATTERJEE</i>	100
23.	EVOLUTION OF PUBLIC DISTRIBUTION SYSTEM IN INDIA <i>DR. P. CHENNAKRISHNAN</i>	105
24.	STRATEGIC FACTORS FOR RURAL TOURISM SUSTAINABILITY <i>AASIM MIR & SHAFQAT AJAZ</i>	110
25.	A STUDY ON ENHANCING EFFICIENCY OF UNORGANIZED POWERLOOM SECTOR WITH SPECIAL REFERENCE TO POWERLOOM SECTOR IN INDIA <i>P. S. GURUMURTHY & DR. VASANTI C IYER</i>	113
26.	THE ROLE OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME IN POVERTY ALLEVIATION IN INDIA <i>DR. R. MUTHUSAMY</i>	119
27.	CHANGING PARADIGM AND HUMAN RESOURCE DEVELOPMENT: A CASE STUDY OF TATA MOTORS <i>RICHA NANGIA</i>	124
28.	TRADE INDUCED EMPLOYMENT FUNCTION AND EMPLOYMENT MULTIPLIER: A CASE STUDY IN INDO-MYANMAR BORDER TRADE <i>MAYENGBAM LALIT SINGH & DIPALI BOSUMATARI</i>	128
29.	FDI POLICIES OF INDIAN GOVERNMENT SINCE ECONOMIC REFORMS – AN ANALYSIS <i>SIRAJ-UL-HASSAN RESHI</i>	133
30.	ICT AND ECONOMIC GROWTH: THE VARIETY OF DIGITAL DIVIDES LESSONS FROM SOUTHERN AND EASTERN MEDITERRANEAN <i>VAHID RANGRIZ</i>	140
	REQUEST FOR FEEDBACK	146

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, HimachalPradeshUniversity, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

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

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS

DR. MOHITA

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

AMITA

Faculty, Government M. S., Mohali

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; Management 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 and 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 address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

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 elsewhere.

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

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **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.

4. **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. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a 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.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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 every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
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 follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. 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. 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 the 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, Nigeria.

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.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CORPORATE FINANCE DEVELOPMENT THROUGH INSTITUTE INTERACTIONS IN SERVICE AND NON SERVICE SECTORS, ETHIOPIA

DR. M MOSES ANTONY RAJENDRAN
ASSOCIATE PROFESSOR
DEPARTMENT OF ACCOUNTING & FINANCE
COLLEGE OF BUSINESS & ECONOMICS
MEKELLE UNIVERSITY
MEKELLE

ABSTRACT

This article mentioned about the importance and usage of the corporate finance development through the institution and industry. It mentioned about the corporate finance and the firm, Importance of Corporate Finance Technical Education, Need to Establish Linkages with Industry, Need to Establish Linkages with Industry and Industry Institute Interaction. It is also mentioned about the important areas should be trained and strengthen the interaction so mutually they will growth which will help them to improve the profit maximization of the company in the global village.

KEYWORDS

corporate finance development, institute interactions in service.

CORPORATE FINANCE AND THE FIRM

In case, any firm wanted to be success there are three main points are important. First, successful companies have skilled people at all levels inside the company, including a. leaders who develop and articulate sound strategic visions; b. managers who make value-adding decisions, design efficient business processes, and train and motivate work forces; and c. a capable work force willing to implement the company's strategies and tactics. Second, successful companies have strong relationships with groups that are outside the company. Third, successful companies have sufficient capital to execute their plans and support their operations. Just as a stool needs all three legs to stand, a successful company must have all three attributes: skilled people, strong external relationships, and sufficient capital.

Corporate finance is very important for any organization. They contribute for the growth of the organization. It serves to achieve the common financial goal of the organization. Organization are made up of people and function through people. Without people organizations cannot exist. The resources of men, money, materials and machinery are collected, co-ordinated and utilized through people. Skilled People are the most significant resource of any organization which is called Corporate Finance Human Resource. It may be defined as the total knowledge, skills, creative abilities, talents and aptitudes of an organization's workforce, as well as the values, attitudes, approaches and beliefs of the individuals involved in the affairs of the organization. It is the sum total or aggregate of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the persons employed in the organization.

HRD in Corporate finance is the framework for helping employee's development their personal and organizational skills, knowledge, and abilities. It includes such opportunities as employee training, employee career development, performance management and development, coaching, mentoring, succession planning, key employee identification, tuition assistance and organization development in the area of corporate finance. Every organization aims at accomplishing its objective. Corporate finance manager helps to one of the achievement of the aim of the firm.

IMPORTANCE OF CORPORATE FINANCE TECHNICAL EDUCATION

Corporate finance education is one of the most significant components of human resource development spectrum with great potential for adding value to firm, for contributing to the national economy.

Today, when nations around the world are coming closer thus removing the barriers and becoming part of the global village in terms of corporate finance. The necessary for Ethiopia to gear itself for global competition in every field including accounting and finance and its research in industry and institution. Corporate finance education is clearly, the most important contribution to the company.

Better interaction between accounting and finance institutions and industry is the need of the hour. This will have great bearings on the corporate finance Curriculum, exposure of industrial atmosphere to corporate finance students and subsequent placement of young corporate finance managers in industries across the country. With the advent of globalization and opening up of Ethiopian economy to outside world, competition among industries have become stiff. There is an urgent need to prepare corporate finance students for jobs in multinational companies, by exposing them to newer areas. These objectives only be achieved well by bridging the gap between industry and the accounting and finance academic institute.

NEED TO ESTABLISH LINKAGES WITH INDUSTRY

To cope up with the changing scenario, it has become very-essential for the corporate finance institutions to establish a meaningful and permanent partnership with industry. This will facilitate in using the experience, expertise and resource available in both the system for mutual benefits. This fact has been realized by all those concerned with the development of accounting and finance education and industrial systems. Efforts are being made to initiate and sustain the interaction.

INDUSTRY INSTITUTE INTERACTION

Industry-institute Interaction means the interaction between the professional institutes and the industries in the profession. To be sustainable their interaction has to be meaningful and mutually beneficial. This interaction is expected to be symbiotic in nature in which both partners compliment each other. It provides the synergy of the strengths and resources of both, contributing to not only the progress of the industry and the Institute but also the Society and the Nation as a whole, which is the need of the hour in this competitive environment.

Every institution can study the need of the Industry-Institute Interaction Practices, Identify the areas of strength and weakness in Industry Institution relations, study the Industry-Academy linkages through HRD centre, analyse the benefits of Industry-Institute Interaction both in accounting and finance Institution and in Industry and to develop the Industry-Institute Interaction model for the corporate fiancé Education system.

The linkage between Industry and Institutions are of paramount importance for bringing relevance to the accounting and finance education. The demand for this interaction is more in view of the changing Ethiopia and global economic scenario. An effective partnership between institute and industry in a mutual supportive role provides a powerful environment that encourages innovation and creativity. Institute provides the most important ingredients to the industries in the form of technical manpower. The main aim of accounting and finance education institutes is to provide adequate number of technically trained manpower equipped with knowledge and skill required to perform their day-to-day jobs in the industries.

The Industry-Institute Interaction (III) is being practiced in so many institutions in Ethiopia and abroad. In Ethiopia after globalization, almost in all categories of institutions this Industry-Institute Interaction is in practice. It is good to know the feasibility and nature of the practice of III in accounting and finance institutions.

If, the following services are provided by the industries to the accounting finance institutions that will strengthen the profession in the field. They are,

1. Membership of Advisory Boards/Committees
2. Framing of Syllabus/Curriculum Development
3. Industrial Training of Staff
4. Industrial training of Students
5. Industrial Visit of Students and Staff
6. On Campus Recruitment of Students
7. Guest Lectures
8. Assistance for Project Work of Students
9. Resource Sharing
10. Project Evaluation for Examinations.

The industry and institution interaction in the following areas which really help them to improve their corporate finance system and economy. They are, Financial Markets, Issues, Investments and Intermediaries; **evaluation of Financial Performance** - Return on Equity, Liquidity Ratios, Asset Management Ratios, Profitability Ratios, Leverage Ratios, Market Value Ratios, The Du Pont Method and Ratios and Growth (Comparisons); **Financial Planning and Forecasting** - Budget Details, Budgeted Financial Statements, Concepts in Budgeting and Making the Budgeting Process Work; **Capital Budgeting Analysis** - Calculating the Discounted Cash Flows of Projects, Economic Criteria for Evaluating Capital Projects and Consideration in Capital Budgeting Analysis; **Managing Cash Flow** - Cash Flow Cycles, Cash Flow Planning, Short Term Financing; **Finer Points in Cash Flow Management** - The Management of Capital, Concepts and Theories, Calculating the Cost of Capital, The Financing Decisions and The Financing Market Place; **Mergers and Acquisitions** - Concepts, Legal and Regulatory Considerations, Due Diligence, Valuation Concepts and Standards, The Valuation Process, Post Merger Integration and Anti-Take over Defenses; **Creating Value through Financial Management** - New Role of Finance, Value Based Management Measuring Value and Real Sources of Value; **Strategic Planning** - Preliminary Considerations, Organizing the Process, Assessing the Situations, Developing the Strategic Plan and Implementing the Strategic Plan; **The Balanced Scorecard** - Concepts, Strategic Foundations; **Competitive Intelligence** - Concepts, Tools and Techniques, Counter Intelligence, Critical Concepts, Analytical Models, Advanced Techniques and Corporate Intelligence Systems; **Public Offering** - Preliminary considerations, Preparing for the IPO, Registering the IPO and Selling the IPO; **Creating Value in the Non Profit Sector** - The framework for Value Based Management, Strategic Planning, Organizational Resources, Leadership and Accountability and Performance Measurement; **Process Improvement** - Fundamental Tools of the Trade, Capability Maturity Model, Six Sigma and Lean Thinking.

Risks and Return - Measuring of Return, Measuring Risk, Modern Portfolio Theory, Risk in Portfolios, The Efficient Frontier and Diversification; **Bonds and Their Valuation** - Characteristics of Bonds, Classifications of bonds and Bond Valuation; **Stocks and Their Valuation** - Valuation of Equity Shares and Techniques of Fundamental Equity Valuation; **Corporate Valuation** - Risk, Cost of Capital and Estimating Corporate Value; **Capital Budgeting: Evaluating Cash flows** - Process of Capital Budgeting, Types of Proposals, The Concepts of Cash Flows, Methods of Appraisal in Capital Budgeting, Risk and Uncertainty in Capital Budget Factors and Limitations; **Capital Structure Decisions** - Measuring Capital Structure, Interpreting Capital Structure, Leverages and Capital Structure Theories; **Distributions to Shareholders: Dividends and Repurchases** - Dividend Payments, Dividend Policy, Dividend Policy Theories, Residual Dividend Policy and Stock Repurchase; **Corporate Restructuring** - Types of Corporate Restructuring, Mergers and Consolidations, Types of Mergers, Government and Mergers and Financing Mergers; **Leasing Financing** - Types of Leases, Lease Analysis, Tax treatment of leases, Effects on financial statements, Lessee's analysis and Lessor's analysis; **Derivatives and Risk Management** - Forwards, Futures, Options and SWAPS; **ERP - Solution of Your Corporate Finance** - ERP and Related Technologies, Implementation of ERP Systems, Functional Modules, Life Cycle of ERP and Implementation Factors

CONCLUSION

In this 21st century, people can expect a continuing education change in the corporate finance education paradigm with a greater emphasis on system thinking. Industry Institute Partnership (IIP), needs to be reoriented very seriously. All areas of interaction in this partnership are to be properly stabilized making them more worthy and result oriented. The professionals from either side have to make up their minds not to keep their partnership merely as a formality because it is a desire of a society. The professional from industry and institute must join their hands to generate, the future technocrats who are skilled, able, and efficient enough to suit the industry requirements. Industry-Institute Interaction can be successful in making accounting and finance institutions more relevant to society needs and in making industry more competitive through the provision of a more highly skilled workforce.

The key to success in promoting the development of mutually beneficial relationships is to provide structured opportunities for dialogue between industry and institution partners and to provide training that increases the awareness and skills of the institution partners. When institution representative's clearly demonstrate their commitment to meeting the human resource development in corporate finance needs of industry and the institution proves it can provide high quality services, the industry welcomes institute-interaction with open arms to improve the profit.

REFERENCES

1. Brigham, E.F., and Ehrhardt, M.C., 2002, "Financial Management: Theory and Practice", South Western Publishing, USA, 10th Ed.
2. Brigham, E.F., and Houston, J.F., 1998, "Fundamentals of Financial Management", The Dryden Press, USA, 8th Ed.
3. I.M. Pandey, 2005, "Financial Management", Vikas Publishing House Pvt. Ltd., New Delhi, 9th Ed.
4. Myers, S.C., and Brealey, R.A., 2003, "Principles of Corporate Finance", McGraw-Hill/Irwin, USA, 7th Ed.
5. R. Charles Moyer, James R. McGuigan, William J. Kretlow, "Contemporary Financial Management, West Publishing Company, 4th Edition.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics 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-mail 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

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.

Our Other Journals

