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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FINANCING PATTERN AND UTILISATION OF FIXED ASSETS IN BATTERY INDUSTRY IN ANDHRA PRADESH <i>Dr. KOMMINENI KALYANI & Dr. P. MOHAN REDDY</i>	1
2.	GROWTH AND CREDIT - AN INDIAN CONTEXT <i>G DIVAKARA REDDY & Dr. M. THAIYAL NAYAKI</i>	2
3.	A STUDY ON THE USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ERODE DISTRICT - TAMILNADU <i>Dr. S. THENMOZHI & Dr. A. AMUDHA</i>	3
4.	MACRO ANALYSIS OF CEMENT INDUSTRY IN HIMACHAL PRADESH-A CASE STUDY <i>SURJEET KUMAR</i>	4
5.	A STUDY OF CONSUMERS SATISFACTION AND PREFERENCE OF DTH (DIRECT-TO-HOME) INTEROPERABILITY IN PUNE CITY <i>SAMITA MAHAPATRA</i>	5
6.	PRODUCTIVITY AND FINANCIAL HEALTH ANALYSIS OF TAMIL NADU CO-OPERATIVE SUGAR INDUSTRIES: A STUDY <i>S. P. KARTHIK & Dr. A. RAMESH</i>	6
7.	A STUDY ON IMPACT OF DIGITAL MARKETING ON THE USAGE OF NUTRITION LABEL ON FOOD PRODUCTS WITH REFERENCE TO BANGALORE NORTH <i>SHAILA K & MEHAR BANU</i>	7
8.	COMMUNITY PERCEPTION ON PUBLIC SECTOR SERVICES: STUDY ON PALEMBANG CITY GOVERNMENT, SOUTH SUMATERA, INDONESIA <i>MARKONI BADRI, YUSNIZAL FIRDAUS, AL HUSHORI & M YUSUF</i>	8
9.	ANALYSIS OF WORKING CAPITAL MANAGEMENT OF STEEL AUTHORITY OF INDIA LTD <i>AJAZ AHMAD BHAT & SADIA HASAN</i>	9
10.	A STUDY ON LABOUR WELFARE PRACTICES AT BEML LTD., BENGALURU <i>K.B.RAVINDRA</i>	10
	REQUEST FOR FEEDBACK & DISCLAIMER	11

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FINANCING PATTERN AND UTILISATION OF FIXED ASSETS IN BATTERY INDUSTRY IN ANDHRA PRADESH

Dr. KOMMINENI KALYANI
DOOR NO.15-30/1(UPSTAIRS), PADMAVATHI NAGAR
TIRUPATI

Dr. P. MOHAN REDDY
HEAD
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVERSITY
TIRUPATI

ABSTRACT

Batteries are an integral part of our everyday lives. Batteries are portable storehouses of energy. Fixed assets are those assets that are of permanent nature having a life expectancy of more than one year and are used by a firm in its normal operations. The research paper aims at examining the various dimensions of financing pattern and utilization of fixed assets of battery industry in Andhra Pradesh. The analysis of data is carried out through fixed assets to net worth ratio, fixed assets to long term funds ratio and fixed assets turnover ratio. Further, various statistical tools like arithmetic mean, standard deviation, co-efficient of variation, co-efficient of correlation, and students 't'-test are also applied. Graphs and diagrams are presented to illuminate the facts and figures at appropriate contexts. Long term funds constitute owners' funds and long-term debt should alone be used to finance fixed assets. The average fixed assets to net worth ratio was less than the unity in all battery companies in Andhra Pradesh. It indicates that the proprietary funds were sufficient to finance the fixed assets requirement. As a result, all battery companies were depending upon the shareholders' funds to meet their quantum of fixed assets. Fixed assets to long term funds ratio worked out to less than the unity during the entire study period in all battery companies under study and the industry in Andhra Pradesh. It indicates that the long term funds were fully adequate to finance fixed assets as well as the part of current assets. One of the most potent tools employed to evaluate the effectiveness of the utilisation of fixed assets is assets turnover. ARBL and HBL, have become symbols of under utilisation of fixed assets and idle investments. But only one company – NBL – is a rare exception to this phenomenon. It reveals that NBL utilised its fixed assets effectively, whereas ARBL and HBL could not do so.

GROWTH AND CREDIT - AN INDIAN CONTEXT

G DIVAKARA REDDY
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
VELS UNIVERSITY
PALLAVARAM

Dr. M. THAIYAL NAYAKI
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
VELS UNIVERSITY
PALLAVARAM

ABSTRACT

Credit Risk Management in Scheduled Commercial Banks have greater impact on its profitability and sustainability, much research work happened in this area but many researchers ignored the impact of macroeconomic factors such as Gross Domestic Product growth in credit Risk Management. This paper is mainly aimed to establish the correlation among Gross Domestic Product growth and Credit Risk factors such as Credit Growth and Write off amount growth. Based on the empirical correlation we ascertain the situation in Scheduled Commercial Banks in Credit Risk Management with help of experts in the area.

A STUDY ON THE USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ERODE DISTRICT - TAMILNADU

Dr. S. THENMOZHI
ASST. PROFESSOR
J.K.K. NATARAJA COLLEGE OF ARTS & SCIENCE
KOMARAPALAYAM

Dr. A. AMUDHA
ASST. PROFESSOR
VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
THINDAL

ABSTRACT

Social Network Sites are profile based Websites that allow the users to maintain social relationship by viewing, visiting and sharing their social connection with other members. Social Network Sites such as Myspace, Facebook, Cyworld, Twitter, Orkut, Google plus become a part of students daily life. The growing popularity of Social Network has influenced the researchers to start investigating the communication and interaction between students using these Networks. Social Network Sites are used as an interactive platform for academic communication and as a source of information. Nowadays college students join in groups and communicate with others (Students and faculty members) by discussing on subjects topics. Tamil Nadu Government already provided free Laptop to Arts & Science College Students and 24 hours free internet facility (Wi-Fi) is provided by most of the educational institutions. Private net browsing centers also contribute more to the access of internet. As this Social media Phenomenon continues to grow at faster pace, it is important to understand the effect it has on college students. The researchers explores how Students especially College Students get access to these networks and develop their academics.

MACRO ANALYSIS OF CEMENT INDUSTRY IN HIMACHAL PRADESH-A CASE STUDY

SURJEET KUMAR
ASST. PROFESSOR
GOVERNMENT DEGREE COLLEGE
BHARMOUR

ABSTRACT

Macro means as a whole. The macro variables affect every business. Macro analysis involves influences, which affect the entire economy of business. It consists of many factors that, if left unchecked, can destroy a business. Some factors, such as the economy, slowly affect each and every aspect of business. To reduce the negative impacts of these various unchecked factors, macro analysis is required. The price of cement is mainly controlled by government, viz. coal rates, oil rates, power tariffs, royalty on limestone etc. Himachal Pradesh has a history of not repeating the ruling of one party in the state but this factor also had never impacted negatively on the cement companies functioning in the state. The objective of the present study is to analyze the cement industry of Himachal Pradesh on the basis of PESTLE and SWOT analysis and provide suggestions on the basis of interpretation.

A STUDY OF CONSUMERS SATISFACTION AND PREFERENCE OF DTH (DIRECT-TO-HOME) INTEROPERABILITY IN PUNE CITY

SAMITA MAHAPATRA
ASST. PROFESSOR
SINHGAD INSTITUTE OF MANAGEMENT
PUNE

ABSTRACT

The arrival of Direct-to-Home (DTH) services in India has led to the emergence of many DTH service providers who are offering various value added services at competitive prices. As a consumer, one has to carefully select the service provider after considering the various factors such as transmission in inclement weather, picture quality, plans & packages, package pricing and other value added services. Drop in setup and service costs is making service delivery cheaper for the service provider and the drop in set-top box prices have made DTH viable to Indian users. With the mandated introduction of CAS (Conditional Access System) on cable networks in India, cable television services are becoming more expensive thus bringing the gap between overall cost of service down. This research paper studies the satisfaction of the consumer with respect to price, services, transmission, quality etc and perception of consumer with regard to interoperability. The researcher have applied the chi square test to find out the level of satisfaction of the consumer and to what extent they are satisfied with the existing DTH service provider. The paper also makes an attempt to study that in case if the interoperability services are provided then the consumers will prefer to switch i.e expected consumer movement to DTH service provider and type of interoperability preferred by consumer whether technical or commercial.

PRODUCTIVITY AND FINANCIAL HEALTH ANALYSIS OF TAMIL NADU CO-OPERATIVE SUGAR INDUSTRIES: A STUDY

S. P. KARTHIK

RESEARCH SCHOLAR

RESEARCH DEPARTMENT OF COMMERCE

ALAGAPPA GOVERNMENT ARTS COLLEGE

KARAIKUDI

Dr. A. RAMESH

ASST. PROFESSOR

RESEARCH DEPARTMENT OF COMMERCE

ALAGAPPA GOVERNMENT ARTS COLLEGE

KARAIKUDI

ABSTRACT

The research study titled "Productivity and Financial Health Analysis of Tamil Nadu Co-Operative Sugar Industries: A Study" is a piece of research work done in order to assess the financial stability, profitability, long term solvency, efficiency in asset utilization of the five major sugar companies operating in the state of Tamil Nadu. The study has been conducted during 2006-2007 to 2016-17 which is clear that the Ministry of Company Affairs, Ministry of Finance – Government of India, as well as the Reserve Bank of India are seriously thinking together for further liberalization, and to reduce the bank rate of interest on the welfare of the companies and the banking agencies were coming forward to support these industries financially to improve the productivity and giving direct and indirect employment for the common man. Since, these types of industries basically depend upon agricultural production and the same in turn depends on the geographical and climate conditions of a State which is above the hands of a common man. Knowingly the researchers have made an attempt to find that whether these white elephants are healthy and financially strong enough to run on its own leg, the researchers had made an attempt to critically analyze the financial strengths. It is found that on an average all the units considered for the study are at average to the industry standards and to the rule of thumb. While making with the Comprehensive Test Kothari Sugars state in the first place where all the sugar companies considered for study should learn a lesson from Kothari Sugars. Rajshree Sugars shows a weak ratio and implies that it is to be bankrupted. It is a warning for other companies to be at most clever. This researchers concludes that all the five major sugar companies considered for study shows an average productivity which can be increased provided these industries in particular depends upon agricultural production where the concerned central and state Government has to answer whether these industries will be at a Survival.

A STUDY ON IMPACT OF DIGITAL MARKETING ON THE USAGE OF NUTRITION LABEL ON FOOD PRODUCTS WITH REFERENCE TO BANGALORE NORTH

SHAILA K
ASST. PROFESSOR
ACHARYA INSTITUTE OF GRADUATE STUDIES
BANGALORE

MEHAR BANU
STUDENT
ACHARYA INSTITUTE OF GRADUATE STUDIES
BANGALORE

ABSTRACT

Indian consumers are in the process of changing their consumer behavior especially with respect to food items. The thrust from incumbent government on J.A.M (JanDhan – Aadhaar- Mobile) has turned out to be a significant milestone in pushing the common man into the digital era. Not surprisingly more and more transactions are taking place online & through mobile devices. Organizations are spending millions of dollars in marketing research in order to keep a constant connect with the customer to serve his personalized wants as well as to find new customer quickly. Digital marketing, for a food manufacturer, can offer an ideal medium for effective messaging of nutrition information and thus differentiate the product more effectively to win a higher market share. The purpose of this study is to survey respondents living in Bangalore North on random basis to understand overall perception of nutrition level and whether digitization has made any difference to the way they perceive / expect nutritional information messaging and their purchase decision making process

COMMUNITY PERCEPTION ON PUBLIC SECTOR SERVICES: STUDY ON PALEMBANG CITY GOVERNMENT, SOUTH SUMATERA, INDONESIA

MARKONI BADRI

Sr. LECTURER

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

YUSNIZAL FIRDAUS

Sr. LECTURER

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

AL HUSHORI

LECTURER

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

M YUSUF

LECTURER

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

ABSTRACT

Public service is any form of services, either in the form of public goods or public services, which in principle become the responsibility and implemented by the Government Agencies in, in the framework of efforts to meet the community needs and in the implementation of the provisions of legislation. This study is aimed to explore how society perceived to service quality in sub districts of Palembang city government. The respondents of this research are the people who have used services in the sub districts in Palembang city government. This research uses convenience-sampling technique. The number of sampling is 400. This research used a closed, structured questionnaire with 4 scales Likert scale. The Data Analysis used public satisfaction index (IKM) approach. The result of research showed that the consumer index value for public sector service in Palembang city government was categorized as "Good" with conversion value of 73.25. The highest score for the service element is the courtesy and hospitality officer with a score of 76.50 while the lowest score is the speed of service with a score of 69.

ANALYSIS OF WORKING CAPITAL MANAGEMENT OF STEEL AUTHORITY OF INDIA LTD

AJAZ AHMAD BHAT
Ph. D. RESEARCH SCHOLAR
BARKATULLAH UNIVERSITY
BHOPAL

SADIA HASAN
Ph. D. RESEARCH SCHOLAR
BARKATULLAH UNIVERSITY
BHOPAL

ABSTRACT

As this paper is supposed to study about the Working capital management. it refers to the administration of all components of working capital-cash, marketable securities, debtors and stock and creditors. The aim of working capital management is to organize or manage the firm's current assets and current liabilities in a way that an effective or efficient Level of working capital is maintained. The efficient management of working capital minimizes the cost and increases the profitability and can do much more for the success of the business. To analyzing the performance of liquidity management, the management accounting techniques like ratio analysis and statistical techniques like t test is used to meet the requirement of this research study.

A STUDY ON LABOUR WELFARE PRACTICES AT BEML LTD., BENGALURU**K.B.RAVINDRA****RESEARCH SCHOLAR, TUMKUR UNIVERSITY, TUMKUR; &****GUEST FACULTY****GOVERNMENT FIRST GRADE COLLEGE & POST GRADUATION CENTRE****DODDABALLAPUR****ABSTRACT**

Labour Welfare and Social Security measures occupy a very important place in any Organisation. The study of various welfare and social security measures is very important as proper welfare schemes have a direct impact on the growth and success of an organization. Good welfare schemes improves the organisational climate and improves the well-being of the workforce both physically and psychologically. It enhances the employees/workers desire to work and also motivates the employees. Good Welfare schemes increases safety, health and hygiene in a organisation apart from creating loyalty among employees and workers. Good welfare schemes make employees and workers happy, thus making it easier to manage human resources at the work place. In the above background, a comprehensive study has been made on various welfare and social security measures being provided at BEML Ltd, Bengaluru and also the satisfaction level of employees and workers regarding these measures. Primary data collected from 100 respondents through a structured questionnaire reveal that most of the welfare and social security provisions are being satisfactorily provided at BEML Ltd but there are certain areas where respondents have expressed dissatisfaction and improvement is needed. The study would help the organization to take remedial measures in areas where the employees and workers have expressed dissatisfaction. The study would also help the company to manage the human resources in the Organisation in a better way.

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