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THE RELATIONSHIP BETWEEN ACCOUNTING REVENUES, INCOME AND EXECUTIVE PAY

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ABSTRACT

This study examines the impact of revenues growth and income expansion on executive pay. Specifically this paper examines whether revenues or income growth has a greater impact on the executive pay. CEO compensation is utilized to be the proxy for executive pay in this study. Results indicate that executive pay is not dependent on either revenues or income growth. Rather, executive pay is highly dependent on the firm's stock returns.

TRAFFIC FATALITIES AMONG CHILDREN THAT IS CAUSING EXTENSIVE ECONOMIC DAMAGES

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ABSTRACT

In this study the traffic accidents that result in children fatalities is investigated by grouping and comparing several countries. Hierarchical Clustering analysis is used in order to determine similar and different countries according to the children death in traffic accidents. Multidimensional scaling analysis, on the other hand, is used to show the situation of countries and the unknown relation between units in multidimensional space. Cluster analyses showed that, it is possible to separate the countries into 6 groups. Turkey is found to be the most different country from the others where Portugal also forms a single group. The similarities and dissimilarities among the countries are also discussed. It is shown that Turkey and Portugal form single groups, among others. Turkey is found to be lack of safety measures which results in the high dissimilarity between the other countries and Turkey. It is clear that the situation of Turkey in terms of child traffic fatalities is alarming and needs special attention.

IMPACT OF CONSUMER PRICE INDEX, REAL EFFECTIVE EXCHANGE RATE INDEX, PER CAPITA INCOME AND DISCOUNT RATE ON PAKISTAN'S STOCK MARKET INDEX

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ABSTRACT

Stock market indexes and macro-economic variables have significant relationship and it has been a topic of keen interest for researchers, academics and professionals all over the world. Various studies on this topic have been conducted and revealed a little ambiguous but more well-known relationship of macro-economic variables with stock exchanges. This study focuses upon the relationship of macro-economic variables and their impact on Karachi Stock Exchange index (KSE100). The study is about explaining the impacts of four independent macro-economic variables i.e. real effective exchange rate index, discount rate, per capita income and consumer price index on a dependent variable KSE 100 index. The study covers the time period from 1992 to 2012 and data analysis has been performed by Statistical Package for Social Sciences (SPSS) on time series data of 21 years. The results of the study explain a positive impact of consumer price index and effective real exchange rate index on KSE 100 index. Negative impact has been manifested by discount rate and consumer price index (inflation) on KSE 100 index. Independent variables of the model explain 92% of variation on stock market at high level of significance. The study also suggests that government should take remedial measures to control inflation and discount rate in favor of economy. Government should announce such monetary policy that could control inflation and discount rate for long-run benefit of country. Government should also take measures to stop the currency depreciation to boost economy and KSE index. Policies for appreciation of currency lead the country towards high rate of capital flow from abroad that is a key issue in any developing capitalistic economy like Pakistan.

NEW FACE OF MANAGEMENT EDUCATION: ISSUES AND CHALLENGES**DR. S. K. BARAL****DIRECTOR****KUSHAGRA INSTITUTE OF INFORMATION & MANAGEMENT SCIENCE****CUTTACK****ABSTRACT**

Owing to the intense competition at the global level lot of changes are taking place in the industries. In turn there is a need to make the changes in the Business education system all over the world. India is no exception to it; but the pace is very slow. Now time has come to take a detailed review and to investigate the various challenges and issues which are being faced by these Business schools for enhancing the quality of management education in the country. Corporations, now a day face pressures from different stakeholders of the business environment and the changes in the environment have created threats to all of today's organizations. So, the managers have to look for finding the best possible ways of striking the implications brought by the changes. Mostly, it depends on better way of educating their people to convert previous knowledge and experience into today's competencies required for best possible strategies. Globalization has redefined the constituents and drivers of economic progress over last two decades. Globalization has resulted in significant changes in the knowledge economy and ushered new conditions for the provision of higher education to cater the skill requirement all across the globe. Higher educational services have emerged over the last few years as a major economic sector for trade worth several billion dollars. This research is an attempt to understand the changing need of management expertise to face the contemporary challenges in management education and the roles of business school. The business has to know the implications of the changes and accordingly has to prepare the quality people by their capabilities required to implement the strategies. This research is mostly done on existing literature of management education.

MANAGEMENT OF RURAL FINANCING FOR RURAL UPLIFTMENT -AN ANALYSIS

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ABSTRACT

The present paper explains the pattern of rural finance and its role on rural development. With the view, secondary source information on various schemes programmes and studies are composed. It is observed that during the last six decades efforts were made to uplift the rural poor by various credit schemes along with welfare programmes. These are succeeded at some extent but failed in eradicate poverty in the rural areas. There is a clear case of discrimination by all the institutional credit agencies as regards the establishment of rural branches as well as credit delivery to the rural sector in the major states of India. In the reforms period, every bank is conformed to profits rather than financial support to the rural. Proper credit facilities for employment and income generation certainly improve economic power of rural and it reduces burden of government in future to provide free social amenities (education, health, housing, sanitation, safe drinking water etc). Thus, it is suggested that a decisive change in the banking policy is extremely essential to ensure increased geographical and functional reach of rural credit institutions and unbiased distribution of rural credit across the states.

PROBLEMS OF WOMEN ENTREPRENEUR IN MAYILADUTHURAI, NAGAI DISTRICT

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ABSTRACT

The growth of industrialization, education and domestic system has brought about significant changes in the tradition bound Indian society. Now increasing proportion of women are seeking gainful employment in industrial field. It is a fact that man alone cannot break the evils of poverty, unemployment and inequality. Active and equal participation of women is indispensable in fighting against these social-evils. The global evidences prove that women have been performing exceedingly well in different spheres of activities. It is traced out as an extension of their kitchen activities to 3 Ps., Pickles, Powder (Masala) and pappad manufacturing with growing awareness and spread of education over the years women have started engrossing to modern activities like engineering, electronics and energy popularly known as 3Es.

SWOT ANALYSIS OF WOMEN ENTREPRENEURSHIP IN TIRUPUR WITH SPECIAL REFERENCE TO DALITS

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ABSTRACT

A woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. In India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment. In India from the very beginning, women have solely dominated the area of household activities. Today non-traditional enterprises are easily managed by women and are done so excellently with them as the decision – makers. Today, woman entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. In this content a research study on “SWOT analysis of women entrepreneurship in Tirupur with special reference to Dalits” was formulated with the objectives of identifying the socio economic profile of Dalit women entrepreneurs, to highlight the main motivational factors for Dalit women entrepreneurs and to study the major constraints faced by the Dalit women entrepreneurs. The study was related to 50 dalit women entrepreneurs in Tirupur district of Tamil Nadu. The study identified the problems of dalit Women entrepreneurs as financial, marketing, social and psychological problems. The degree of problems varies among the male and female entrepreneurs. The female entrepreneurs highly perceive the problems than the male entrepreneurs. But at the same time, the female respondents are also viewing that there are much more opportunities. The level of perception on problems was significantly associated with the profile of entrepreneurs especially personally trait and the highly indebted entrepreneurs highly perceive the problems.



QUALITY WORK LIFE OF MIGRANT CONSTRUCTION WORKERS IN CHENNAI

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ABSTRACT

Chennai, the capital City of Tamil Nadu is the fourth largest Metropolitan City in India. The Chennai Metropolitan Area (CMA) comprises the city of Chennai. The city has a large migrant population with labourers living in slums and pavements and there are number of studies of the conditions of migrant construction workers. This study focused on taking samples of migrant workers from areas of concentration of migrant construction workers especially in Old Mahabalipuram Road, Kodambakkam, T.Nagar and Mount Road where huge buildings and complexes are being built. The nature of work falls under the category of unorganized sector. The study focuses on migrant workers from Kolkata, Bihar and Andhra Pradesh. The migrant workers are mainly farm labourers and have only seasonal employment in their native places and are also jobless for 4 to 5 months in a year. The major objective of the paper is to examine the economic conditions, the employment status and the savings and remittances, income and expenditure pattern of the Inter State migrant construction workers in Chennai. A structured questionnaire was administered to 38 women and 62 men employed in construction work in Chennai. The data from male and female respondents from the same site was not collected. There has been a definite shift for both male and female workers from low income bracket to a higher income bracket after migration and employment in the construction work, there is a positive transition in their skill level after migration but the living conditions of these migrants is not satisfactory. The most important observation is that the migrants are very keen on savings for the purpose of remitting money to their native places and they are willing to sacrifice proper accommodation and expenditure on health for the same. Another important negative observation is that there is exploitation of migrant labour by the middlemen, contractors and subcontractors. The Quality Work life of these migrant workers are not satisfactory and more care should be taken towards health care of the workers.

AWARENESS LEVEL AMONG WOMEN ENTREPRENEURS TOWARDS STREE SHAKTI AND SGSY – A STUDY OF NORTH KARNATAKA DISTRICTS

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ABSTRACT

Recently in India, women entrepreneurship is an emerging trend in development of economy of self, family and nation. The government has been providing tremendous opportunities to initiate enterprises for women throughout India. No doubt, the government has introduced many schemes to promote entrepreneurship but it has failed to create awareness among women. Therefore, it is very essential to educate women by providing entrepreneurial education. The present study is based on the primary data collected from 1250 women entrepreneurs from the districts of north karnataka. The collected data were analysed and interpreted by using statistical tools like classification, tabulation, percentage, scaling technique and chi-square. The study suggested to increase the awareness level among women entrepreneurs about benefits of Stree Shakti and SGSY schemes and encouraged to earn self income.

SACK TO SOPHISTICATION: JOURNEY OF JUTE INDUSTRY

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ABSTRACT

Adjectives like silky luster, high tensile strength, low extensibility, considerable heat and fire resistance and long staple lengths are used for Jute-natural fibre. There are 77 composite Jute mills in India, of which 60 Jute mills are located in West Bengal, 7 in Andhra Pradesh, 3 each in Bihar and U.P., and 1 each in Assam, Orissa, Tripura and Chhattisgarh. In terms of ownership- wise division, 6 mills are under Government of India, 1 mill (Tripura) is under State Government, 2 mills (Assam & New Central) are in the co-operative sector, and 68 are in private sector. In 1855 India got first jute mill and today it is one of the major industries in the eastern region, particularly in West Bengal. It chains nearly 40 lakh farm families, endow with direct employment to about 2.6 lakh industrial workers in addition livelihood to another 1.4 lakh persons in the tertiary sector and allied activities. The Jute cultivation was shoddily exaggerated by the partition of the Country in 1947, when most of the then jute agricultural land was located in Bangladesh which is now Pakistan region. A stiff competition from its cheaper substitutes and is plagued with many problems ranging from obsolete technology, labour unrest, etc is being faced by this golden fibre industry. Since 1999, the industry has grown marginally at CAGR of 0.1% in volume, but it has grown in value terms largely because the costs have increased over the years. The worldwide awareness on environment and health is likely to provide new opportunities for jute. The author took an inside voyage of the station called jute textile industry. To wrap up the agenda author keenly went to discover Jute industry with a microscope. The paper explores historical angle and makes an effort to be acquainted with the vital panoramas of the textile deal i.e. global scene and desi platter i.e. Indian status. Further it notices the drift, issues and challenges of Indian jute industry. At the end the author jotted a handful of solutions to embark upon the impediments in better way.

VERONA

SOCIO ECONOMIC DETERMINANTS OF PARTICIPATION IN MGNREGA: A STUDY IN BANKURA DISTRICT OF RURAL WEST BENGAL

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ABSTRACT

The initial 200 districts chosen for implementation of the National Rural Employment Guarantee Act (NREGA) were the most backward districts of this country. Bankura district in West Bengal was selected at its first phase. Our study tries to review the current status of implementation of MG-NREGA in Bankura district, West Bengal and to identify the emerging strengths and weaknesses for wider dialogue for improvements. 200 households have been chosen from two backward and demographically diversified blocks on stratified random sampling basis at its different stages. The respondents have been asked through open ended questionnaire on several aspects of MG-NREGA. The current literature has identified low awareness of the beneficiaries as well as some institutional gaps. Our study also observes some irregularities in the implementation procedure and the lack of awareness about the rights. Still the beneficiaries believe that if effectively implemented, NREGA will be a more effective instrument for reducing poverty. We have also tried to find out the determinants of participation of the households in MGNREGA in the study area.

CUSTOMER PREFERENCE AND SATISFACTION TOWARDS CHAT OUT RESTAURANTS

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ABSTRACT

India is a diverse country with a huge variety of religions and cultures spread over a vast geographic area that experiences a wide range of climates. This, coupled with the long and interesting history of India, has had a major influence on the development of traditional foods and the variety of cuisines that exist in India today. India can be viewed as a melting pot of food and cuisines. The growth of the middle classes in India, particularly in the urban areas such as New Delhi, Bangalore, Mumbai and Chennai, have also fuelled the development of the service industries with restaurants being at the forefront of this development. This paper has given a clear picture about the chat out restaurant service and features in Chennai. This study is based on the 120 surveyed respondents' opinion. Results shows that 62% of the respondents highly satisfied towards features and service promptness of the all studied chat out restaurant. This industry will have more opportunity on growth and attract more customers in future.

IS LABOUR GETTING FAIR SHARE IN ORGANISED MANUFACTURING SECTOR?

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ABSTRACT

Indian economy faces an Herculean task of shifting labour force from agriculture sector to manufacturing, which is not possible without increasing the labour productivity and expanding the manufacturing itself. The slow growth of labour employment, its share and contribution in output, increasing capital intensity and low total factor productivity is cause of serious concern. The manufacturing sector can not attract skilled manpower unless it offers a fair share to its employees in the form of wages, salaries, old age benefits and social security. The present paper is an attempt to study the trend of share of labour in organised Indian manufacturing sector during period 1981-82 to 2010-11. We use ASI data at aggregate level to estimate a long run Cobb-Douglas production function and to compute Solow equation. The share of labour has been reduced to a quarter in 2010-11 from about a half in 1981-82 whereas the marginal productivity of labour has doubled in the same period. Although average wage rate has increased by 17 times at current prices but just doubled at constant prices during the selected period with hardly one percent growth rate of employment. The marginal productivity of labour increased from twice of average wage rate to four times. The contribution of labour to the manufacturing growth has been falling and more credit goes to the capital taking around 91 percent share. It is proposed that the extension of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) to industrial sector and policies to encourage Micro, Small, & Medium Enterprises (MSME)s to become large ones is the key to restructure the base of employment and national income.

SOCIO-ECONOMIC STATUS OF TSUNAMI SURVIVORS IN KOTTUCHERRYMEDU, KARAIKAL DISTRICT - A CASE STUDY

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ABSTRACT

Kottucherrymedu is one of the fisher folk in karaikal district. Fishing is the main occupation of the people. But after the tsunami (Dec 26th 2004) fisher folk in this district was worstly affected in terms of lives, assets, vessels etc. This paper highlights whether the socio economic profile of tsunami survivors are developed or not after the tsunami.

COINTEGRATION AND CAUSAL RELATIONSHIP AMONG CONTRIBUTION OF AGRICULTURE, INDUSTRY AND SERVICE SECTOR TO GROSS DOMESTIC PRODUCT IN BANGLADESH

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IMPLEMENTATION OF MONITORING AND EVALUATION (M & E)
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ABSTRACT

The present study has been conducted to make econometric analysis of the relationship between contribution of agriculture, service and industry to Gross Domestic Product (GDP) in Bangladesh. Time series data ranging from fiscal year 1983-1984 to 2011-2012 on the above variables have been collected from Bangladesh Bureau Statistics (BBS). Augmented Dickey Fuller (ADF) test has been used for checking the stationarity of the variables. Different information criterion has been used to select appropriate lag length for the multivariate model. Furthermore, the Johansen Cointegration test has been used to detect the long-term relationship among the three variables. Again, vector error correction model has been used to determine the nature of long run and short run equilibrium relationship among them. This empirical study also investigates the multivariate granger causality among the variables. We also forecast contribution of agriculture, service and industry to GDP for upcoming 10 years through the estimated model.

ASSET LIABILITY MANAGEMENT IN PUNJAB NATIONAL BANK -WITH SPECIAL REFERENCE TO THEIR INTEREST RATE SENSITIVITY

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ABSTRACT

Financial sectors reforms, especially reforms relating to interest rate deregulation has given an awakening call to the modern sector banks. The prime motive of all the banks is to maximize the profitability at the same time they will have to maintain sufficient liquidity for attracting the depositors. To maintain and fulfill these objectives it has become imperative for all these banks to monitor and manage their assets and liabilities in a proper way. This paper titled 'Asset Liability Management In Punjab National Bank -With Special Reference To Their Interest Rate Sensitivity' is aimed at measuring the interest rate risk in PNB by using Gap Analysis technique. The researcher has taken the concept of interest rate sensitivity because it is a brand new concept which is posing a lot of problems to the modern banks and no much study has been done on that aspect of banking..

STRUCTURAL CHANGE IN SOUTHERN STATES OF INDIA

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ABSTRACT

Economic development is a set of interrelated changes in the structure of an economy that are required for its continued growth. Structural change is a worldwide phenomenon and is found in all economies; national or regional. The present paper attempts to study structural change in addition to certain socio-economic indicators in the southern states of India. Time period of the study is from 1980-81 to 2010-11. A distinctive feature of structural change in these regional economies has been a decline in the share of primary sector in the NSDP and an increase in the share of secondary and tertiary sectors in the NSDP. The process of urbanisation was found in all regional economies with Tamil Nadu showing the highest figures and Kerala showing the maximum rate of increase. Next was Karnataka followed by Andhra Pradesh which showed the lowest figure. Some degree of inequality was also found in the southern states with urban inequality being greater than rural during all points of time. The states of South India witnessed greater inequality as compared to the All India level at various points of time. The socio-economic indicator of population below poverty line has witnessed Kerala and Tamil Nadu performing well than rest of the southern states. In case of demographic indicators of sex ratio and literacy, Kerala has shown the highest figures followed by Tamil Nadu in both the indicators. While Karnataka performed the poorest in sex ratio it was Andhra Pradesh to trail behind in literacy.

ANALYSIS OF INDIAN DIRECT TAX SYSTEM

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ABSTRACT

The direct tax policy has been used to attempt to encourage savings and investment, reduce inequalities of income and wealth, and promote investment in under developed regions and in specific priority sectors. These objectives have been tempered by the need to enhance the ability of the tax system to raise revenues with minimum distortion in the economic decisions of taxpayers. In 1974, the personal income tax had as many as 11 tax brackets, with rates rising from 10 to 97.5 per cent, including surcharges. If the rates had climbed any higher, they would have gone into orbit! In the case of corporate, a distinction was made between widely and closely held companies and the tax rate varied from 45 to 65 per cent. Direct tax are primary tax system in India.

FRAMEWORK FOR DEVELOPMENT OF STRATEGIC ELEMENTS TO SELF HELP GROUPS IN JAMMU AND KASHMIR STATE

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ABSTRACT

Self Help Groups are the most important means of developing and modifying the socio economic conditions of women. It mostly consists of a financial intermediary composed of a group of 10 to 20 local women who start their own small business venture. Members of the self help group make small regular savings and contributions over a few months until there is enough capital. Starting from Bangladesh, now a day's self help groups have emerged as the fastest segment in the world specially in developing economies. India is also one among the leading country who has millions of self help groups in almost all the states and regions. Present study seeks to identify various problems faced by women in sustaining their self help groups. The study also identifies various dimensions which could be properly regulated by self help groups to achieve strategic advantage. The study further analyzes various measures and approaches which could be implemented in various sub dimensions to bring strategic advantage in self help group processes in Jammu and Kashmir State.

WEAK AREAS IN ACCOUNTING SYSTEM CONTROL FACILITATING WHITE COLLAR CRIME

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ABSTRACT

The present study aims to examine the weak area in Accounting Practices facilitating White Collar Financial Crime. The fertility of mans invention in devising new scheme of fraud is never ending the new business methods and the speed, which are making business dynamic are also making them vulnerable to financial fraud. At the same time technology dependency through Enterprise Resource Planning generates unrealistic expectation, where as there is thick fog behind the screen, leaving much to desired, thus creating ideal environments for the wrongdoers to exploit the weakness for their personnel gains. Therefore frauds and white collar financial crimes in the corporate sector have been increasing at an alarming pace, based on inherent risk prevalent in the system. Therefore there is an urgent need to understand the seriousness of the issue and appreciation the concern for the well being of the corporate. This study is an effort to explain that sniffing out frauds is an art and needs a mind-set. There are large number of frauds, which never hit the radar screen and have stealth in built. This primarily happens because the radar lacks the capability of picking up the crime, therefore the technology and the humans expertise needs to be improved, so that fraudster don't go scot-free. At the same time fraud travels to grow geometrically over the period, if not detected on time. Therefore the prevention through right-controls and early detection by professionals with right mind-set could save fortunes, and this study would answer all such questions and more.

HUMAN RESOURCE ACCOUNTING: AN EFFECTIVE ANALYSIS AND FUTURE ASPECT

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ABSTRACT

Human being is a valuable organization resources measurement the value of their own to form a human resource value accounting. We have witnessed a significant transformation in the world economy and the organisations that comprise it. The economy of old was manufacturing based and relied heavily on tangible assets as determinants of value. In contrast, the present day economy is based on knowledge and information, intangible assets that are embodied in people. This shift has triggered the development of tools with which to measure these intangible assets. One accounting tool that is directly relevant to the measurement and, in turn, the management of human capital is human resource accounting. The purpose of this article is to discuss some current issues, recent advancements and possible future directions for further development.

EFFECT OF HEALTH INFORMATION LITERACY ON THE ATTITUDE OF WOMEN TOWARDS FAMILY PLANNING

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ABSTRACT

Low literacy may impair functioning in the health care environment, affect patient-physician communication dynamics, and inadvertently lead to substandard medical care. It is associated with poor understanding of written or spoken medical advice, adverse health outcomes and negative effects on the health of the population. High level of literacy would increase the likelihood of saving lives and improving the overall health of women in developing countries by increasing socio-economic status, improvement and reproduction health.

VARIATIONS IN EXTERNAL CAPITAL FLOWS AND GROWTH IN THE CEMAC ZONE

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ABSTRACT

This article explores the various channels of transmission of the effects of changes in external capital flows on growth of countries in the CEMAC zone in sub-Saharan Africa. To do so, it highlights the economic and financial relationship that countries in the region have with the global financial economy from the different ways of financing development from 1970 to 2010. Panel data cointegration analysis on the six countries is mobilized and completed with an error correction model (VCM) to test not only the long-term relationship, but also the short-term effects of these variables in the long period. The density of the transmission channels is measured by effects of the absolute value of the change in the logarithm of GDP per head to the variation of a particular flow of funding. The results show that not only the effects identified and vary from one channel to another. It appears that the density of impacts is not the same for every country because of country fixed effects. On the whole the study revisits the issue of financing development through public or private international capital flows.

ECONOMIC MODELING OF THE COST OF INPUTS FOR RICE PRODUCTION: A CASE STUDY ON BANGLADESH

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ABSTRACT

Bangladesh is a small country and rice is our staple food. Agriculture is the single largest producing sector of the economy since it comprises about 18.6% (data released on November, 2010) of the country's GDP and employs around 45% of the total labor force. The performance of this sector has an overwhelming impact on major macroeconomic objectives like employment generation, poverty alleviation, human resources development and food security. A plurality of Bangladeshis earns their living from agriculture. We know rice and jute is the primary crops, wheat is assuming greater importance. Tea is grown in the northeast. Because of Bangladesh's fertile soil and normally ample water supply, rice can be grown and harvested three times a year in many areas. Due to a number of factors, Bangladesh's labor-intensive agriculture has achieved steady increases in food grain production despite the often unfavorable weather conditions. Without the proper control and supervision it is not possible to become economic model. In this paper I examine the significance of cost inputs and use of inputs in explaining technical efficiency of rice production in Bangladesh.

THE ROLE OF MARKETING-MIX STRATEGIES ON GROWTH OF MICRO AND SMALL ENTERPRISES IN MERU COUNTY-KENYA

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ABSTRACT

In Kenya, the small and micro enterprise sector plays a significant role in employment creation, poverty alleviation and income generation. The sector annually absorbs a large number of unemployed Kenyans and supports about 75% of the country's workforce (vision 2030). However, the sector is faced with many problems relating to marketing mix. This leads to business stagnation or failure. This study reveals the important role played by the marketing mix strategies in the growth of Micro and Small Enterprises programmes (SMEP). The study was carried out in Igembe south District with respondents drawn from customers served by SMEP. The research focused on business managers operating manufacturing, wholesale, retail, open air and service businesses. The bio-data revealed that majority of MSE managers were over 40 years (41.5%) had over 10 years experience in business (42.6%) and few have undertaken marketing skills training (26.5%) while informal market research was undertaken by 40.8%. The study revealed that the place and price strategies were the most important in MSE growth as compared to product and promotion strategies. It was further revealed that the prices were determined by the manufacturer or distributors and that micro and small enterprise (MSE) manager had less influence. The study concludes that the products offered are determined by the customers and that MSE managers indeed rely heavily on personal selling and public relations which were limiting in effect.

BANK -SPECIFIC DETERMINANTS OF PROFITABILITY OF QUOTED COMMERCIAL BANKS IN KENYA

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ABSTRACT

The aim of this study is to examine the impact of bank-specific determinants of Kenyan commercial banks profitability. This study used a panel dataset of audited financial statement of nine banks between the years of 2007 and 2011. Ordinary Least Square (OLS) regression technique was used to investigate the impact of Capital Adequacy, Assets Quality, Management Efficiency, Earning Quality and Liquidity on major profitability indicator namely, return on asset (ROA). The study utilized explanatory research design. Document analysis was employed to collect secondary data. The estimation results show that most bank-specific determinants of profitability, with the exception of liquidity, insignificantly affected commercial banks profitability in Kenya. The results of the study are of value to bank regulators, academics and policy makers.

TREND OF AREA, PRODUCTION AND PRODUCTIVITY OF RICE CROP IN ASSAM

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ABSTRACT

Though there was a remarkable shift in the state's economy from primary to secondary and tertiary sector in the recent years, Assam still continues to be predominantly an agrarian economy. Agricultural sector continues to support more than 75% population of the state directly or indirectly providing employment of more than 53% of the total workforce (Economic Survey, Assam, 2011-12). Rice is the main crop of Assam. So, the growth and development of rice cultivation is very important in Assam. The total rice production in the state stands at 1.141million tonnes to 5.086million tonnes with an average rice crop yield ranging from 855 kg/ha to 1983 kg/ha during 1950-51 to 2010-11 period. This increase in yield was primarily due to increase in area under modern variety since 1980s. Rice yield thus found positively associated with the adoption of modern technology. However, the adoption needs to be further accelerated because at the current rate of increase in area under HYV, the state would take at least two decades to achieve complete adoption level. Thus the task for development of this sector is very challenging. Besides, mere enhancing production and productivity of rice, overall development of this sector is need of the hour, not only for the state alone but also for other rice consuming states in the country.

ANALYSIS OF HOME LOANS BY PUBLIC SECTOR BANKS: INTER-BANK & INTRA-BANK ANALYSIS

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ABSTRACT

Housing sector is very important for fulfilling the need of housing of the people. Investment in housing can be conceived as the main framework for social and economic development. Introduction of the national housing policy and declaration of the housing as priority sector has helped a lot to fulfill the housing need of the economy. Banks and other institutions are providing housing finance to masses. Housing finance is provided for the purpose of purchase, construction, renovation and improvement of housing to the individuals or any corporate body. Banks are now everywhere and the schemes are implemented even in villages and small towns. Various benefits of home loans like attractive interest rates, technical and financial assistance in owning a home, liberal laws and door to door services are arising. To analyze the housing scenario in Punjab: study of public sector banks has been under taken and it has been realized that this business has been growing over the years and more and more amount is disbursed according to the requirement. It is indicated in the paper that the outstanding housing loan portfolio of banks is on rise continuously over the last many years.

TREND AND PATTERNS OF FDI INFLOW INTO INDIA

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ABSTRACT

The objective of my paper is to understand the trends and patterns of FDI in India. This study is based on secondary data. The required data have been collected from various sources viz., i. RBI Hand Book of Statistics, ii. UNCTAD, WIR series (various issues), iii. Economic Survey, Government of India, IV. World Development Indicators, World Bank, v. Economist Intelligence Unit (EIU): Country Data.vii. Bombay Stock Exchange (BSE) data base. It is a time series data and the relevant data have been collected for the period 1980 to 2010. The simple graphical and tabular analyses are used to study the trends and progress of FDI in India. From 1947-48 to 1990-91, there was an absolute increase in the FDI stock. After year 1992-93 onwards to 2009-10 FDI in India as percentage of world has increased continuously; it may be the liberalization policy in India that was introduced in 1991. The regional distribution of FDI inflows is highly concentrated patterns. Five regional offices receive around more than 70% of Indian FDI inflows. The share of FDI in GDP has been very small in absolute term, remaining less than one (1980-1993-94). However the ratio improved dramatically after that. GDP growth rate is steadier than FDI after post reform era. India's FDI as percentage of GFCF is at a much lower rank improving from 0.21 in 1980 to a ratio of 0.36 in 1993 and then showing a marked improvement reaching to a ratio of 9.40 in 2008-09. Acquisition of existing shares of companies by foreign investors contributed substantially to the FDI Equity Inflows and it peaked in 2005-06 and 2006-07 to reach almost two-fifths of the total FDI Equity flows. Acquisition of shares together with reinvested earnings (which do not represent actual inflows) account for a substantial proportion of the reported total inflows.

HEDONIC CONSUMPTION & CHANGING DEMOGRAPHICS OF THE INDIAN CONSUMER: EMERGING TRENDS AND STRATEGIC IMPLICATIONS

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INDORE

ABSTRACT

The foundation of Modern Hedonism can be traced back to the statement of Marketing Guru Levy who said "People buy products not only for what they can do, but also for what they mean", (Levy, 1959). As India shifts towards a nucleus family from that of joint family system, and people become more and more cocooned in their own small environment, the importance of pleasure spending or Hedonism is gaining relevance. Added to this is the fact that the Country's demographics are undergoing a rapid change, with the young people in the age group less than 25 forming more than 40 percent of the total population. Add to this the largest middle class in the world, and increased disposable income, making it one of the most sought after markets in the world. While previous research has focused on Hedonism being symbolized by experiential purchases rather than material ones, in this study the main focus has been on the Primary Intention of the consumer, and less on the physical aspects of the goods. The study follows an exploratory research methodology, and was conducted through Focus Group Discussions and Primary Consumer Survey. More than 200 respondents from the two most thriving Indian metropolitan cities of Bangalore and Delhi, belonging to various age groups, filled in the questionnaire. The results helped us identify various factors that shape the purchase behavior of the average Indian consumer. The results also pointed at a marked change in the preferences and mindset of the Indian consumer, and the effect of the changing demographics in India. In particular there was a clear divide in the behavior of various age groups as far as the Hedonic tendencies were concerned & a clear demarcation was visible between the pre- and post-Liberalization generations.

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Academically yours

Sd/-

Co-ordinator

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