

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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## **PREPARING TEACHERS FOR THE AGE OF GLOBALIZATION: ROLE OF POLICY MAKERS & TEACHER EDUCATION INSTITUTIONS**

**DR. NEENA ANEJA**  
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**KHANNA**

### **ABSTRACT**

*To prepare teachers to teach in the context of globalization is the job of teacher education programs, which like the other educational institutions they have been traditionally oriented to their local contexts. "The culture of teacher education is local and therefore has advanced policies that serve the neighborhood institutions but not the needs of future citizens of today's globalized world" (Longview Foundation, 2008), and consequently, "teacher training programs are often among the least internationalized programs. In addition, in India, teacher education already faces a multitude of different pressures. To change this culture is not easy. Any cultural change takes determination, time, and effort. The current political environment of education and teacher education makes the change even more difficult. The increased attention on standardized curriculum and testing in institutions not only has narrowed what they teach (McMurrer, 2007, 2008) but also makes it difficult for teacher education programs to expand their curricula to include courses and experiences needed to prepare globally competent teachers. This paper is an attempt to analyse the factors responsible for bringing the changes and preparing global age teachers.*



## **WORK LIFE BALANCE AND DEMOGRAPHIC INFLUENCE IN HEALTH CARE INDUSTRY**

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### **ABSTRACT**

*The present research study investigated the impact of demographic variables on work life balance of doctors working in Health Care Organizations in Indore City of Madhya Pradesh. Four hypotheses on demography were formulated and tested. For the purpose of study 200 questionnaires were distributed to allopathic doctors working in Public and Private Hospitals. Non Probability Convenience Sampling Method was used to distribute the questionnaire to the target sample respondents. The anova analysis and t-test at .05 level of significance indicated that there was a significant difference between the work life balance of doctors based on the demographic variables*

## **AN ASSESSMENT OF SATISFACTION LEVEL OF TOURISTS IN KANHA NATIONAL PARK**

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### **ABSTRACT**

*Kanha National Park has always been a major tourist spot in Madhya Pradesh. Every year so many tourists from all around the globe come to visit this spot. This paper is an attempt to know the satisfaction level of tourists- both domestic and international, towards the services availed by them in Kanha National Park and their perception towards it as a preferred tourist's destination. Tourist's satisfaction level is analyzed on the basis of several points related to management of tourist spot, and accommodation availability in resorts, Online Ticket Booking and also charges for availing such services. Primary research based study in which a sample of 45 tourists is taken and information is gathered from them through questionnaires. Tourists are selected on random basis and asked to know their experience about this destination. Changes they want to be incorporated by the forest department are considered and the same is suggested to the concerned department. Percentage Analysis, Chi-square test and One-Way ANOVAs is used to analyze obtained data and gaps and major satisfiers/ dissatisfiers are also identified. The findings are useful to Kanha authorities and marketers interested in branding image of Kanha as an attractive destination to visitors.*

**BRAND AWARENESS OF HINDUSTAN UNILIVER LTD. AT THIRUTHURAIPOONDI**

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**ABSTRACT**

*A brand as, a name term, sign, symbol or design of combination of them, intended to identify the goods or services of on seller or group of sellers and to differentiate them from those of competitors. Thus a brand identities the seller or maker. Under trademark law the seller is granted exclusive rights. Consumer view a brand as an important part of a product and branding can add value to a product. The main objectives of the study is to find out the market potential of HUL products, to study the satisfactory level of the consumer for HUL products and study the factor influencing the purchase of HUL products. The problem undertaken for the study purpose is to find out the public eagerness to purchase FMCG products for this purpose, preferential statuses of consumers are analysed on what basis the consumer prefers his brand and which influence him to buy such as brand and how his buying motives is created, are analysed and conducted the exact buying behaviour of the consumer towards using FMCG products. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.*

**SOME EXAMPLES IN USAGE OF PARAMETRIC TESTS**

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**ABSTRACT**

*A parametric statistical test is one that makes assumptions about the parameters of the population distribution(s) from which one's data are drawn. They are used for interval and ratio scales of measurement and for testing the property of a single population, e.g. Testing the mean/median value, The percentage or proportion of the population which has a particular property and to test dispersion/spread of a specified property in the population. Parametric tests are used for parametric data which have an underlying normal distribution. As their shape can be defined mathematically, more conclusions can be drawn from such data. Variances are assumed to be homogenous and these measure the quality of sample parameters or for testing if estimates of a parameter are equal for two samples. Some common examples of parametric tests are z-test, t-test etc. This paper studies some examples on application of parametric tests. A note on testing normality using SPSS is also provided.*

## **STATUS OF QUALITY PRACTICES IN HIGHER LEARNING INSTITUTIONS IN PUDUCHERRY STATE**

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PUDUCHERRY**

### **ABSTRACT**

*In our country there are various stages of education like Primary, Secondary, Higher Secondary and Higher education. Quality education must be provided at each stage. The Present paper discusses the status of quality practices in Government Higher learning Institution in Puducherry State. The respondents are the students of Government Arts and Science College in puducherry region. The tools used for analysis are Reliability Analysis. Sample T- Test, Correlation and Stepwise Multiple Regression .The study concludes that there is a significant relationship between Student's Perception and Satisfaction among the students of Government Arts and Science College in puducherry state.*

# **A CROSS SECTIONAL STUDY ON IMPACT OF DEMOGRAPHIC VARIABLES IN CONSUMER PERCEPTION TOWARDS MOBILE VALUE ADDED SERVICES: A HOLISTIC PERCEPTIVE**

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## **ABSTRACT**

*A research study was conducted with an objective to understand consumer perception towards mobile value added services. Collected data was analyzed. In this article researcher highlights the entire relationship with in the demographic variables of consumers in their perception towards Mobile Value Added Services. The outcome of this research provides diagnostic insight into how different demographic variables influences consumer behavior towards Mobile Value Added Services.*



## SCOPE OF MEDICAL SOCIAL WORK IN CURRENT CENTURY

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### **ABSTRACT**

*Medical social workers assess the psychosocial functioning of patients and families and intervene as necessary. Interventions may include connecting patients and families to necessary resources and supports in the community providing psychotherapy, supportive counseling, or grief counseling; or helping a patient to expand and strengthen their network of social supports. Social work is a professional and academic discipline committed to the pursuit of social welfare, social change and social justice. The field works towards research and practice to improve the quality of life and to the development of the potential of each individual, group and community of a society. This paper examines the scope of social work in current century.*

## **LEGAL PROCEDURE AND STATUS OF ELECTRONIC SIGNATURE FOR SERVICE QUALITY IN NOTARY PUBLIC'S OFFICES: IRAN AND FRANCE**

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**TEHRAN**

### **ABSTRACT**

*The most important trusted factor in the validity of electronic notarial deeds is to enjoy electronic signature. This paper addresses to appeal the legislatures to recognize officially electronic signature based on special law in notary public's offices. This research examines the function, role, status and place of issue of electronic signature under Iranian and French legal systems. Electronic signature does not pose the status of manual signature and the capability of electronic signature is merely recognizable by law; this signature is an inseparable part of electronic notarial deed. The results show a legal gap exists for electronic signature recognition in the notary offices which hampers to substitute with manual signature.*

**PRADHAN MANTRI JAN DHAN YOJANA: PROGRESS IN SIKKIM STATE (INDIA)**

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**ABSTRACT**

*In the era of liberalization, the banking sector has grown vastly but usurious moneylenders in urban slums and rural areas continuing to exploit the poor section in the society. After economic reforms of 1991, Government of India and RBI had taken various initiatives for inclusive growth but still about 6 crore rural and 1.5 crore urban households do not have access to banking services. From the learning of past schemes Pradhan Mantri Jan Dhan Yojana ambitious scheme for comprehensive financial inclusion launched by the prime minister on 28,2014 August for weaker section of the society as an integrated approach for providing banking ,insurance and pension. in this context, the present paper attempts to give an overview of PMJDY, analyze progress of financial inclusions in Sikkim state (India) with special reference to PMJDY, analysis of its different key areas, the barriers in the process and suggests strategies to ensure maximum financial inclusion for the underprivileged and unbanked areas. It is found that, after PMJDY, Sikkim has 1, 20,344 households out of the 1, 22,238 households in 989 wards across Sikkim, having access to banking. As per the latest data available with the Lead Bank office, Gangtok, a total of 34,279 accounts have been opened under PMJDY-considering one of the biggest financial inclusion initiative in the world-after a survey of 1, 20,344 households in 989 wards across the state, The number of accounts opened under PMJDY may low but the progress which stands at 98.45 percent is proof enough that state is way ahead in terms of banking. Despite the tremendous progress made by this scheme in the state of Sikkim, there are many in both urban and rural Sikkim who still fails to grasp the outcome of the scheme. The reason could be lack of awareness. So it would be better if banks conduct many general cum financial literacy camps by lectures and distribution of literacy materials and making door –to door campaigns. It is also suggested that banks should seek help from Gram Panchayats to aware people on the scheme during Gram Sabhas to popularize the benefits of the scheme.*

## LAND ACQUISITION BILL: A LONG AWAITED REFORM TO SPEED UP 'MAKE IN INDIA' INITIATIVE

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### **ABSTRACT**

*The study shows that while on one hand the Act has been criticised as anti-farmer and exploitative in nature by the opposition and a group of social activists, on the other hand the amendments made in the law stands to fast track the clearances required for the stalled projects. Besides, it intends to take care of the interest of the land owners. This new facet of Law appears to be a positive change against the backdrop of need for effective implementation of Make in India initiative. Yet, the possibility of weak administration and socio-environmental concerns cannot be ignored.*

## ONE PERSON COMPANY (OPC): ANALYSIS OF COMPANIES ACT, 2013 WITH RESPECT TO FORMATION AND OPERATION OF OPCS IN INDIA

**ANIL KUMAR**  
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**MEERPUR**

### ABSTRACT

*In order to bring the unorganised sector of proprietorship into the organised version of a limited company, the concept of One Person Company has been introduced in the Business World. The organised version of OPC will open the avenues for more favourable banking facilities. This will open all options for Indian entrepreneurs, with pros and cons, and leave it in the hands of such promoters to decide the best options. Various small and medium enterprises, doing business as sole proprietors, might enter into the corporate domain. The concept would boost the flow of foreign funds into India, as the requirement for a nominee shareholder would be done away with.*

**RURAL MARKETING: AN OVERVIEW**

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**ABSTRACT**

Indian rural market has a vast size and demand base. Rural India comprises all places that are not urban. The government of India only defines a non-urban market. An urban market is the one which has a population density of 400 people per sq/km. 7% of its population has to be involved in non-agricultural activities and there is a municipal body. If we go by statistics, roughly around 70% of the Indian population lives in the rural areas. That's almost 12% of the world population. Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives. It is a two-way marketing process wherein the transactions can be 1. Urban to Rural- It involves the selling of products and services by urban marketers in rural areas. The researcher frame the objectives are to analyze the production and marketing support services of extension, input supply and marketing and to analyze the structure of Rural Marketing Infrastructure. The success of farmers' markets depends crucially on their marketing committees, which take decisions regarding prices, infrastructure development and support services. Thus, the second recommendation is that these markets should have permanent structures, which are also dynamic at the same time.



## **A STUDY OF AWARENESS ABOUT LIFE INSURANCE SCHEME AMONG PEOPLE IN KANGRA DISTRICT OF HIMACHAL PRADESH**

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**SHIMLA**

### **ABSTRACT**

*Insurance is brought in order to hedge the possible risk of the future which may or may not take place. This is a mode of financial insuring. If an incident happens then the loss does not affect the present well being of the person or the property insured. Thus, through insurance a person gets security and protection. In this paper an aggressive attempt has been made to analyze the awareness regarding life insurance policy. The effect of demographic variables like occupation, education, gender, age and income is also related with awareness of life insurance among the policy holders and those who do not have insurance policy. The Study reveals that the most of respondents are aware about life insurance policies but reaming 18 percent people are not aware about life insurance policy. Female, less educated, farmers and low income respondents are not aware about life insurance policies.*

# **A STUDY TO ANALYSE THE RELATIONSHIP BETWEEN THE PRODUCTION OF STEEL AND FERRO ALLOYS IN THE WORLD WITH SPECIAL REFERENCE TO INDIA**

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## **ABSTRACT**

*There is huge scope for Indian Steel Industry to increase its market share in the world's total steel production considering the consistent growth rate of Indian economy in coming years, slowdown of other emerging economies, domestically increasing usage of the steel etc. Ferro alloys are vital inputs for production of all the types of steels. The steel industry and steel and iron industry are the major consumer of Ferro alloys. Therefore, it is imperative to study the relationship between these two industries. And for this purpose a study to analyze the relationship between the production of steel and the production of Ferro alloys in the world with special reference to India has been done. In this research paper, the data for a period of twelve years are collected from various authenticated secondary sources and tabulated appropriately. The data is then analyzed using the various statistical tools such as correlation analysis, hypothesis testing etc. From the data analysis and discussion, it is found that there is significant relationship exist between the production of steel and production of the Ferro alloys at global level. Further, with reference to India also the same relationship stands valid.*

## **EFFECTS OF JOB CHARACTERISTICS ON JOB SATISFACTION AMONG THE STAFFS OF INSURANCE COMPANIES IN JAFFNA**

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**LECTURER**  
**UNIVERSITY OF JAFFNA**  
**NARANTHANAI NORTH KAYTS**

### **ABSTRACT**

*This study investigated Effects of job characteristics on job satisfaction between the staffs of insurance companies who perform more routine work. A purposive sample of 137 staffs from the insurance companies. Private and public insurance companies of Jaffna district was selected randomly questionnaire were used for measuring job characteristics and job satisfaction respectively. Pearson correlation coefficient and descriptive statistics techniques were used to explain the relationship between independent and dependent variables. The study found there is a positive relationship between job characteristics and job satisfaction of insurance staffs.*

## IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR: A STUDY ON COSMETIC PRODUCTS

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**BRAHMAVAR**

### ABSTRACT

*Present paper reveals the impact of advertisements regarding cosmetic products on college students. A questionnaire prepared to collect the data. The sample data has been collected from college students between 18-26 age groups. As a whole 7 brands of cosmetic has been taken into consideration, like Lakme, Loreal, Olay, Maybelline, Avon, Revlon, Ponds. Results revealed that consumers considered advertisement as a reliable source of knowledge as compared to others. Advertisements play a major role in changing the behaviour and attitude of consumers towards the products shown in the advertisement.*

**POTENTIAL CUSTOMER FOR MARUTI SUZUKI SWIFT**

**RAMESHA.R**  
**STUDENT**  
**AMRITA VISHWA VIDYAPITAM**  
**MYSORE**

**SANDHYA.P**  
**LECTURER**  
**DEPARTMENT OF COMMERCE & MANAGEMENT**  
**AMRITA VISHWA VIDYAPITAM**  
**MYSORE**

**ABSTRACT**

*Automobile industry has a major market in the world and in India ,due to its population. There are various global players in the market, including MARUTI SUZUKI- which is an Indian company & subsidiary of Japan's Suzuki company. The Brand Trust Report published by Trust Research Advisory, a brand analytics company, has ranked Maruti Suzuki in the thirty seventh position in 2013 and eleventh position in 2014, among the most trusted brands of India. Our research analysis is to know the potential market of MS(Swift) in Mysore city. We have analysed using questionnaire method and also using both primary and secondary data. This analysis shows that the majority of them prefer MS(Swift),due to its comfort, design and most primarily due to its low cost spare parts availability than any other cars. Swift has changed its phase in Indian markets outsmarting Ford, TATA and many other domestic players. Most of respondents suggest that mileage, interiors and fuel efficiency of this car is better than any other cars. Being in the industry for long time Maruti Suzuki has good brand awareness and is perceived as a credible and reliable brand. Again Maruti Suzuki is perceived as an economic brand and suitable for Indian families.*

**PRIVATE SECTOR, THE ENGINE OF RWANDA'S ECONOMIC DEVELOPMENT**

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**KIGALI INDEPENDENT UNIVERSITY**  
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**ABSTRACT**

*In the 1980s and 1990s, many African countries embarked on reform of the business environment (protection of property rights, relaxation of labor regulations, etc.) with a view to promoting private sector development. The experience of the past three decades has shown that, while these reforms may be necessary, they are not sufficient to promote entrepreneurship, unlock private sector dynamism and boost productive capacity in the region. Consequently, there is a need for a more balanced and pragmatic approach to promoting private sector development on the continent. In 1999 the Government of Rwanda has established Private Sector Federation with the mission of making "Profitable businesses for a prosperous Rwanda" reconciles business and Rwandan society. The Private Sector Federation has been dedicated to: Promote and represent the interests of the Rwandan business community; Dialogue with Government on matters related to the improvement of business through the economic partnership forum, Promote and develop Business; Promote Entrepreneurship and Business Growth; Build Private Sector Capacity; Effective private sector advocacy; Support active involvement in Regional and International Trade; Develop Quality Member Services and enhance Communication. The present research, taking Rwanda as a case study, aims to determine whether Private Sector is an engine of Economic Development or no. Using Qualitative and Quantitative Methods, the research found that the Private Sector Federation has registered major successes since its creation in 1999. As an umbrella organization that groups 10 professional chambers referencing 10 areas of Economic Development (Agriculture, Commerce, Finance, Arts & Craft, ICT, Industry, Liberal Professions, Tourism, Women entrepreneurs, Youth Entrepreneurs), Private Sector covered by PSF, is the real engine of Economic Development in Rwanda.*



**JOB SATISFACTION AND PROBLEMS FACED BY ANGANWADI WORKERS****SHETAL R. BARODIA****RESEARCH SCHOLAR, DEPARTMENT OF HOME SCIENCE, GUJARAT UNIVERSITY,  
AHMEDABD; &****ASST. PROFESSOR****DEPARTMENT OF LIFE LONG LEARNING & EXTENSION  
GUJARAT VIDYAPITH  
AHMEDABAD****ABSTRACT**

*The Integrated Child Development scheme (ICDS) introduced in October 1975, in response to evident problem of hunger and malnutrition of our children by Govt. of India. Despite the fact that AWWs was the most important functionary at grassroot's level who was single handedly responsible for making ICDS programme successful, the limited research in Job Satisfaction and Problem faced by AWWs were found. Impact of Job dissatisfaction & unsolved problem may create the hurdles in the successful implementation of any ICDS Programme. The present study attempt to study the job satisfaction and problems related to infrastructure, administration & Manpower faced by AWWs of 10 blocks of Ahmedabad city. Total 50 Anganwadi Workers & 5 Anganwadi centers from each block i.e 500 AWWs & 50 AWC were taken as sample. The tasks performed by AWWs were assessed by Checklist and Job satisfactions as well as problems faced by AWWs were assessed through Opinionnaire. The analyzed was done with the help of statistical techniques such as Frequency, Percentages, Means, Chi-square test and co-relation analysis. The study conclude that the most of the Anganwadi Workers were performing their basic tasks. The major problem faced by AWWs, though they are the basic functionaries of ICDS, are insufficient honorarium (administration related), frequent travelling (Infrastructure related) and communication problems for convincing community people as well as employees (man power related). Further the relationship between problems and job satisfaction faced by AWWs was found as a result that when job related problems decrease the level of job satisfaction increase. Therefore the study suggest that to improve job satisfaction of AWWs the authorities should provide proper honorarium and job security to AWWs for their work. The efficiency of AWWs should be increased by improving their working conditions.*

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