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

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AN EMERGING OPPORTUNITY IN ORGANISED RETAIL SECTOR IN INDIA

AJAY KUMAR
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS MANAGEMENT
DR. HARI SINGH GOUR CENTRAL UNIVERSITY
SAGAR

YASHWANT SINGH THAKUR
DEAN & HEAD
DEPARTMENT OF BUSINESS MANAGEMENT
DR. HARI SINGH GOUR CENTRAL UNIVERSITY
SAGAR

ABSTRACT

The retail sector is one of the fastest growing in India over the last few years. The Indian retail industry, which comprises organised and unorganised retail, is currently estimated at US\$ 490 billion. It has experienced high growth over the last decade with a noticeable shift towards organised retailing formats. The industry is moving towards a modern concept of retailing. "Demand from international and domestic brands as well as retailers. Modern retailing is capable of generating employment opportunities. It offers huge potential for growth in coming years. India is becoming most favoured retail destination in the world. This paper attempts to explore opportunities in the organised India retail sector and evaluate the extent of impact of organised retailing on Indian economy with special to FDI.

ATHEISM OR RELIGIOSITY: WHAT DRIVES NEW AGE ADMINISTRATORS AND ENTREPRENEURS

DR. ANU SINGH LATHER
PROFESSOR & DIRECTOR (INTERNATIONAL AFFAIRS)
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DELHI

DR. SHILPA JAIN
ASST. PROFESSOR
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DELHI

DEEPTI PRAKASH
ASST. PROFESSOR
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DELHI

ABSTRACT

Religiosity or Atheism: What drives the administrators and entrepreneurs today? The scriptures across the world have discussed the issue of religiosity and atheism in details but it is relatively a new and interesting concern to understand that whether this religiosity and atheism relates to administrative and entrepreneurial activities. The present study is also such an attempt to understand relationship between religious vs atheist orientation and entrepreneurial vs administrative inclination of new age managers. A sample of 80 such managers was taken The results show that the managers with atheist orientation are high on entrepreneurial inclination. Males are found to be higher on atheism as compared to females. Also the study presents interesting results that males with entrepreneurial inclination are higher on atheism.

THE RELATIONSHIP BETWEEN PERSONALITY AND SHOPPING ORIENTATION: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO APPAREL CUSTOMERS IN COIMBATORE CITY

DR. R. SELLAPPAN

PRINCIPAL

GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)

GOBI

P.RADHIKA

RESEARCH SCHOLAR (MANAGEMENT)

GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)

GOBI

ABSTRACT

Since the field of retailing is gaining momentum in the recent years, this research work will be of great use and may contribute to retail managers in devising an effective marketing strategy to sustain in the competitive arena. The primary objective of this empirical paper is to explore the significant relationship between personality and shopping orientations of the customers purchasing apparels in Coimbatore city. The descriptive study involves both primary and secondary data. Primary data was collected through structured questionnaire using store intercept technique to capture the recency effect of the respondents. Three stage area sampling method were adopted to select the samples. In a total of 232 apparel stores registered with the Coimbatore Cloth Merchant's Association, only 30 stores were randomly selected on the basis of its store image and reputation. Responses were elicited from 50 customers from each store. The hypotheses were tested using multivariate technique (MANOVA) followed by ANOVA, if the result of MANOVA turns out to be significant. Findings proved the relationship between various personality dimensions and shopping orientations. Managerial implications and recommendations for future research were also reported.

CRACKING THE NEURAL CODE OF RURAL PEOPLE REGARDING MOBILE PHONE USAGE PATTERNS IN KARNATAKA: A CASE STUDY OF HASSAN DISTRICT

**KRISHNA KISHORE SV
RESEARCH SCHOLAR**

**HUMANITIES, SOCIAL SCIENCES & MANAGEMENT DEPARTMENT
NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA
SURATHKAL**

**DR. ALOYSIUS HENRY SEQUEIRA
PROFESSOR**

**HUMANITIES, SOCIAL SCIENCES & MANAGEMENT DEPARTMENT
NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA
SURATHKAL**

ABSTRACT

Although there are reports published by various research agencies such as KPMG and AC Nielsen on migration of rural people in India to cities in search of better earning alternatives following real estate boom, still NCAER reiterates that India has 69% of rural population drawing a tag of 'Real India' to rural India. Rangarajan committee (2011) has often emphasized on using technology to speed up financial inclusion campaign and also highlighted the need to include rural people in to socio-economic mainstream. Government of India has been pushing stakeholders such as telecom companies and banks to concentrate on giving mobile services to rural areas. Even developed countries have gone through the issue of technology resistance many times. Government of India is taking financial inclusion seriously. So in order to design a successful campaign, there is a need for clear information on perceptions, opinions and attitudes of rural people on mobile phones. There is a big gap of information regarding usage patterns, perceptions and attitudes towards mobile technology in rural areas. This study adopts survey methodology to meet the objective of find out the mobile phone usage pattern by rural people by using chi-square with the help of SPSS.

ROLE OF CLUSTER DEVELOPMENT ACTIVITIES IN ENHANCING COMPETITIVENESS OF HANDLOOM CO-OPERATIVES IN KANNUR DISTRICT

DR. PREMAVALLI P.V
ASSOCIATE PROFESSOR & HEAD
DEPARTMENT OF COMMERCE
PAYYANUR COLLEGE
EDAT

ABSTRACT

The Indian Textiles Industry has an overwhelming presence in the economic life of the country and plays a vital role through its contribution to industrial output, employment generation, and the export earnings of the country. It provides direct employment to over 35 million people, which includes a substantial number of SC/ST and women. The textile sector being the second largest provider of employment after agriculture, development of this industry has a direct bearing on the improvement of the economy of the nation. Handloom industry is one of the ancient cottage industries in India and is a part of the great Indian tradition and culture. The handloom industry generates production at low capital cost, mostly using indigenous raw material and utilizing local skills, widens entrepreneurial base, facilitates balanced regional growth and prevents the migration labour to the metropolitan areas. The handloom industry faces a serious crisis, owing to competition from cheap power loom cloth from other states, scarcity of quality yarn, price escalation of yarn, dyes, chemicals and other raw materials, high cost of production, absence of diversified product range, the shrinking market for handlooms in Kerala, non demand based production and inadequacy of new designs, inappropriate technology and incapability of professional marketing and export, global competition in quality and price, pose the threat of massive redundancies in this high employment sector of Kerala, which may result in poverty and social problems. Cluster approach is expected to result in improving the collective efficiency by sharing of costs and pooling of resources. The aim of the researcher is to conduct a detailed study about the role and functioning of clusters for the successful accomplishment of the objectives of the handloom cooperatives in Kannur district.

A CASE STUDY ON ONLINE SHOPPING OF ACCORD BUSINESS SCHOOL, CHIGURUWADA, TIRUPATI

**DR. S. SHAHINA BEGUM
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT STUDIES
CHIGURUWADA**

ABSTRACT

Online commerce through internet is gaining attention from students today .The aim of this research is to study the factors influencing students buying intension through internet shopping in an Accord Business School among MBA students of II year in chiguruwada The paper mainly focuses factors influencing students of ACCORD B school II year students of MBA to do online shopping. Several factors motivates such as ease of use ,compatibility, privacy, security motivates them to do online shopping .The study is limited to online retailers like Flipkart,Snapdeal,Amazon,etc.



AWARENESS OF QUALITY MANAGEMENT IN HIGHER EDUCATION

DR. FISSEHA GIRMAY
ASST. PROFESSOR
DEPARTMENT OF ACCOUNTING & FINANCE
COLLEGE OF BUSINESS & ECONOMICS
ADI-HAQI CAMPUS
MEKELLE UNIVERSITY
MEKELE

DR. ARAVIND.S.
ASSOCIATE PROFESSOR
SCHOOL OF MANAGEMENT & ACCOUNTING
HAWASSA UNIVERSITY
HAWASSA

ABSTRACT

*The era has witnessed significant changes in the educational system in the society, like the increase in enrollment at all stages of education, a decline in dropout rate, a move towards gender parity, substantial increase in number of teachers in all types of educational institutions. The study aims to attain the **objectives** to study the extent of quality expectancy disconfirmation and to suggest measures for overall quality improvement of higher education. The study is specifically based on primary sources of data, which was collected by administering as well designed questionnaire prepared by the author to the officials at working at various administrative levels in the university education system. The reliability check for the items of the questionnaire was conducted with a group of 30 officials of Mekelle University on pilot run with the help of two methods namely (a) Combach's alpha (1951) and (b) Pearson Intern Correlation co- efficient. The dimensions of quality system of education along with their corresponding items (i.e, Attitude, Reliability, Tangibility, and Delivery) were identified on the basis of literature review and series of discussion with eminent professionals of commerce and management education along with some prominent alumni students.*

FINANCIAL AND OPERATING PERFORMANCE OF DISINVESTED CENTRAL PUBLIC SECTOR ENTERPRISES OF MANUFACTURING SECTOR IN INDIA

DR. A. VIJAYAKUMAR
ASSOCIATE PROFESSOR
ERODE ARTS & SCIENCE COLLEGE
ERODE

S. JAYACHITRA
RESEARCH SCHOLAR
ERODE ARTS & SCIENCE COLLEGE
ERODE

ABSTRACT

This paper examines the financial and operating performance of the disinvested CPSEs of Indian Manufacturing sector. A sample of 12 firms is drawn from various cognate group viz., Fertilizer, Heavy Engineering, Medium & Light Engineering, Petroleum (refinery & marketing) and Transportation Equipment of Indian CPSEs (Central Public Sector Enterprises). The period of analysis covers 5 years before and 5 years after disinvestment. In the present study, an attempt has been made to cover financial and operating performance of disinvested firms. As firms move from public to private ownership or both, their profitability should increase. More specifically, the present studies seek how firms' (1) profitability ratios, (2) operating efficiency, (3) output, (4) employment, (5) leverage, and (6) stock indicators are affected by disinvestment. The empirical evidence of these studies suggests that disinvestment could lead to an improvement in profitability, efficiency, outputs and stock indicators. On the other hand, although there is no consistent result with regard to the employment level and debt it is expected to decline after disinvestment. To test our predictions, the technique of Megginson et al. (1994) was followed in order to determine post disinvestment performance changes. The analysis is based on Ratio analysis, mean, median, SD, CV, CAGR value of each variable for each firm over pre and post disinvestment periods are calculated. Wilcoxon Signed-rank test and proportion test based on sign test are used as principal methods for testing significant changes in variables. Results obtained from this study are mixed. Whereas some of the sample CPSEs shows improvement in some indicator other sample CPSEs have shown decline in some indicator after disinvestment. However, in spite of mixed results the overall picture shows improvement in financial and operating performance for at least more than 41per cent of the sample.

GOVERNMENT REVENUE AND EXPENDITURE NEXUS IN SINGAPORE: STRUCTURAL STABILITY AND CAUSALITY ANALYSIS

SUBRATA SAHA
ASST. PROFESSOR
RAIGANJ COLLEGE (UNIVERSITY COLLEGE)
UTTAR DINAJPUR

ABSTRACT

The causal relationship between government revenue and its expenditure is an important topic in public finance literature. It is well known that fiscal policy is basically revenue generating policy of the government and the government finances its expenditures on the basis of the fiscal policy. The purpose of the study is to examine the causal relationship between these fiscal variables over the period 1966-2007 and to identify the structural changes in the estimated causal relationship in Singapore. The unit root test shows that the dataset are non-stationary at their level. The Engel-Granger Two Step Method exhibits that the residuals are non-stationary which implies no cointegration between the concerned variables. The causality test through Vector Autoregressive Model reports that Tax-and-Spend principle is observed over the span of 42 years. The Chow Test for structural change shows two structural breaks in year 1987 and 1997. Fiscal neutrality principle is observed in the first sub-period 1966-1986, uni-directional causality running from revenue to expenditure exists in the second sub-period 1987-1997 and the third sub-period 1998-2007 is marked by presence of Tax-and-Spend principle. The causal relationship between revenue and expenditure is not the same in different sub-periods. The policy implication of these findings suggests that the estimated causal relationship with historical dataset may not provide reliable guideline for constituting fiscal policy from the end of the government.

A STUDY TO DETERMINE THE FACTORS AFFECTING THE PRESCRIPTION PREFERENCE OF DOCTORS IN GOA

CEDRIC THOMAS SILVEIRA
ASST. PROFESSOR
DON BOSCO COLLEGE
PANAJI

ABSTRACT

The study was conducted to determine the most effective promotional tool used by pharmaceutical companies to market their prescription products in the market. Since advertising is not possible in the prescription market unlike the over-the counter products, it is imperative to learn as to what makes a doctor prescribe a prescription drug. The study made use of the Thurstone Case V scaling method involving 5 parameters such as with the rapport the medical representative has with the doctor, the samples which he gives to the doctor, the information which he disseminates, the frequency of his visits and gifts/sponsors which he gives to the doctor. If in the past a doctor relied totally on detailing, which is none other than the information of the product which the medical representative would disseminate to the doctor, today a number of other factors too have come into play. For convenience sake I have taken rapport to include all the characteristics of the medical representative such as grooming of the medical representative, his winability nature, his speech and his effectiveness in detailing. The results showed that still detailing was number 1, followed by rapport, samples, frequency of visits and gifts/sponsorships. A chi square test was also conducted to find the relation between dispensing doctors and doctors preferring samples as a promotional tool. Dispensing doctors refers to the doctors who prepare prescriptions and/or sell medicines to the patients. The result was that the relation was statistically significant.

THE QUALITY PRACTICES AND ITS IMPACT ON QUALITY IN ENGINEERING INSTITUTIONS IN KARNATAKA

DR. MAHESHA KEMPEGOWDA
ASST. PROFESSOR
BANGALORE INSTITUTE OF TECHNOLOGY
BANGALORE

NALINA. R
ASST. PROFESSOR
BANGALORE INSTITUTE OF TECHNOLOGY
BANGALORE

NETHRAVATHI. N
RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE
ASST. PROFESSOR
EAST WEST INSTITUTE OF TECHNOLOGY
BANGALORE

ABSTRACT

Total quality management (TQM) is a firm-wide management philosophy of continuously improving the quality of the products/services/processes by focusing on the customers' needs and expectations to enhance customer satisfaction and Organisational performance. There are mixed results about the relationship between total quality management practices and performance. TQM in engineering presents a summary of relationships between TQM practices and performance. Although most of the results of the previous studies were positive, some of the results were negative or non-significant. Research with appropriate analytical methodologies and measuring tools can significantly contribute to investigating work on TQM which analyzed reasons of the relationship between TQM practices and performance. Leaders in a TQM system view the firm as a system; support employee development; establish a multipoint communication among the employees, managers, and customers; and use information efficiently and effectively. In addition, leaders encourage employee participation in decision-making and empower the employees.

RECRUITMENT THROUGH SOCIAL MEDIA: CHALLENGES AND OPPORTUNITIES

AANCHAL JAIN
RESEARCH SCHOLAR
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
DELHI

ARUN KUMAR
ASST. PROFESSOR
DYAL SINGH COLLEGE
UNIVERSITY OF DELHI
DELHI

ABSTRACT

Recruitment through social media refers to the process of matching the recruitment and the growing area or scope of social media. The use of social media in recruitment offers opportunities and challenges as well. This method helps the employees or candidates who are looking for jobs by providing a wide variety or list of employers, multiple sources to get information about the required employer and lastly methods or ways of contacting them. This process is becoming popular because of its various benefits for the employers such as sourcing difficult to hire candidates, reaching prospective candidates, online reputation, larger reach, diversified, less costly and higher Return On Investment (ROI). Recruitment refers to the process of attracting, screening, selecting and hiring a qualified candidate for a job. Traditional ways of recruiting usually involve advertisements, paper applications and Resumes, or face-to-face networking, as well as phone calls. There are two sources of Recruitment: Internal and External. Here, social media (an external source of recruitment) has been discussed. Social media means communication among people in which they build, share, and/or swap information and ideas in virtual communities and networks. It is a broad category involved in activities such as podcasting, blogging, text messaging, online videos, and HR e-mail marketing, which are some of the common applications used in recruitment. Lastly, this paper explains the merits and demerits of using social media as a recruitment tool along with some observations about using source and ending with conclusion.

A STUDY ON QUALITY WORK LIFE BALANCE AMONG THE DEVELOPMENT OFFICERS OF LIC OF INDIA IN CHENNAI CITY

**SHENBAGAM KANNAPPAN
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
BHARATHIYAR UNIVERSITY
COIMBATORE**

**DR. S. BAMA
ASST. PROFESSOR
DR. AMBEDKAR GOVERNMENT ARTS COLLEGE
VYASARPADI**

ABSTRACT

Quality of work life is the fine-looking experience which an employee feels about the job and work place. It gives benefit to the organization as well as to the employees. The present paper objective is to find out the quality work balance among the development officers of Life insurance Corporation in Chennai city. The total size of the sample is 200. For the purpose of present study, Life insurance corporation development officers were considered for the study. Interview schedule method was administered to gather information. The collected data were processed and then analyzed with the help of descriptive statistics method and t-test. The result of the study is that there is an positive impact of personal factors on quality of work life among the development officers in Chennai city

SUSTAINABLE FINANCIAL INCLUSION: A NEED OF THE HOUR: STUDY OF RECENT INITIATIVES OF RBI & GOVERNMENT OF INDIA

**AVINASH BN
RESEARCH SCHOLAR
VISVESVARAYA TECHNOLOGICAL UNIVERSITY
SAHYADRI COLLEGE OF ENGINEERING & MANAGEMENT
ADYAR**

**CHAITHRA M.S
ASST. PROFESSOR
BGS INSTITUTE OF TECHNOLOGY
BG NAGAR**

**PRIYANKA R
STUDENT
DEPARTMENT OF MANAGEMENT STUDIES
BGS INSTITUTE OF TECHNOLOGY
BG NAGAR**

**PUJA BHATT
STUDENT
DEPARTMENT OF MANAGEMENT STUDIES
BGS INSTITUTE OF TECHNOLOGY
BG NAGAR**

ABSTRACT

“Financial inclusion or inclusive financing” is the delivery of financial services at affordable costs to sections of disadvantaged and low-income segments of society, the under covered in general and rural poor in particular. The objective of financial inclusion programme in India is to create a platform for inculcating the habit of savings, giving access to formal and organized credit. The lower income category is more vulnerable due to the financial duress in the absence of savings. Presence of formal banking products and services aims to provide a critical tool to inculcate the habit of saving and hence unbanked vulnerable population can be saved from the glitches of local money lenders thereby indirectly helping in capital formation. The availability of adequate and transparent credit shall allow the entrepreneurial spirit of the masses to increase outputs and prosperity. This process is continuous and will never get terminated. Once the basic objectives are achieved then comes the retention of the same forever. Sustainability and sustained development with financial inclusion is not a task or scheme, it’s a strategy to raise India and its undernourished subjects to the mainstream of the society by providing them the reliable, affordable, accessible sources to generate and improve their livelihood thereby elevating them from poverty and making them self reliable, self dependent and self empowered citizens. Financial inclusion will better achieve its results just not getting their accounts opened but only through the deserved services are rendered by the financial institution and implementing machinery at right time.

THE IMPACT OF ADVANCED TECHNOLOGIES AND TELECOMMUNICATION: IMPLICATIONS FOR DEVELOPMENT OF NIGERIAN PORT INDUSTRY

DR. OBED B. C. NDIKOM

SR. LECTURER

DEPARTMENT OF MARITIME MANAGEMENT TECHNOLOGY

FEDERAL UNIVERSITY OF TECHNOLOGY

OWERRI

ABSTRACT

This paper reviews how the Impact of telecommunication and information technologies permeate households and business transactions, other changes in activity and travel patterns may be emerging. Over the years, increased use of the Internet coupled with increased acceptance of electronic signatures and better security for electronic transactions may be cutting into paper transfers of documents within the confines of the Port systems to facilitate goods clearance and delivery to consignee's warehouse. The impact of telecommunication advances on the Ports Industry are quite unclear in this part of the globe, there is no doubt that, the Shipping Industry has been strongly affected by the ability to stay in touch electronically, as vessel calls, berthing process, cargo documentation and delivery procedures are been affected by advanced technologies and telecommunication. Data were collected by means of 200 structured questionnaires administered to Port workers at Lagos Port complex. These data were analyzed using the weighted score average to show the variable ratings on the Likert scale. It was deduced that, Telecommunications and advanced information technologies have improved Ports operational modalities, shipping activities thereby reflecting in increased cargo throughput, ship turnaround time of vessels, increased berth occupancy, Port revenue generation, efficiency, operational performance and output. This also has enhanced documentation process and delivery of goods to owners at the right time, place and speed. Therefore, effort shall be made to x-ray how telecommunications and advanced Information technologies are not only opening up new options for cargo documentation and delivery but also helped in the cashless concept of Port's Operations and attendant benefits of not physically confirming payments of bills at both Shipping Companies and Nigerian Ports Authority.

NEXUS BETWEEN CORPORATE GOVERNANCE REGIME AND INTERNAL CONTROL SCHEME IN BUSINESS ORGANIZATIONS

ABDULLAHI SHEHU ARAGA
LECTURER
SCHOOL OF MANAGEMENT SCIENCES
NATIONAL OPEN UNIVERSITY OF NIGERIA
LAGOS

ABSTRACT

This paper examines the relationship between corporate governance regime and internal control scheme in business organizations. The study which is based on documentary analysis reveals that the essence of internal control measures involves entrenching defined checks and balances on actions of managers and workers in operations of corporate entities that would ensure protection of interest of the shareholders while providing for all other stakeholders in the society. The study also reveals that internal control objectives and measures ensure reliability of financial reporting, timely feedback on the achievement of operational and strategic goals, and compliance with existing corporate laws and regulations, which enhance the entrenchment of corporate governance regime in business organizations. The study concludes that managers should ensure that the standards established for internal control systems are tailored along the best practices around which good corporate governance regime can be entrenched.

ADOPTION OF MOBILE COMMERCE IN HIMACHAL PRADESH

PANKAJ YADAV
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
HIMACHAL PRADESH UNIVERSITY
SHIMLA

ABSTRACT

E-commerce Industry is growing in India at a rapid pace and mobile commerce is following its lead. Almost every online company has been developing special mobile websites and apps shows that they realise the prominence of m-commerce. This paper identifies the key factors that influence customers intention regarding use of mobile commerce in Himachal Pradesh, which leads to acceptance of mobile commerce. Data was collected from a sample of 220 respondents through a well structured questionnaire. The data was collected by asking open ended and close ended questions in 5- point likert scale. For analysing and interpreting data in the present study, basic statistical tools, factor analysis and regression analysis was used with the help of SPSS 16.0 version. The findings of the study depicts three factors i.e., Convenience Factor, Trust factor and Personal Innovation Factor which influence mobile commerce. Further the study exhibited that Convenience Factor, Trust factor and Personal Innovation factor positively influence the acceptance of mobile commerce by customers.

GREEN WASHING: DECEPTIVE BUSINESS CLAIMS TO BILK THE BUYER

SACHIN KUMAR
RESEARCH SCHOLAR
DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT
SCHOOL OF BUSINESS & MANAGEMENT STUDIES
CENTRAL UNIVERSITY OF HIMACHAL PRADESH
DHARAMSHALA

ABSTRACT

The increasing environmental awareness of customers is making green marketing a mainstream. Irrespective of practicing green marketing, many companies are also helping the eco-system, by adopting environment friendly and protection activities. This environmental protection has gained great concern; not only in India but in other countries as well. But beyond business ethics few/many companies are engaged in some deceptive activities to mislead the customers through advertisements, labelling, providing misleading information or through fake offers on the products. This is a major problem that customers face in the present decade. This study has tried to find out, reasons why firms get engaged in green washing activities and how green washing can be avoided. A large number of reports claim that not only the small players but biggest market players in India and abroad are engaged in some sort of green washing activities. The study results may be beneficial for the society in knowing the aforesaid concealed aspect.

GLOBAL EXPERIENCE OF FOREIGN DIRECT INVESTMENT IN MULTI-BRAND RETAILING

ITISHA ROHATGI
RESEARCH SCHOLAR
IFTM UNIVERSITY
MORADABAD

ABSTRACT

A debate is going on regarding the impact of foreign direct investment on the retail sector recently. Although, no case of domination by the large foreign retailers has been observed in the last 20 years of globalization worldwide, yet many experts believe that opening the retail sector to foreign players would jeopardize the local retailers in many ways. In this paper, the global experiences of six countries namely – Argentina, Brazil, China, Indonesia, Singapore and Thailand have been analyzed in order to evaluate the impact of foreign direct investment on the multi-brand retailing as 100% foreign direct investment is allowed in the retail sector of these economies. The trade restricting policies introduced in these countries have been studied in detail and suitable suggestions are provided to safeguard the interests of domestic players in the retail sector. The Indian government could learn from the successful experiences of these economies.

HIGHER EDUCATION: EXPLORATION OF OPPORTUNITIES AND CHALLENGES

**MENKA
ASST. PROFESSOR
GGDSD COLLEGE
CHANDIGARH**

ABSTRACT

Education is an essential part of human's life. The motive of education is to enlighten the life of an individual by imparting knowledge in the relevant field. The relevance of education is not confined to enhance knowledge as well it also explores social and moral values, spiritual attitude, and moral character of an individual. Education is the only mean which gives the real spirit of life to human beings. There are various important elements of higher education which plays significant role in overall growth and personality development of an individual. No doubt, Higher Education has attained a key position in the knowledge based society under advanced tech economy. But in this modern era of technology education has lost its relevance to the modern and highly sophisticated youth. Today's highly advanced youth finds little interest in primary aim of education and just gets high degrees and certificates for sake of formality. The major misfortune of Indian education system is corruption caused by politicians and this leads to frustration and idleness among the young generation. Insufficient teaching infrastructure and lack of awareness for innovative teaching methods also leads to various flaws in higher education system. There is need in this concern to transform the education system. This paper reflects the important elements and opportunities of higher education system which plays great relevance in life of an individual. The present paper also focuses on major challenges or problems for higher education and also explores some measures to meet these challenges.

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