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THE ROLE OF WOMEN ENTREPRENEURS IN SHAPING THE BUSINESS AND SOCIETY

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ABSTRACT

According to the Vedas, women happen to be inhuman and were subject to no primary and basic civil liberties. Women wanted to have the same opportunities as the men though there may be some limitations to what women can do physically, emotionally and mentally as far as work is concerned, but it may also be the same for the men. Women never wanted to be seen as someone who is not capable of doing anything besides staying at home but always wanted to be treated equally. As women are the inherent and important part of the society and so they should not be neglected due to their lesser power and authority (Packota, 2000). Women have had a very important role to play where men are regarded as the "stronger gender". But, now a days, in the changing scenario and modern way of thinking, the disparity between men and women is gradually reducing and has brought about equality and equity between them, the need of the hour is in women empowerment both through provision of employment and through the creation of an enterprise. They had gone through difficult stages of setting up an enterprise as do the men and faced almost same challenges; women do have a distinct set of factors that first obstruct their entry as an entrepreneur and their survival as a successful business woman. Women entrepreneurs are poised to make an even greater impact which has been reflected on the business as well as on the society (Stengel Geri, 2013).

IMPACT OF FII ON S & P NIFTY INDEX

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ABSTRACT

The paper investigates the impact of FII on S & P Nifty Index. This paper employs Unit Root Test to test at which order of integration the variables turn to be stationery. Secondly the Granger Causality Test is employed to test the causation, thirdly the Co integration analyses is done to test the long run relationship between the variables and Vector Error Correction Model is used to check the short run relationship between the variables . Lastly the impact is analysed by employing Regression Analysis. The secondary time series monthly data is collected from RBI hand book of statistics ranging from 1995-04 to 2013-03 being used for the analyses. And finds the macro economic variable fii & nifty turn stationary at order nifty(1) & fdi (0). the nifty granger cause FII at lag 1 month while co integration reveals their exist no long run relationship between nifty & fli, further vecm discloses that their exist short run relationship between nifty & fli. finally regression results reveal that their exist positive impact and the impact of fii on nifty is significant.

TRAINING AND DEVELOPMENT PROGRAM AND ITS BENEFITS TO EMPLOYEES AND ORGANIZATIONS: A CONCEPTUAL STUDY

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ABSTRACT

The purpose of this paper is to present a conceptual study established on the employee training and development program and its benefits. This paper will inspect the structure and elements of employee training and development program and later the study present what are the positive outcomes for employees and organizations. Organizations find it difficult to stay competitive in recent global economy. Importance of employee development program is growing for the organizations those pursuing to receive an advantage among competitors. Employees are esteemed resource of the organization and success or failure of the organization relay on the performance of employees. Therefore, organizations are financing large amount on employee training and development programs. Furthermore, in training program it is supportive for companies to emphasis on knowledge, expertise and ability of employees. There is substantial discussion among professionals and researchers on the affect that development program has on both employee and organization. The study described here is a vigilant assessment of literature on fundamental of employee development program and its benefits to organizations and employees.

DETERMINANTS OF THE PERFORMANCE OF NON-FINANCIAL FIRMS IN INDIA DURING THE PERIOD OF PRE AND POST GLOBAL FINANCIAL CRISIS

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ABSTRACT

Prior studies on firm performance offer various factors determining the firm performance. However, relationships among the variables might change with changes in economic environment. Also, the impact of these factors can be sensitive to the kind of firm performance measure used as dependent variable for the analysis. We study the determinants of the performance of non financial firms in India for the period covering pre and post recession periods. Using panel data regression, we find that the impact of independent variables on dependent variable is sensitive to the time period under analysis. Further, we find that the determinants of firm performance not only gain or lose their significance while switching from accounting based measure of firm performance to market based measure of firm performance but also they change their direction to impact the firm performance.

IMPACT OF E-CRM ON LIFE INSURANCE COMPANIES OF INDORE REGION: AN EMPIRICAL STUDY

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ABSTRACT

Electronic Customer relationship management in the insurance industry has become key to access huge market. Firms are framing new strategies to fight stiff competition and maintain customer retention ratio. Public and private insurance companies are implementing electronic customer relationship programs to attract more customers and retain existing customers. This has become a good marketing strategy that analyzes about consumer's needs and behavior in order to create an effective relationship between an organization and its customer. The paper focused on positive and negative impacts of E-Crm on organization's strategy. This study is primarily based on Four companies namely LIC(Life Insurance corporation), ICICI Prudential, Max New York, HDFC Life Insurance. The study also focuses on other benefits of E-CRM program in insurance sector of Indore. The research objectives were studied through the informal interview session between researcher and the employees of the various companies and chi-square method were used to test hypothesis of researcher.

COMBATING UNEMPLOYMENT: AN INDIAN PERSPECTIVE**PALAASH KUMAR****STUDENT****SCHOOL OF PHARMACY & TECHNOLOGY MANAGEMENT****NMIMS UNIVERSITY****SHIRPUR****DR. ASHOK KUMAR PANIGRAHI****ASSOCIATE PROFESSOR****SCHOOL OF PHARMACY & TECHNOLOGY MANAGEMENT****NMIMS UNIVERSITY****SHIRPUR****ABSTRACT**

Inequalities in income and wealth can witness a sea change only in a longer term perspective. A change in inequality (i.e. an increase or a decrease in the inequality) can be brought about by the employment structure of an economy. The functionality of the governments is bound by administrative and fiscal constraints; therefore, the income distribution is, in a normal manner, marginally impacted by the target group programs. What India faces as the major challenge is youth unemployment and that too for the labour market policy even against the backdrop of the country's increased levels of literacy and demographic dividend. 49 percent is the share of the unemployed people in India that is made up by young job seekers. The informal sector provides for 93 percent of the available work as a result of which a large number of well-educated youth face unemployment, underemployment or are seeking employment or are between jobs or adjusting with insecure work arrangements. What is required in India is cooperation, both national as well as international, among different trade unions, vocational training organizations, and committees at the national level in order to provide an environment full of opportunities for economic growth. Indian youth, in the absence of any formal social security, is faced with the challenge of survival and limited growth prospects. To check unemployment among the youth in India, various measures have been initiated. India has introduced a number of employment generating schemes, including those under MGNREGA. Similar policy initiatives have been taken for skilled workers. However, these initiatives have had limited impact. There is a need to learn about other's experiences, their employment guarantee programs and also their social security programs. In this study we will investigate the various causes of unemployment in India and the possible measures to eradicate it.

A RESEARCH PAPER ON MEASURING PERCEPTIONS AND IDENTIFYING PREFERENCES TOWARDS MOBILE ADVERTISING AMONG ADVANCED MOBILE USERS

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ABSTRACT

Mobile advertising is a rapidly growing sector providing brands, agencies and marketers the opportunity to connect with consumers beyond traditional and digital media directly on their mobile phones. Mobile phones as a communication tool provide a unique opportunity for advertising to a marketer. The study describes perceptions, attitudes and preferences of advanced mobile users towards mobile advertising. The study covers advanced mobile users as target respondents as they are among high-end users of mobile. They are significantly aware of mobile browsing techniques and avenues regarding mobile advertising. The study aims to measure perception towards mobile advertising and identify preference towards different types of mobile advertising by advanced mobile users. The study measures attitude towards mobile advertising by measuring three attitude components viz. affective, cognitive and behavioral. With the help of 7 structured questions and online survey responded by 120 advanced mobile users the study describes which types of mobile advertisements are preferred by advanced mobile users. It also shows findings on whether advertisement composition and customized advertising has impact on response of advertising or not. Based on findings, implications are discussed along with future research directions.

FOREIGN DIRECT INVESTMENT IN INDIA'S RETAIL SECTOR: AN OVERVIEW

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ABSTRACT

Foreign direct investment (FDI) plays an important role in India's economic development. It is the most important channel through which the foreign capital flows into the country. In retailing, presently 51% FDI is allowed in Multibrand retail and 100% (revised) in Single Brand retail sector through government route in addition to some more regulations. With FDI now being permitted, the entry by global retailers such as Wal-Mart, Carrefour and Metro AG, Tesco into the Indian retail segment may help tackle inflation especially in food prices. Moreover, technical know-how from foreign firms, such as efficient warehousing technologies and distribution systems can improve supply chain efficiency in India. In the Indian context, this paper brings forth an overview of the Indian retail sector along with the opportunities of expansion of FDI in retail and also addresses the major challenges that the sector faces. The present paper also touches upon the advantages & disadvantage of 100% FDI in retail.

MERGERS & ACQUISITIONS: A HUMANITARIAN PERSPECTIVE

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ABSTRACT

In today's world Strategy for corporate sector restructuring is increasing dynamically to overcome the challenges posed by globalization. Rapid strategic change is necessary for most companies in these days of globalization. One of the striking features of the present mergers and acquisitions (M&A's) scenario is the presence of a large number of cross-border deals, which is an easier way of internationalization. Strategic success depends on how effectively an organization adapts to these changes in a competent market. There has been enormous consolidation by M&A's to achieve economies of scale, product synergies and strong brand presence. It has the power to change the economic scenario of the country by boosting its growth and development. But one of the important factors which is mostly ignored or not looked in to deeply is human resource of both the entities. The present paper will discuss the various factors affecting employees during M&A in Indian environment, how the Indian companies outcome this challenge, how it affects the society. Besides this, a step is taken to find the various reasons of stress, positive and negative impact on employee's morale. The present paper will study that why M&A process proved unsuccessful in meeting the expectations of its employees. Finally the paper will suggest various measures for effective management of human resource.

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND ITS APPLICATION TO HIGHER EDUCATION IN INDIA

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ANCHAL**

ABSTRACT

In the development of corporate ethics, we have reached a stage where the question of the social responsibility of business to the community can no longer be scoffed at or taken lightly. In the environment of modern economic development, the corporate sector no longer functions in isolation. If the plea of the companies that they are performing a social purpose in the development of the country is to be accepted, it can only be judged by the test of social responsiveness shown to the needs of the community by the companies. The company must behave and function as responsible member of the society like any other individual. The company must accept its obligation to be socially responsible and to work for the larger benefit of the community. One of the chief indicators of social progress is education, which plays a key role in questioning the society in achieving self-sustainability and equal development. In view of the Global recognition of the fact that business community can contribute to social objectives, education requires corporate involvement at the highest level. A big step forward in India was the Companies Act 2013. This Act empowers the companies to spend 2% of the average net profits over the previous three years on CSR activities. The Indian system of education being obsolete it warrants urgent reforms. It is the responsibility of Corporates to perform their duties such as: financing of Research and Development, training programs and workshops, investment in infrastructural developments and facilitating qualitative investments, in the midst of the impending challenges.

SOCIAL SECURITY IN THE U.S.A AND INDIA: A COMPARISON

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ABSTRACT

Social security is an important device for the upliftment of workforce in any country as well as raising the level of productivity of the labour force thereby providing them with mental satisfaction on the other hand. It is of grave need for any country to provide the basic facets of social security measures to its workforce. The study entitled 'Social Security in the U.S.A and India- A comparison' tries to unfold the differences in Social Security System between the two countries, one being a developed nation and the other being its counterpart- a developing nation. The study throws light on the system of social security in the U.S.A- its policies and benefits thereby putting stress on the various policies practiced in India. The study points out the differences between the two countries in policy formulation and implementation.

ANALYSIS OF INNOVATIVE TRADING TECHNIQUES IN FOREIGN EXCHANGE TRADING

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ABSTRACT

This research paper is intended to study the innovative trading techniques in foreign exchange market. This study covers various trading technical tools and analysing methods in the foreign exchange trading. Study also covers the various fundamental factors with FOREIGN EXCHANGE. Primary & Secondary data collected from a trading company called Wing World Finconsult Pvt Ltd. EURO vs. US \$ Currency Pair considered for the analysis of trading techniques. Discussed Trading techniques are Relative Strength Index, Stochastic oscillator, Fibonacci Retracement, Bollinger Bands, Moving Average Convergence and Divergence technique. We have a strong opinion that Currency Trading in India is having an immense scope if Awareness increases along with liberal policies. Industry is potential to grow leaps and bounds subjected to support of regulatory bodies.

LEGAL OBLIGATIONS OF OFFICIAL DEEDS' ELECTRONIC REGISTRATION UNDER IRAN & FRENCH LAW

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ABSTRACT

With the inevitable advent of Information and Communications Technology (ICT) and setting of deeds in cyberspace, "Electronic Registration" of deeds is essential. In current status, the terms of the electronic deeds' realization and the position of the notaries in the written laws are both necessary regarding the particular circumstances of the recognition of these deeds in an actual environment. The authors create an appropriate platform and draw legislator's attention to special legislation on electronic registration and examine fundamentally electronic capabilities of deeds. The concepts of deed are discussed and a comparative study is conducted on the position of the electronic registration of deeds under Iran and French law. In conclusion, effective factors of the legal requirements of electronic deed are identified including applying electronic signature by a Notary and saving the electronic deeds in a central electronic archive.

A STUDY ON CAPITAL MARKET AND ITS RECENT TRENDS IN INDIA

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ABSTRACT

In recent times there has been a growing concern on the role of capital markets in India in stimulating economic progress. The argument that Indian economies may be lagging and that the capital markets may not be providing the needed impetus for financial intermediation and economic progress has been put forward by few numbers of researchers. A peculiar experience in most Indian economies is that the challenges with good quality institutions such as democratic accountability could have resulted to the weak capital market development in India because they increase political risk and reduce the viability of external finance. This study evaluates capital market and developing economies, challenges to capital market growth, the capital market in Nigeria, capital market and economic growth in India and policy directions for promoting capital market growth in developing countries.

A STUDY ON JOB SATISFACTION AND MOTIVATION OF FACULTY OF SELECTED COLLEGES IN HYDERABAD

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ABSTRACT

As we know that every individual in this world wants to satisfy themselves. This satisfaction differs from person to person based on their need, desire and abilities which they hold. A person can satisfy his own self, when he has all the basic resources to achieve or fulfill their need. This satisfaction also plays a major important role among teaching fraternity. The satisfaction among faculty is related to the motivation practices practiced by their organization / Institution. These practices motivate employees to learn and exhibit the talent which they hold. It gives them autonomy or authority to innovate, experiment with new ideas which can benefit both the employee and employer. The major satisfaction is experienced when organization motivate them to take up Research work, enroll in Ph.D or give them time off to attend programs through which they can learn as well enhance their teaching methodology. The other sources of satisfaction come, if they handle subject of their own interest, if timings are convenient and if they handle activities which are of their interest. Faculties become more confident when they are involved in different activities. These sources of motivation mould employees positively and give them job satisfaction. The study is been taken to understand and analyze levels of satisfaction of faculty working in different colleges. A sample of 80 respondents from different colleges was taken. Statistical package for Social Sciences (SPSS) is used to analyze if Gender wise satisfaction differs among faculty.

CHANGING LANDSCAPE OF TEXTILES IN INDIA: A TECHNICAL TEXTILES

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ABSTRACT

The textile industry is usually recognized as an industry satisfying clothing requirements of human beings for protection, grace, and improves aesthetic sense which is known as traditional textile or general textile. On the other hand, the textile that used for specific purposes; use of textile in industry, for human protection from extreme situation etc. are known as technical textile, industrial textile, and functional textile. The present paper attempts to show that how the textile consumption in India has shifted from the Traditional textile to Technical textile. For the purpose, value-wise share, its CAGR and market size for various technical textile segments in India from 2001-02 to 2011-12 have been studied. In addition, researchers try to find out the reasons responsible for slow growth of the industry and trace various initiatives taken by the Government for the Promotion of Technical Textiles Industry in India.

EFFECTS OF FINANCIAL PLANNING ON BUSINESS PERFORMANCE: A CASE STUDY OF SMALL BUSINESSES IN MALINDI, KENYA

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ABSTRACT

The importance of recording business transactions and keeping of business documents has become an important component in evaluation of business performance. Small businesses must do financial planning in order for their business operations to achieve the desired goals. Evaluation of business operations before implementation is a crucial process that has to be done with a lot of care. The study sought to determine the effects of financial planning on business performance among small businesses in Kenya. The target population included all small businesses traders in Malindi, Kenya. Cluster sampling technique was employed to ensure fair distribution of the different kinds of enterprises from different trading zones in the area. Primary and secondary data were collected and processed and analyzed using descriptive and inferential statistics. The study made the following findings: sole proprietors preferred engaging in business ventures that served immediate consumers, required less capital to initiate and have high immediate returns; sales turnover is important in determining the performance of a business and thus require efficient financial planning; small businesses that had financial plans are more likely to experience growth and profitability. The study recommended the need for policy makers and all the small businesses to embrace the concept of financial planning for effective business management, maximum rate of returns and overall business monitoring; there is also a need for owners/managers of small businesses to evaluate and consider other factors such as financial literacy, access to finances etc., in formulating their financial plans so as to improve performance (profits).

XBRL AROUND THE WORLD: A NEW GLOBAL FINANCIAL REPORTING LANGUAGE

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ABSTRACT

In this global era, as business world looking at international level there is a need of common financial reporting language to interact financial information at a global level. Different countries follows different reporting format in order to remove diversity in reporting, XBRL is the best solution as it is transparent, reliable, cost saving, time saving, greater efficiency, improved accuracy etc., which will be great revolution in the accounting area in building common global reporting language. Charles Hoffman is Known as the founder of XBRL in the 1997. XBRL is an Web-based business reporting language that is rapidly becoming an International standards for financial reporting. It holds the promise of improving the efficiency of producing, disseminating and using a compnay's financial and non-financial information. It provides cost savings, great efficiency, transparency, comparability, improved accuracy and reliability to both suppliers and users of financial data. This paper aims to study the XBRL implementation around the world i.e., USA, Canada, China, Australia and India and also their implementation process using Secondary data method.

DYNAMICS OF COTTON CULTIVATION IN PUNJAB AGRICULTURE

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ABSTRACT

The study has revealed that the productivity and returns of cotton cultivation has increased substantially in Punjab during the last decade, producing cotton at the highest yield per hectare in India. The study employed the plot level data of Cost of Cultivation Scheme by the Directorate of Economics and Statistics and analyse the input-wise cost of cultivation of cotton in Punjab. During 2000-01 to 2010-11 the cost of production has increased at a trend growth rate of 10.9 percent whereas the value of production has accelerated at a much higher growth rate of 17 percent, leading to the boost in net returns of the cultivators and prove to be a profitable commercial crop of Punjab.

STANDING AND NOTWITHSTANDING: INDIA'S POSTURES AT GATT/WTO

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ABSTRACT

Since independence India's political, economic and foreign policy had been changing which implicitly steered her role in GATT(1947) and later in WTO(1995). The main objective of the article is to identify co- laterality and co-linearity in various variables those influenced our stand at various occasions. Through a time tagged analysis several clusters (of variables) have been identified. Soon after independence Indian regime was desperate to get rid of colonial practices, and therefore, adopted socialistic model. Thus India initially adopted cautious approach. Later, a decisive distance from cold war, acquiring a significant identity on global structure, efforts in establishing Non Alignment Movement, and reemphasis on agriculture were some factors during sixties made India to adopt a different posture globally. More dependence on PSUs, green revolution and nationalization of banks contributed toward India's consolidated stand. India's response in respect to easing trade barriers was by default as 'no'. To face economic crisis 1991 and debt trap, we were forced to ease trade barriers(LPG) , which proved to be turning point in India's stand. After Uruguay Round being considered as lop-sided, Doha Round was launched in protecting the interests of developing countries which automatically implies our intensive role. This paper attempts to give special attention on India's role in Doha negotiations. An attempt has been made to identify various variables which made India's positions so different at WTO. The analysis suggested the forces at domestic and international front with greater contribution of political aspirations moderated our trade and even its politics.

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Thanking you profoundly

Academically yours

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