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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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**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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**REVISITING TRAINING EVALUATION**

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**ABSTRACT**

*In 21<sup>st</sup> century when there is enormous pressure on organisations to justify every business process, training department has the onus to quantify training results and assert their strategic importance by laying down an objective and effective evaluation system. Organisations should clearly articulate the need for training evaluation and take every stakeholder and participant of training evaluation process into confidence. Although there are many effective evaluation models employed by organisations but even the most sophisticated and objective evaluation model will fail unless training needs are identified and training evaluation outcomes are judiciously selected and deployed. Another key point to remember is the selection of training design which lends credibility to the finding. This article stresses on the fact that evaluation is no more a desirable activity but an imperative which every organisation has to carry out to stay alive and competitive.*

## THE INFLUENCE OF AGE ON CONSUMER ACTIVISM

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### ABSTRACT

*The aim of this paper is to 'investigate if there is a relationship between age and consumer activism in Nigeria. To achieve this objective, some related literature were reviewed, while stratified sampling, and t-statistic were use for analyzing the data, The result of the study revealed that apart from willingness to uphold the decisions taken at meetings, age has no significant relationship with other aspects of consumer activism such as willingness to join, finance, serve, attend meetings and solicit for members for consumer associations. Based on these findings, it is therefore recommended that companies should design their marketing strategy in such a way that their products will accommodate the different age groups in the market place. This action will increase sales volume as many age groups are being serviced as against selling their products to a particular age group.*



# **AN INVESTIGATION ON EMOTIONAL INTELLIGENCE OF STUDENTS WITH RESPECT TO STUDENT DEVELOPMENT MODEL AND ITS IMPLICATION ON EMOTIONAL LEARNING SYSTEM IN MALAYSIA**

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## **ABSTRACT**

*We human beings have different personalities, different wants and needs, and different ways of showing our emotions. Navigating through this all takes tact and cleverness – especially if we hope to succeed in life. This is where emotional intelligence becomes important. Emotional intelligence is the ability to recognize your emotions, understand what they're telling you, and realize how your emotions affect people around you. Emotional intelligence also involves your perception of others: when you understand how they feel, this allows you to manage relationships more effectively. This research study presents a framework for emotional intelligence, a set of skills hypothesized to contribute to the accurate appraisal and expression of emotion in oneself and in others, the effective regulation of emotion in self and others, and the use of feelings to motivate, plan and achieve in one's life. This review examines the foundations of the definitions of emotional intelligence as well as existing educational research involving emotional intelligence, within the students in Malaysia. Recommendations for future research and research potential are discussed. From this study we probably also know students who are masters at managing their emotions. Regardless of their strengths, however, they're usually willing to look at themselves honestly. They take criticism well, and they know when to use it to improve their performance. People like this have a high degree of emotional intelligence, or EI. They know themselves very well, and they're also able to sense the emotional needs of others. Thus this study gives a deep insight about Emotional Intelligence among students in Malaysia.*

## DETERMINANTS OF CHILD LABOUR IN AGRICULTURAL PRODUCTION IN OYO STATE-NIGERIA

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**LADOKE AKINTOLA UNIVERSITY OF TECHNOLOGY**

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### **ABSTRACT**

*The driving force of Agricultural activities is the labour input and rural households rely heavily on their members as primary sources of labour for agricultural activities. This study therefore, examined the determinants of child labour in Oyo State using cross section data derived from a multistage sample of 600 rural respondents from different households, the data obtained was then analysed using Logit regression model. Result indicated that the age and gender of the child along with education of the parents were significantly determinants of child labour use in agricultural activities. It was discovered that male children are more involved in child labour use in agricultural activities than female children and also the education of the parent determines the type of activity option in which the child will be involved in.*

## **ECONOMIC VALUE ADDED VS. ACCOUNTING RESIDUAL INCOME: WHICH ONE IS A BETTER CRITERION FOR MEASUREMENT OF CREATED SHAREHOLDERS VALUE?**

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### **ABSTRACT**

*In this paper, the relationship between each independent variable including economic value added and residual income as the representatives of economic models with the shareholders' created wealth is studied. The research is inferential-inductive in terms of methodology and is cross-sectional correlation in terms of test statistical method. The studied statistical population consists of all the companies listed in Tehran Stock Exchange during 2006-2009, except for investment and holding companies. The statistical sample consists of 85 companies. Simple and multi-variable regression methods are used to test the hypothesis. The effect and importance of most independent variables are examined through Forward method. The results indicate that both economic value added and residual income have significant relationship with the shareholders' created wealth. However, the residual income criterion is more significant than the economic value added in relation with the created wealth for shareholders. The difference between the impacts of these two variables is due to accounting adjustments through which the effect of accrual accounting is eliminated, hence it is considered as a better criterion for performance evaluation and increase in shareholders' wealth.*

**ACTIVISM AMONG THE NIGERIA CONSUMERS**

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**ABSTRACT**

*The study is aimed at finding out the level of consumer activism among the Nigerian consumers. To achieve this objective, some related literature was reviewed. The stratified sampling, hypothesis testing and frequency distribution were adopted for analysing data. The results of the study revealed that a great number of the Nigerian consumers are willing to join consumer associations where they can be active to fight for their rights and power. Based on this findings, it is therefore recommended that government should encourage the setting up of consumer associations, consumer associations should step up their public enlightenment campaigns, manufacturers should set up consumer protection and customer service units in their organisations and finally, manufacturers should maintain a record on consumer complaints and treat these complaints to the satisfaction of the consumers.*

# **AN EVALUATIVE STUDY OF USE OF HIP HOP ARTISTS IN MOBILE TELECOMMUNICATIONS ADVERTISEMENTS: A STUDY OF AIRTEL SUBSCRIBERS IN SOUTHEASTERN NIGERIA**

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## **ABSTRACT**

*Endorsement is a type of advertising that focuses on using celebrity power, fame, and popularity to gain recognition for a product and promote the purchase of such products or service. It is believed that the use of celebrity in advertising gives the product an instant popularity. This work examines the responses of airtel subscribers in Nigeria, (using Anambra State University, Igbariam Campus, Anambra State Nigeria, as a study area), towards the use of hip hop artiste (2face) in airtel advert. The survey research method was adopted in the study with 378 respondents studied. Purposive sampling technique was used and the data analysed were collected through the use of questionnaire. Data were analysed using frequency distribution table, and mean statistics while t-test statistical tool was used to test the hypothesis. Among the research questions formulated for the study are: what determines the respondents' choice of a network provider? How do the respondents perceive airtel testimonial advertising involving 2face Idibia? The hypothesis for the study was that there is no significant difference between the mean scores of male and female respondents on their perception of whether the use of 2face in airtel's adverts brings about preference of airtel brand. The study found out that the respondents reacted favourably towards the advert because of the use of 2face in the advert. Thus, the study concluded that there is a relationship between the use of 2face in airtel adverts and preference of airtel brand to other networks. The study also recommended that the effectiveness of any advertising depends on how well the advert meets up with the needs of the target audience.*

## **TELECOMMUNICATION, TECHNOLOGY & TRAINING (3TS) - A UNIQUE LEARNING MODEL FOR TELCOS**

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### **ABSTRACT**

*The liberalization of the telecom industry opened the doors to the state-of-the-art technologies and equipments that were deployed by the private incumbents. Major Indian telecom operators have deployed numerous cutting edge technologies like GSM, GPRS, Enhanced Data Rates for GSM Evolution (EDGE), CDMA2000 1X, Evolution for Data Only (EVDO), Universal Mobile Telecommunications System (UMTS) / High Speed Packet Access (HSPA), Long Term Evolution (LTE), WiMAX, Next Generation Network, Synchronous Digital Hierarchy, Dense Wavelength Division Multiplexing, Metro Ethernet etc on their network in order to offer a host of services ranging from basic voice telephony to video calling, gaming, m-Commerce, Internet etc. This resulted in a huge knowledge gap as the Indian educational system and industry were not ready for this intellectual influx. The Indian telecom industry, the third largest in the world, is facing a tumultuous time on account of falling revenues and non-availability of sufficiently trained technical manpower. This has been coupled with a high rate of attrition. Operators are putting efforts to make world class network. In such a scenario competency building through training has an important role to play in increasing organizational performance and hence its revenues. This paper presents a unique training model (3Ts) that can be used by telcos for meeting their current and future workforce competency requirements. This paper is based on primary research data compiled over a span of one year and attempts to unravel the co-relation between the primary variable – training, 3Ts model and its effectiveness on competency development in the telecommunication industry.*

# FUTURE CHALLENGES OF HRM IN CORPORATIONS OF U.K. IN THE GLOBAL VILLAGE CONTEXT

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## ABSTRACT

Human Resource Management starting from the East India Company of U.K. days has challenges to face. Corporate challenges were under control for some time in the late 19<sup>th</sup> century for the HR professionals. The beginning phase of 21<sup>st</sup> century has brought many dynamic challenges for the corporate houses globally and for the developed world in particular where the life ratings are high. U.K. is such an example of the developed world which in return has enormous dynamic changes adherences. Time is changing with several factors to influence the decision making in the corporate world. Reforms are no more processes rather demands of the time in business with transformational trends which are the reformation of the existing provisions in the firms of any technology. Gone are those days of technology supremacy of the business world with availability of alternatives and indigenous price sensitive options in any part of the developed world. Trade is no more a big challenge rather the manpower is, at a stage the transformation is moving at a fast pace towards global village with partnerships from the developing and the underdeveloped world. Knowledge and knowledge providers have the edge over the current competitions in the corporate business sectors. U.K. has the deficiency of management of knowledge in the specialised industrial platforms. Role of HR in organising this portfolio is and will be a big challenge in the industrial ecosystem and the business environment. HR functions of the firms are heavily dependent on the HR consulting firms for strategic decision making and knowledge management of the ecosystem. Future packed challenges has the possibility of examination of time framed studies rather the focus of long run studies. A decade do stands substantially as the focal points of preparing and facing the HRM challenges in the business environment of U.K., a developed world.



# PROS AND CONS OF BRAND IMAGE BUILDING THROUGH NON MASS MEDIA: A CONCEPTUAL FRAMEWORK WITH SPECIAL REFERENCE TO ORGANISED RETAIL IN INDIA

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## ABSTRACT

*In India an increasing number of people are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 35 percent annually while growth of unorganized retail sector is pegged at 6 percent. The Retail Business in India is currently at the point of inflection. It is a huge industry in terms of size and according to Management Consulting firm **Technopak Advisors Pvt. Ltd.**, and it is valued at about US \$ 350 billion. Organised retail is expected to garner about 16-18 percent of the total retail market (US \$ 65-75 billion) in the next 5 years. India has topped the A.T. Kearney's annual **Global Retail Development Index (GRDI)** for the third consecutive year, maintaining its position as the most attractive market for retail investment. The rapid growth in organised retail created intensified competition among retailers of Organised Vs Un-Organised retail malls in India. Generally, such products or services require a strong establishment of a brand or company name through an effective promotional tool which could also be economic to win the race of competition. The present study encompass with creation and essential development of brand image for Organised retail through non mass media, Which is very cost effective.*

## FEEDBACK ON IMPLEMENTATION OF ONLINE PERFORMANCE MANAGEMENT SYSTEM - A MINI MIX MODEL

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### ABSTRACT

*In the modern business context, organizations are operating in a highly competitive environment. To withstand competition in a healthy environment it is imperative for the organisations to continuously strive to improve the performance. Performance of the organisation depends not only on full utilization of available resources at least cost and upgrading technology to get benefits of economies of scale but also influence manpower planning and motivates employees towards desired direction for improving their performance on execution of specified tasks. The aim of performance management is to establish an environment of performance-oriented culture to suit the vision and mission of the organisation. Idea behind this philosophy is doing the right things by integrating individual goals to organizational goals. Performance management is a continuous and flexible process that involves all the employees irrespective of cadre to work as partners contributing their best for the organisation to achieve the desired goals. Performance feedback is associated with the individual employee as well as for organizational development. Performance feedback systems ensures firstly appraiser to identify shortfalls if any and suggests corrective actions for the future. Performance feedback systems will also help in identifying training needs, best talent in the organisation and to design suitable compensation to all. In this paper an attempt is made to obtain executive opinions on whether to implementing online Performance management is advantageous to the organization or not in the select organization namely NTPC-a public sector undertaking at Visakhapatnam. The results presented in this paper are drawn from the unpublished Ph. D thesis work of the former under the guidance of the later.*

## **PROBLEMS AND PROSPECTS OF SALES PROMOTION IN RURAL MARKETS OF FMCG SECTOR IN INDIA**

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### **ABSTRACT**

*Managing constant change is no longer a new phenomenon in the corporate sector. But today's organizations either swim or sink with the changing waters. Since change is inevitable, it is always better that organizations face and manage it, than to avoid the same. The business environment that is highly uncertain, complex and turbulent has forced organizations worldwide to adapt to these changes. Due to the emergence of these changes, Corporate are in continuous search for identifying areas where improvement can be done and bigger market share can be achieved. In this paper, an attempt has been made to identify the problems and to study the prospects of sales promotion in rural markets of Fast Moving Consumer Goods (FMCG) sector. Both primary and secondary data were used for analysis. This study aims to analyse the trend, factors responsible for the growth, popularity of sales promotion schemes of the products in the FMCG Sector in rural markets, and to suggest the ways to increase the market potential. The study revealed that there is a steady increase in the FMCG sector over the last twelve years. Discount offer and Price-pack deal schemes are the two most popular schemes in rural segment of India. The study simplifies 16 possible motivational factors using factor analysis into four major factors for launching the FMCG product into rural segments. The Four major factors are: Behavioural, Market Penetration, Cost, and Competition. If the schemes are sensitive or eye catching, the emotional persuasion becomes relevant. The consumer, middleman, and the sales force utilize these schemes to increase the sales of the product. Low priced brands of the MNCs, small in size, will prove to be successful in course of time. However, failure of monsoons will adversely affect all the sales promotional efforts in this sector to a great extent.*

## **FUND GROUPING: A MATHEMATICAL MODEL – PUBLIC AND PRIVATE SECTOR MUTUAL FUNDS IN INDIA**

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**ALAGAPPA UNIVERSITY**  
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### **ABSTRACT**

*The purpose of this paper was to examine the performance of Mutual Fund schemes from public and private sectors in India. The current study the researcher confident to use a new mathematical model by using cluster analysis and canonical correlation. In this present study to get significant result for various Mutual Fund schemes for both the sectors. The performance evaluation of the individual schemes were arranged such as, the best, the moderate and the weak funds. So that, irrespective of the sectors a few funds were gain significant performance but, maximum number of funds are not gained good momentum.*

## TESTING STATIONARITY OF BETA AND BETA REGRESSION TENDENCIES IN INDIAN STOCK MARKET

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### ABSTRACT

*This study analysed that whether betas of securities are close to market beta (one) and stationarity of beta. The results of the study are based on one sample t test. This study is done on securities and portfolios over twelve years and over different investment horizon. Though, in case of security analyses majority of companies (54.50 per cent companies) shows beta close to one over time period. Though, similar results are not seen in case of portfolios, where less than fifty per cent portfolios show significant difference. It indicates that majority of portfolios beta value not regress to one. This study also shows that beta value of securities and portfolios is not close to one with exception of few cases in one year, three years and four years of investment horizons. The historical beta is generally used as the estimates of future beta. The examinations of past beta are making sense, when betas are stationarity, adjusted beta can be used to forecast. But it is not possible in Indian market as autocorrelation do not exist in beta and systematic risk is not stable over twelve years. This concept is useful for investor to analyze the risk of securities and portfolios.*

## **AN EVALUATION OF FINANCES OF DEC OF SRI VENKATESWARA UNIVERSITY, TIRUPATI, A.P.**

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**TIRUPATI**

### **ABSTRACT**

*Education is an everlasting, continuous and a life-long process. It does not stop at any particular age. The conventional system of education was proved inadequate to accommodate the growing needs of the Indian Society. Therefore, the system of distance education has emerged as an effective alternative to the conventional system of education. Distance Education system caters to the needs of those who cannot pursue formal college education owing to various constraints such as poverty, employment etc. and those who wish to improve their knowledge and skills. Sri Venkateswara University, established in 1952, is one of the three oldest Universities in Andhra Pradesh. The University has been making commendable strides in its service to the socially and educationally disadvantaged students of the society. The University is accredited by NAAC with 'A' grade. The Directorate of Distance Education came into existence in the year 1972 to extend the frontiers of academic excellence beyond its campus. The main objective of distance education is to "reach the un-reached". Through Distance Education, it is hoped to provide all the need-based academic and vocational programmes at your doorstep. The financial performance primarily depends on the total enrollment, income and expenditure of any University. The enrollment, income and expenditure of Sri Venkateswara University during 1999-2009 have been collected for the evaluation of the the financial performance. It may be noted that the average income of graduate courses is moderate while that of P.G courses and diploma courses attained a high magnitude of income. The yearly variations in income of graduate courses and diploma courses are moderate where as wild in P.G courses. The growth rate in income is high and significant for all the courses. It may be concluded that the average income is grater in tuition fee and PCP classes when compared to sale of applications. The yearly variations in income from sale of application and tuition fee are not wild while very wide in income from PCP classes. Growth rate in income is uneven in all the items of income. It may be noticed that average income from tuition fees for graduate and P.G courses is more when compared to diploma courses. Variations in income from year to year are wild in P.G and diploma courses while moderately registered in graduate courses. Growth in income is high in P.G courses while that of graduate and diploma courses a moderate growth. The standardized cost cutting measures shall be adopted in the areas like uniform fees, staff pattern and salaries, syllabus and curriculum and administrative set-up so that these DEC's can avoid wastages and compete in a uniform environment for excellent student support services.*

## COMPLIANCE OF POLLUTION CONTROL MEASURES AMONG INDUSTRIAL UNITS OF PUDUCHERRY

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**PUDUCHERRY**

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### ABSTRACT

India is one of the fast growing countries in terms of its balanced growth. The increasing inflow of FDI's and FII's has paved the way for industrialization of our economy. Employment opportunities are created and revenue is generated from the upcoming industries. Hence industries play a vital role in the development of the country. Even though all the industrial projects are evaluated, the full impact of the industries has not been revealed till recently. The Copenhagen summit has stressed on the need for curbing industrial wastages and protecting the environment from further damage. This study focused on the execution perspectives of industrial pollution control measures. It is an exploratory nature of study based upon empirical evidences collected as primary data. The primary data has been collected through a well structured interview schedule from the industries located in Puducherry region. The findings of low level environmental proactiveness of many sample industries suggest that there exists scope for expansion of the extent of environmental performance in different areas of corporate practices, particularly where low level of environmental performance was observed.



**JOB SATISFACTION AMONG TEACHERS****DR. SANDHYA MEHTA****DY. DIRECTOR****GURU NANAK INSTITUTE OF MANAGEMENT & TECHNOLOGY  
LUDHIANA****ABSTRACT**

*Work plays a prominent role in our lives. It occupies more time than any other single activity and it provides the economic basis for our lifestyle. It is the employee's general attitude towards his job, management and the organization. It is often believed that the teachers are the builders of the nation and enter the teaching profession for intrinsic factors which encompass the opportunities for professional advancement, personal and professional challenges, professional autonomy, general work conditions, interactions with colleagues, and interactions with students. The present study has been conducted to understand whether the perception of job satisfaction among teachers is affected by the type of organization (private vs. government) and the gender (male vs. female).*

**MODELING AND MEASURING PRICE DISCOVERY IN COMMODITY MARKET**

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**ABSTRACT**

*The study was carried out to understand the price discovery mechanism in commodities and assess the long-term trends in their prices. We took the commodity: wheat as an instance and considered factors affecting the prices in India. The data on area, yield, production, beginning stocks, imports, exports, and domestic consumption was collected for the period from 1970-71 to 2009-10 from USDA Production, Supply, and Distribution database. The data on CBOT daily prices have been extracted from MCX and the average annual price of wheat worked out and used for the analysis. Depending upon the suitability of the data the regression equations were fitted and forecasted individually and then the long-term forecasting was made by fitting a multiple regression model. The results of the multiple regression indicated that Demand, MSP, and CBOT were affecting the prices of domestic wheat significantly. One year lagged response model was also used to predict the short-term trends in prices of wheat. The predicted line is coinciding with the actual line and hence the model is good.*

## **CORPORATE CARBON DISCLOSURE THROUGH SUSTAINABILITY REPORT - AN INDIAN EXPERIENCE**

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### **ABSTRACT**

Climate change is a major environmental challenges of our time, posing greatest threat to sustainable development globally and regionally. The root cause of it is increasing concentration of Greenhouse Gases (GHGs) in the atmosphere by human activities like manufacturing, transportation, deforestation and so on. Considering the risks as real, Government of India has launched National Action Plan for Climate Change known as NACCC, which targets to reduce GHGs emission by 20 % in India by the year 2020 compared to base year 2005. Indian companies generate around 31% of the country's CO2 emissions and therefore they are one of the important players in the fight against climate change. This study is undertaken with two objectives namely 1.to know whether climate change has been a material issue for Indian companies which made Sustainability Report for 2010 ? and 2. If material issue, what is the carbon disclosure made by such companies? The disclosure is measured on the basis of guideline on 'Global Framework for Climate Risk Disclosure' which incorporates two voluntary disclosures namely GRI framework and CDP (apart from third one namely financial regulatory disclosure in Security Exchange Commission not relevant in Indian context), taking in all 35 items. Out of 24 companies which made Sustainability Report for the year 2010, climate change has been material issue for 20 companies, which were further studied to seek answer to objective 2. The findings showed overall disclosure score of 63 % (with 50 % in emission disclosure, 87 % in emission management, and 0.25% and 0.15 % in physical and regulatory risk disclosure category). Overall, the results of the study indicate that Sample Indian Companies have started the journey for carbon emission reduction in proactive manner and are on the right tract to align their businesses with national agenda of low carbon economy and thereby achieve sustainable development.

## **A STUDY ON CONSUMER BEHAVIOR OF MOBILE PHONES FROM UNIVERCELL STORES IN KERALA**

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### **ABSTRACT**

*The aim of marketing is to meet and satisfy targeted consumer' needs and profitability of the concern. The starting point in marketing planning is always the consumer. Meanwhile, one of the most popular and important terms in marketing is the behaviour of consumers. The study is primarily focused on the consumer behaviour of mobile phones from UniverCell stores in Kerala. The study is done on 200 consumers, who came to purchase mobile phones from UniverCell stores in different parts of Kerala to know their buying behaviour and it has been found that the consumers are influenced by their friends and advertisement given in Television.*

## **THE STOCHASTIC MODELLING AND RELIABILITY ANALYSIS OF A BATTERY PRODUCTION SYSTEM IN AN INDUSTRY**

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### **ABSTRACT**

*This paper is concerned with stochastic modelling and analysis of battery production system in an industry consisting of a number of units of varying nature. All the units work in sequential manner. Using regenerative point technique, the various reliability characteristics of interest such as reliability, MTSF, steady state availability, busy period and expected profit, which are useful to system managers, engineers, training supervisors and reliability analysts, are obtained. The MTSF and profit function have also been studied through graphs in respect of various parameters in order to have better understanding of the system.*

**A STUDY OF IMPACT OF E LEARNING ON UNIVERSITY STUDENTS**

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**KAMPTEE**

**ABSTRACT**

*With the help of e-learning students can update their knowledge with all the latest happening of their subject. E learning avails students the option of selecting learning materials that meets their level of knowledge and interest also students can study wherever they have access to a computer and Internet. With so many advantage of e- learning it is in demand. But not many students are aware of this technology tool which has hampered their academic growth. This paper has tried to study the concept of e-learning, knowledge of studied students about e-learning. What kinds of facilities are available to university students for e- learning at their college campus. Further the attempt has been made whether E – learning depends on branch of study of students and their career plans.*

**EMOTIONAL INTELLIGENCE AMONG COLLEGE STUDENTS**

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**ABSTRACT**

*The present research aimed to study the emotional intelligence among college students, to find out the level of emotional intelligence of a sample of college students. To find out whether there is gender difference in emotional intelligence. Sample of the study consisted 70 undergraduate students of Government home science college Hassan, Karnataka, studying in B.A. & B.Sc. Among them 30 are male & 40 are female. Personal and socio demographic datasheet (prepared by the Investigator), Emotional Quotient scale (prepared by Anukool Hyde, SanjyotDethe and UpinderDhar) was used to collect the data. Scoring was done as per the direction given in the Manual. 'P' value & inter correlation has been calculated to find out the objectives of the present study. The result indicates that, among 70 undergraduates students males have slightly high self awareness, empathy, integrity, emotional stability, self development, commitment when compared to females and high self motivation, managing relations compared to females. While females have slightly high altruistic behavior compared to male.*



**BOOTSTRAPPING: STARTING A BUSINESS ON A BUDGET****SHABANA A. MEMON.****ASST. PROFESSOR****BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT  
KOLHAPUR****ABSTRACT**

*Policy-makers and researchers increasingly recognize that small businesses are a vital element in economic development and job creation. Their innovation activities, distinct from those of large firms, are essential for economic growth; but small businesses face major difficulties in obtaining long-term external financing. Most of the literature on financing small firms emphasizes debt and equity funding from traditional sources of finance as the most important sources of funds for growth. Small firms lack tangible assets, especially at the early stages of their life cycle that could be used as collateral and their products also have little or no reputation, subject to non-marketability. The external financing market, if available, is a relatively expensive way to fulfill entrepreneurs' needs for resources. The question arises: "How can a small business obtain financing outside of traditional institutional sources"? The answer lies in bootstrap financing. Bootstrap financing refers to a range of highly creative ways of acquiring resources without borrowing money or raising equity from traditional sources. Bootstrapping is one of most effective and inexpensive ways to ensure a business' positive cash flow. Bootstrapping means less money has to be borrowed and interest costs are reduced. Bootstrap financing really begins and ends with the entrepreneur's attention to careful management of his financial resources. As one continues to pursue his dreams of small business success, he should be sure to conduct thorough review as one should not make plans to build a house of cards upon a mountain of debt! Instead, build a successful small business upon a sure and firm foundation. In doing so, he will soon discover that bootstrapping is truly the doorway to long-term business success! An attempt is made in this paper to highlight the concept of bootstrapping, the ways of bootstrapping and its advantages and disadvantages.*

## EMPLOYEE ENGAGEMENT WITH SELECTED FACTORS AT BSNL, HYDERABAD- AN EMPIRICAL STUDY

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### ABSTRACT

*Employee Engagement is the level of commitment and involvement of an employee towards organization and its values. An engagement of employees is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. The organization must work to develop and nurture engagement which requires a two way relationship between employer and employee. Thus the objective of this research paper is to explore the job satisfaction of employees when involved in organizational matters, Samples of respondents are interviewed with the help of structured questionnaire and data is presented in the form of tabulations with statistical tools. The paper includes employee engagement with selected factors at BSNL, Hyderabad.*

## MERGERS AND ACQUISITIONS IN INDIAN INFORMATION TECHNOLOGY INDUSTRY AND ITS IMPACT ON SHAREHOLDERS' WEALTH

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### ABSTRACT

Numerous academic studies are available on merger announcements and their impact on market valuation of equity or shareholders' wealth, but there is hardly any documented evidence for Indian Information Technology Industry. In this research on "Mergers and Acquisitions in Indian Information Technology Industry and its Impact on Shareholders' Wealth", an attempt is made to know the wealth effects of mergers and acquisitions in the Indian Information Technology Industry during the period 2008-2010. For this, an event study analysis has been conducted from the point of view of shareholders of the acquiring companies to ascertain whether shareholders' of acquiring companies have been benefited or not. The analysis reveals that the shareholders of the acquiring firms did not gain significant abnormal returns and the mergers and acquisitions did not have any impact on the shareholders' wealth. The analysis of the individual deals also reveals that no deal has benefited their respective shareholders.

## PLASTIC CARD FRAUDS AND THE COUNTERMEASURES: TOWARDS A SAFER PAYMENT MECHANISM

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**MAKHNUMAJRA**

### ABSTARCT

*With the advent of new technology the payments in banking system have undergone a tremendous change. Whether it's a debit card or a credit card, the customers have showed their preference over the usage of both. But over a period of time, the fraudsters have innovated a number of ways to make these channels insecure for payments. As such, along with the increase in the usage of cards in plastic card industry, the number of frauds has also increased significantly resulting in insecurity in the minds of the card users due to monetary losses. In order to overcome these undesirable situations where the money is put into danger by coming into illegitimate hands, it is essential that the users should know what kind of frauds can occur and what can be done to surmount such fraudulent acts by taking the pertinent counter measures. This paper throws light on these aforesaid issues which can help in making the payment mechanism safer and enabling its use for the years to come.*

**A STUDY ON CAUSES OF JOB STRESS IN THE IT SECTOR OF BANGALORE**

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**ABSTRACT**

*Job stress can be easily caused to an employee in the modern world, especially in the IT hub of Bangalore where people are surrounded by all the factors causing stress. When the cause of the stress can be identified, is of short duration, and can be responded to by a specific set of positive actions that eliminate the cause, this is a healthy stress reaction. However, when the source of the stress is not identifiable, becomes excessive, repeated, prolonged, or continuous, it becomes "distress" and creates unhealthy physiological and psychological reactions. . Continuous staring of computers, Plenty of deadlines, less control over decision making related to one's job, lack of symmetry between organisation's and individual objective are a few factors contributing to the job stress. This paper deals with the Job stress In the IT Sector of Bangalore. To study the factors causing the job stress primary data was collected from the IT sector after dividing the IT sector into Small to medium, large size and multinational companies. Statistical tool Chi square and ANOVA were applied to interpret the result. Appropriate suggestions are given on the basis of result.*

**IMPACT OF TRADITIONAL MEDIA ON JUDICIAL OFFICERS**

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**ABSTRACT**

*The present study is based on the interaction of traditional media and judges. Traditional media are part of culture and near the heart of people of India. It is source of information and entertainment. The present study tries to understand the view of judges (district court) about traditional form of media, role of traditional form of media in their life, usage and impact. Judges play important and crucial role in Indian society. For the study 50 judges of Jaunpur district court is chosen using purposive sampling method. Extensive questionnaire is used to collect data from the judges which are later analyzed using percentage and graphical representation. Beside that personal interview is conducted to get the other information. The study shows though earlier traditional form of media has significance but now days it is losing importance.*

## CUSTOMER RELATIONSHIP BUILDING THROUGH SOCIAL NETWORKING WEBSITES

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### ABSTRACT

*Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. CRM is comprised of sales, marketing and service/support-based functions whose purpose was to move the customer through a pipeline with the goal of keeping the customer coming back to buy more and more stuff. 93% of Americans want brands to have a presence on social media sites. 60% of Americans regularly interact with companies on a social media site. Purchase recommended products or services more than four out of five consumers (81%) will go online to verify those recommendations, specifically through researching product/service information (61%), reading user reviews (55%) or searching ratings websites (43%) Americans will spend 9% more with companies that provide excellent service. This paper tells us the how consumer relationship is enhanced by social media websites.*



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