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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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- 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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THE POTENTIAL EFFECTS OF MANDATORY AUDIT FIRM ROTATION: EVIDENCE FROM NIGERIA

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ABSTRACT

This study examines the possible effects of mandatory audit firm rotation on ability of the auditor to detect material reporting issues, auditor independence, financial reporting failures, audit fees and competition in the audit market from the perspective of various stakeholders. It presents the results from a questionnaire survey of a sample of auditors, Bank loan executives and financial analysts. The data were subjected to the one-way analysis of variance (ANOVA). The study found that there is a negative relationship mandatory auditor rotation and the ability of the auditor to detect material reporting issues and financial reporting failures. It also finds that there is a positive relationship between mandatory auditor rotation and auditor independence, audit fees, and audit market competition. It therefore called for an implementation of a mandatory audit firm rotation in Nigeria, among other issues.

UNDERSTANDING THE DYNAMICS OF WORK - FAMILY INTERFACE THROUGH THE BOUNDARY THEORY: A REVIEW OF EMPIRICAL RESEARCH

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ABSTRACT

Balancing of work life and family life has emerged as a major challenge before the modern workforce and it is against this backdrop, research studies on Work-Life Balance (WLB) are gaining importance. This research paper makes an attempt to focus on understanding how modern employees manage their boundaries in order to strike a balance between the demands of work and home life. An attempt was made to evaluate the various research studies that were conducted across the globe by linking them to the relevance of the boundary theory. Boundary theory focuses on the ways in which people create, maintain, or change boundaries in order to simplify and classify the world around them. Although several theories are abound on explaining the balance between work and home, research studies on boundary theories are gaining importance against the backdrop of Globalization.

BUSINESS STRATEGIES OF BANKS: IT'S IMPACT ON CONSUMERS

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ABSTRACT

In today's market scenario and the society, customers are becoming more competitive rather than the market. Bank should concentrate on meeting strategies which focus on fast track task fulfillment. Two major banks namely Mashreq Bank (MB) and Standard Chartered Bank (SCB) have been used to check the impact of business strategies on the bank customers. Several core attributes of the banks have been used to identify their business strategies and its impact on the retail banking customers. It is apparent from the research that the business strategies have more or less medium impact on its customers. This research also identified the best business strategies adopted by the Banks.

A STUDY ON READER'S PREFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE

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ABSTRACT

Newspapers play a very vital role in nation building, bringing revolution, exposing crimes and criminals and educating the masses. It is rightly said that pen is mightier than sword. Thus the press is an effective medium of public information. This study helps to know the people's preference of The Gulf News and Khaleeja Times News papers and the satisfaction levels of the readers. This study helps us to identify the best English newspaper in the UAE Market. The study given by the readers are limited to readers own perception, opinion, emotion, knowledge, feelings and awareness. The study analyse the various sources that influences the readers to purchase that news papers.

LOCAL GOVERNMENT AUDIT IN NIGERIA: EFFECTIVENESS AND AUTONOMY

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ABSTRACT

This study examines the effectiveness of the current system of financial audit of local government councils in Nigeria. It also examines the implication of the system for the autonomy of local government councils in a federal system of government from the perspective of the various stakeholders. It presents the results from a sample of local and state government internal and external auditors and financial analysts in Edo State. The data were analyzed using descriptive statistics as the study is considered exploratory. The study finds that the current system of local government audit is largely ineffective and that the system is inconsistent with the principle of local government autonomy. It also recommended various processes to overcome the weaknesses and reinforce the strength of the current audit of local governments in Nigeria.

RETAILING AND CONSUMER BEHAVIOUR LINKAGES TO BRANDING OF WOMEN APPAREL

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ABSTRACT

There are many inconspicuous tailoring units in Chennai which supply women apparel to top retailers in the city as well as other places in India. After a point they notice a number of women wearing their clothes bought from retailers. They can neither take credit for it, nor rake up profits like the retailers. The desire of this group of entrepreneurs, who now wish to connect directly with the customers, forms the back ground of this study. The study develops and empirically tests the dimensions of branding and retailing of Women Apparel. These dimensions were thought to affect retailing and consumer behavior of women shoppers, which in turn affected the final brand choice made by the women shoppers. The effect that four demographic features of Women shoppers on branding and retailing of women apparel was also examined. The shopping centre intercept survey was conducted to collect respondent data. A total of 282 women shoppers were contacted and 100 valid responses were received. The data collected was subjected to statistical analysis. The results showed that brand recall of a woman apparel brand depended on the hand feel, texture, performance of the fabric and design. Discussions at work place and during parties, recommendations from friends and relatives influenced brand choice. Advertisements induce women shoppers to try out new styles of apparel. Women are now open to shopping at fashion stores for apparel brands and women have become more discerning and educated compared to a few years ago.

DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY TO REDUCE COST OF QUALITY FOR AUTOMOBILE INDUSTRY

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ABSTRACT

Organisations are facing ever-increasing challenges, brought on by marketplace pressures or the nature of the workplace. Many organisations are now looking to knowledge management (KM) to address these challenges. Such initiatives are often started with the development of a knowledge management strategy. To be successful, a KM strategy must do more than just outline high-level goals such as 'become a knowledge-enabled organisation'. Instead, the strategy must identify the key needs and issues within the organisation, and provide a framework for addressing these. This paper provides an approach for developing a KM strategy that focuses strongly on an initial needs analysis. Taking this approach ensures that any activities and initiatives are firmly grounded in the real needs and challenges confronting the organisation. KM strategy reduces cost of quality. The cost quality is the cost of poor quality.

PROFITABILITY AND CONSISTENCY ANALYSIS OF INFORMATION TECHNOLOGY SECTOR

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ABSTRACT

In India, Information Technology sector is one the most promising & growing industry. But form the point of view of profitability & consistency these are the not as good as it is for overall industry & it differs from one company to other. Under the study we have taken the four major players working in the information technology sector in India & taken the financial data of all the companies for four financial years. For the research purpose there are various ratios which are calculated & further taken into consideration for the different tests. In the study secondary data are used which are collected from internet. Objective of study is to analyze the performance of each company by profitability & consistency under the study & give them various ranks according to their performance. Thus, it is useful for the measurement of overall performance of various companies under information technology in India.

IDENTIFICATION OF TECHNOLOGICAL NEEDS AND PROBLEMS OF POULTRY FARMERS FOR FORMULATION OF RESEARCH AND EXTENSION PROGRAMMES IN ANIMAL HUSBANDRY

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ABSTRACT

A study was conducted to identify the various technological needs and problems of poultry farmers so as to formulate suitable research and extension programmes. The sample for the study was drawn from three categories viz., poultry farmers (42), extension personnel (30) and technology developers (30) in Namakkal district. The data were collected through a well-structured, pre-tested interview schedule in combination with PRA methods. The results revealed that poultry farmers, extension personnel and technology developers had agreement with purchase of feed, feed mixing, feeding and watering. In contrast, formulation of feed, laboratory analysis of ingredients, processing of ingredients and adding growth promoters were the areas in which technology developers and extension personnel agreed while the farmers did not agree. The block magnitude values of different problems in feeds and feeding management of poultry farming showed that farmers gave top priority to technological need so as to overcome poor quality of feed (9607.45) followed by high cost of company feed (4035.07) and feed toxin (2684.38). From the average block magnitude values, discarding poor quality feed, poor quality raw materials, costly (quality) raw materials and costly company feed, heavy investment for own feed and feed toxin were identified as the most important research-technological needs. Poor reach of feed processing technology and lack of awareness of the significance of water analysis were the extension problems.

MARK MODEL FOR IMPROVING THE PERFORMANCE OF TEMPORARY EMPLOYEES IN AUTOMOBILE INDUSTRY

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ABSTRACT

Behavior is a complex element of human existence; it carries certain importance due to the nature of actions, reactions, and the consequences that derive from the two. "Many behaviors are ingrained and operate out of the subconscious based on past experiences and belief systems." Automobile industry strongly believes that an organization's most valued assets are its people who individually and collectively contribute to the achievement of the objectives of the business. Temporary employees allow employers to maintain a cushion of some job security in employment for regular workers. The temporary employees can be let go first in a business or economic downturn. The researcher will explore a simple model for understanding behavior of temporary employees, and its application in the workplace. The MARK model of Motivation, Attitude, Responsiveness Behaviour and knowledge Factors will assist managers in understanding the how and why employees succeed or fail. In order to successfully implement this model and reap the benefits, companies must strive to fulfill all of the four components.

EXPLORING THE FACTORS FOR CHANNEL SATISFACTION AMONG EMPLOYEES IN INDIAN RETAIL

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ABSTRACT

This paper talks about channel and employees satisfaction in Indian retail. Employees and channel satisfaction as an important part in achieving the customer satisfaction in Indian retail. As customer satisfaction and customer retention is an important part of Indian retail success. So this paper talks about the important aspects of employees and channel satisfaction for the growth of Indian retail.

EXECUTIVES' PERCEPTION ABOUT PROJECT MANAGEMENT PRACTICES IN BEML BANGALORE

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ABSTRACT

Today's competitive global marketplace demands that businesses get new products, services, and business development completed quickly, on time, and within budget. Major challenges in facing business today are increasing customer demand, increasing competition, globalization, and complex technology. To overcome these challenges managers need to be more innovative and proactive. Project Management is attempted to accomplish a value addition, to bring about a beneficial change to the organization. It is achieved by steering in the right direction to keep in the right track, enabling an up gradation, change, or development in the existing system. The basic challenge in successful accomplishment of a project lies in optimizing the allocation and integration of inputs necessary for completion of the project. The set of project management practices in managing the projects helps in completion of the project well within the specific time. This paper attempts to identify the executives' perception about project management practices in BEML with respect to project planning, project identification, project development risk management and project execution monitoring and control.

PERCEPTION, EXPECTATIONS AND EXPERIENCE OF PASSENGERS: AN ANALYTICAL STUDY OF USERS OF VAYU VAJRA BUS SERVICES IN BANGALORE BY USING ACSI MODEL

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ABSTRACT

By moving persons or things from the point of origin to the point of destination, transporters perform one of the most important activities. A key motivation for the growing emphasis on customer satisfaction is that higher customer satisfaction can lead to reduction in price elasticity, lower operating cost, reduce failure cost and reduce the cost of attracting new customers. The purpose of this study is to find out the key factors that affect the customer satisfaction of passengers using the services of Vayu Vajra bus services in Bangalore within the American Customer Satisfaction Index(ACSI) model and know how to improve the current bus services to fulfill the customer satisfaction. Based on the research, the authors are of the strong opinion that the ACSI model is unsuitable for Vayu Vajra bus case since Vayu Vajra bus service is provided by BMTC, a traditional public service. It has its own specificity and is different from the normal service, even from the normal public service like Government hospital. Vayu Vajra Bus services try to provide the convenient service to people but not with the purpose of making profit. Hence, the ACSI model has been modified and a suitable equation has been suggested.

MOMENTUM COEFFICIENT (Me) – AN EFFECTIVE TECHNICAL TOOL FOR PROJECTING TIME & PRICE TARGET CORRELATION IN THE PROGRESSION OF TRADABLE FINANCIAL SECURITIES

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ABSTRACT

Investors and traders in Financial Markets use Technical Analysis for planning and executing their trades. The rallies and reactions help them make profits if the price and time extensions as well as retracements are effectively judged. Momentum Coefficient is being introduced as an effective technique for these investors and traders. This technique is the improvisation of the retracements and extensions recommended by the fathers of Technical Analysis.

STUDY OF BRAND RECALL OF CONSUMER DURABLES AMONG CONSUMERS IN PUNJAB

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ABSTRACT

The process of political-economic revolution from a semi-controlled economy to a semi-liberalized one began as IMF conditionality in 1992 and twenty years later India is emerging as one of the largest markets for commodities and services. New players have entered the market and many of the older ones have had to make way for them. An era of mergers, acquisitions, hostile bids, de-acquisitions and other forms of strategic alliances has followed. In 1991-2 the business houses which were asking for a level playing field are now asking for some sort of protection against foreign competition (c.f. Sadri 2003, 2007). New barons are entering the foray for a larger slice of the proverbial cake. Brand Identity, Brand Positioning, Brand Personality, Brand Association, Brand Essence, Brand Image, Brand Loyalty, Brand Equity, etc. were, until now, terms used in the postgraduate classroom and executive development seminars are now being heard in the corporate corridors. When the rules of the game have changed, when the raj of licenses and controls has started giving way to a free market, the time is ripe to pose the question: what essentially does Brand Management mean in the Indian context? As we enter the dawn of the new century, specialists in Marketing and a specialist in Finance jointly take up the issue of Branding essentially from a management science viewpoint.

TIME DEPENDENT ERROR DETECTION RATE: SOFTWARE RELIABILITY GROWTH MODELS V/S STATISTICAL TECHNIQUES

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ABSTRACT

There are several software reliability growth models which have been proposed in the past decade. This paper summarizes existing software reliability growth models (SRGM's) described by Non-Homogeneous Poisson Processes. The SRGM's are classified in terms of the software reliability growth index of the error detection rate per error. The comparison made is based on various statistical techniques. The models parameters are estimated by least square estimation (LSE) and maximum likelihood estimation (MLE) methods. The methods of data analysis and comparison criteria are presented. The experimental results from actual data applications show good fit. A comparative analysis to evaluate the effectiveness of the existing models is performed. The maximum-likelihood estimations is used for the SRGM's are discussed for software reliability data analysis and software reliability evaluation by using some statistical tool.

EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI

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ABSTRACT

Application of internet has revolutionized the functioning of business all over the world. Its impact has been felt mostly in the information dependent industries as well as other industries. This study examines the penetration of internet in the context of developing marketing practices. This study has found differences in usage of IT and attitudes towards its dependence upon size of organizations. In the case of smaller companies, the low cost access to Internet and on-line systems was viewed as an expensive investment. The reach of Internet may not yet be as wide as that of other mass media, but given its unique advantages, it is undoubtedly the communication medium of the future. Marketers around the world have from time to time tried to reach their target audiences through various media. Internet is one of the latest to join the list of such media inventions. This paper examines about 4Ps marketing practices on internet, different technological internet marketing strategies and critical success factor in E-marketing. Scientific and technological advances have and will continue to create newer media to improve communication, and marketers will try to use the same to effectively address their audiences.

“SATYAMEV JAYATE” AAMIR KHAN’S TALK SHOW: AN AVANT-GARDE MARKETING CASE

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ABSTRACT

For Indian TV channels Bollywood stars hosting reality and game shows is not a new thing. Amitabh Bachchan set this trend by starting with Kaun Banega Crorepati over 10 years back. With minor differences over and over again, such as the format of the shows, the stars hosting them, or the prizes on offer the shows passed like a ship in waves. In terms of audience appreciation, and well as in terms of currency of the TV business, TRPs these shows have a very big contribution and achieved great success. Star TV has had its own contribution of winning shows over the years and probably has the formula that delivers success more often. This time Star TV decides to make a radical change from the norm with its newest show, Satyamev Jayate that debuted on 6 May. Satyamev Jayate is Reality-Talk Show, which doesn't have an 'entertainment' factor, no oomph factor, no pomp and show, no laughs, no winners, no prize money. So by conventional wisdom of TV and armchair experts, this show was supposed to be a flop show and nothing else, a big failure. In this case we are going to discuss various aspects of success or failure of this show. Whether the efforts and strategies used by Aamir Khan make this show a successful history in TV Channels or will this show be only viewed by the fan following of Aamir Khan and will be an unheard story. Through this show will he be able to create the said movement in public for which he started this show or will it be the same case as of Anna Hazare's agitation?

EFFECTIVENESS OF KISAN CREDIT CARD SCHEME IN KARNATAK STATE

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ABSTRACT

Agriculture has been the mainstay of our economy. More than 60% of our people depend upon agriculture for their livelihood. Agriculture is a way of life, a tradition; agriculture will continue to be central to all the strategies for socio-economic development of the country. Rapid growth of agriculture will not only ensure continued food security but also aid in growth in industry and the GDP. To sustain the growth in agriculture credit plays a crucial role. The quantum of agriculture credit provided by the banking system increased from year to year. While this is quite impressive considering the overall bank credit for priority sector, credit for farm sector is not without its share of problems viz. problems in accessing credit for the agriculturist and problems in dispensing credit by the bank. In order to address the problems in purveying credit for agriculture, the RBI had set up a one man High level committee of Sri. R V Gupta in 1997 to suggest measures for improving the delivery systems as well as simplification of procedures for agricultural credit. The committee had submitted its report in April 1998. KCC is one of the most innovative, widely accepted, highly appreciated and non-discriminatory banking products. It is beneficial to farmers. Though relative share of the institutions in the issue of agricultural crop loans remain the same the progress under KCC is highly satisfactory. Constant monitoring and thrust given by NABARD has substantially enabled the progress

IMPACT OF FOREIGN EDUCATION PROVIDERS IN INDIA

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ABSTRACT

The Foreign Educational Institution (Regulation of Entry and Operation) Bill, 2010, was passed on May 3rd 2010. Even before the passing of the bill there were some foreign institutions offering their programmes in India. All major universities around the world have 'India' as a specific plan on their agenda. If foreign universities start operating in India, it will give students a choice and also expand their higher education offerings in India. There is a huge gap in the demand and supply in higher education sector and foreign universities will reduce some gap. It is expected that, some of the foreign universities will also improve the culture of research in India. Students in India will get a better choice and competitive pressures will also improve the quality of the present education providers in India. A study has therefore been carried out to find the impact of foreign education providers in India on the Indian economy and on the Indian educational system.

EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES

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ABSTRACT

This was an ex-post-facto study to analyze emotional intelligence and stress among working couples conducted on a sample of 280 working couples of Delhi city (both New Delhi and Old Delhi). The age of the respondent ranged between 24 and 69 years. The couples (respondents) were selected based on the criteria that both of them should be working for at least 5 years, either of the couples should be a primary school teachers, executives in financial consultancy firms, Customers Relation Executives of call centres, CAs, Property Dealers, Advertising Agency Executives, Computer hardware technicians, Sales staff, marketing staff who had been married for at least 5 years and having at least one child. In the Indian context transition of gender inequality and gender roles deviate from traditional form to modern gender role expectations that have been observed to constitute cultural disparity that affect the work-family culture interface. The growing number of educated women employees in India in the urban, organized, industrial sector in technical, professional, and managerial positions has been accompanied by a steady growth in dual earner families. And gender role expectations and gender-based socialization have led men to identify themselves with the family role. The participation of women in paid employment has therefore been hailed as a harbinger of changes in gender relations within the family, reflected in the term 'new families'.

SOCIO-ECONOMIC CONDITIONS OF WOMEN WORKERS IN SOME SELECTED BRICK KILNS IN WEST BENGAL: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO NADIA DISTRICT

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ABSTRACT

Brick Industry is one of the informal/unorganized industries in India. This industry is booming with the expansion of real estate business. It is a labour intensive industry. The industry employs millions of workers. Sizable portions of the workers are women. They live in poverty. At work place, they are exploited, deprived and do not get the status which the men workers enjoy. There are varied natures of problems the women workers are facing now. Their socio-economic conditions cause concerns. In this backdrop, an attempt has been made to ascertain and examine the socio-economic conditions of women workers engaged in brick kiln factories. The data collected in this regard have been interpreted through percentage analysis. The entire gamut of discussion reveals that women workers live in poverty and as a consequence they come to work in brick kilns. They and their children are mostly illiterate. Most of them are migrants and their land holdings are minimal. Their annual incomes are very small. They are not given the scope of doing skilled work. Very often they express dissatisfaction on working environments. Working environment needs to be improved so that workingwomen get motivated and enthused that may result in development of the kilns. Statutory benefits need to be given for their welfare.

TATA INDICA: NEW PRODUCT LAUNCH-OPERATIONAL ISSUES-MARKETING STRATEGIES

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ABSTRACT

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 123133 crores (USD 27 billion) in 2010-11. The company is the world's fourth largest truck manufacturer, and the world's third largest bus manufacturer. It is the first company from India's engineering sector to be listed in the New York Stock Exchange (September 2004). Over the years, it has emerged as an international automobile company and has prominent presence in abroad. Its product portfolio comprised of famous brands like Tata Sumo/Spacio, Tata Sumo Grande, Tata Safari, Tata Indica, Tata Vista, Tata Indigo, Tata Manza, Tata Indigo Marina, Tata Winger, Tata Magic, Tata Nano, Tata Xenon XT, Tata Aria, Tata Venture and Tata Iris. To compete in the small car segment against Maruti 800, Tata launched Tata Indica in 1998. The case captures the operational issues during the launch of Tata Indica; its marketing strategies and how the brand Indica has evolved over the years.

STUDY OF INVESTOR'S BEHAVIOR TOWARDS INVESTMENT IN FINANCIAL SECURITIES

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ABSTRACT

Investing is not a game but a serious subject that can have a major impact on investor's future well being. Virtually everyone makes investment. The individual may be equal in all aspects, but their financial needs and preference may be different. This study aims to know about investment preferences of majority of investors. It also outlines the factors which affects individual's investment decisions. It attempts to find the factors which influence investor the most while making investment. Target group chosen for this study were the investors of Sirsa city (Haryana, India), who regularly invests. This study reveals that majority of Investors rank government securities and fixed income securities as most preferred security for investing their money. Mutual fund is the least preferred security. Safety of funds, easy liquidity and regular income and tax benefit received from particular security are the most influencing factors which influence investors to invest money in these securities.

SOCIO ECONOMIC DETERMINANTS OF WOMEN EMPOWERMENT THROUGH MICRO FINANCE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

In the globe era, women will equally treat along with men. This is called as actual development of men and women. Empowerment of women is one of very important issue in developing countries. As women are integral part of society, her status and participation in decision making as well as economic activities are high when compared to the past decades. Microfinance is emerging as a powerful instrument for poverty alleviation in the new economy. In this study an attempt is made to explore the socio economic determinants of women empowerment in which microfinance is crucial. The study is based on 150 women respondents from various Self Help Group (SHGs) in Coimbatore district. The samples are selected based on convenient sampling method and tools like simple percentage, chi- square and correlation are used. For the purpose of study the various factors like (able to manage day to day activities, Improve quality of life, Increase in productivity, Enhancement of investment, Building socio economic relationship, Work commitment, Recognition from others, Support from family, Improve status, Awareness towards public issues & Accessibility of resources) related to problems of women towards microfinance are considered. The study reveals the socio economic determinants which influence the women empowerment through micro finance.

LEVEL OF AWARENESS ABOUT MUTUAL FUNDS AMONG MANAGEMENT ACADEMICIANS IN RAJASTHAN- AN EMPIRICAL STUDY

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ABSTRACT

Mutual fund is a growing investment avenue and more people are being attracted towards it. The Asset Management Companies (AMCs) are also attracting more and more clients and bring out new schemes and newer kinds of services. But the awareness of these Mutual funds is very less among the public. The present study is an effort to check the awareness among the management academicians about mutual funds, their concept and the services they provide. It studies the awareness about mutual funds among management academicians on several parameters. The study was conducted in Rajasthan and 100 questionnaires were distributed to randomly selected management academicians. The results showed a low level of awareness about mutual funds in Rajasthan among management academicians. There is a vast scope & several opportunities are available for the growth of the mutual fund industry but for that management academicians have to be well aware so that they can teach their students well as the management students are the key to disseminate the knowledge of this industry and take this industry to greater heights .

LEADERSHIP & MANAGEMENT STYLES WORKING HANDS ON WITH ORGANISATIONAL CULTURE

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ABSTRACT

This paper examines some of the parallels between vedantic degrees of consciousness and leadership styles at work place for such consciousness, and how it works in sync with the organizational culture. Leadership has been described as the "process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task". Management styles are characteristic ways of making decisions and relating to subordinates. Style of leadership is dependent upon the prevailing circumstance; therefore leaders should exercise a range of management styles and should deploy them as appropriate. Every company has its own "personality" or culture or internal capabilities shaped by management heritage or style. For an organization to be successful over the long term, its culture needs to be managed effectively through management style.

A CRITICAL – ANALYTICAL STUDY OF THE BUSINESS STUDIES TEXT BOOK PRESCRIBED AT THE HIGHER SECONDARY CLASS OF KERALA STATE

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ABSTRACT

Here the investigator studied about the business studies textbook at the higher secondary class of Kerala state based on certain objectives. The problem stated as “A critical-analytical study of the business studies textbook prescribed at the higher secondary class of Kerala state” conducted through document analysis and a survey method for obtaining the objectives. To critically examine the business studies textbook mentioned, based on certain dimensions such as objectives, content, curriculum transaction, and evaluation and also derive creative suggestions from the subject experts for the improvement of the existing business studies textbook at plus-two level. The survey conducted among 48 higher secondary school teachers and data collected from using questionnaires. The data critically analysed by the statistical techniques computation of percentage. The investigator found important findings based on objectives and derived suggestions from the expert teachers in the field of business studies teaching.

THE IMPACT OF WORKING RELATIONSHIPS AND DELIVERY OF EVP IN THE EMPLOYEE TURNOVER PROCESS

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ABSTRACT

The rapid growth of the Indian Telecom Industry has significantly contributed to India's GDP. Retaining the best talent is emerging as a major focal area for organizations while managing a highly skilled workforce. The primary area of concern for this sector is the spiraling attrition rate that is currently hovering around the 25% mark. This study stems from the need to identify the factors that will enable an organization to retain its key resources and thereby ensuring its sustenance and growth in the global market place. The objective of this research is to analyze the cause and effect of the high attrition rate in the telecom sector and suggesting suitable remedial measures. This primary research, spread over two years, is based on the analysis of data garnered from 100 employees of a leading pan-India telecom player, within the State of Karnataka, using Stratified Random Sampling technique and a non standard structured questionnaire. The two hypotheses of this study were validated empirically using One-Sample Kolmogorov Smirnov test. The research findings indicate that Employee Turnover in organizations which deliver superior Employee Value Proposition have lower rates of attrition. The research also validates a long held belief that the working relationship of an employee with their reporting manager is also a trigger for Employee Turnover.

OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM)

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ABSTRACT

Developed country people are willingness to take medical treatment with inexpensive vacation, while they were traveling to developing countries. It's developed day-by-day as a medical tourism and its providing more opportunity to every field of its connected one. This paper focused on the opportunities of Indian Tourism industry particularly Indian medical tourism attraction in world-wide. Tourism is one of the largest part worthwhile industries in world-wide and is providing huge employment, generating income, improvement in overall quality of life as well as helping to our economic development. It contributes more foreign exchange earnings as well as it attracting yearly four million tourists visiting in India and making its one of the favourable medical tourism destinations. This industry is providing the jobs around 19 million, plus it's creating jobs directly/indirectly in its associated works and this industry ministry spending nearly US \$8.9 billion. It is attracting the business people and travel by foreign and domestic tourists in medical tourism; in and out bound tourism etc. There is a vast scope for medical tourism in India due to its cost advantage and no waiting time or queue for process of medical treatments. It is currently growing at around 30% per annum. In the near future Indian medial tourist arrival is expected to reach one billion marked soon. The cost of healthcare in India not only cheaper than many counties such as U.K, U.A.E or U.S but the waiting time is nil for process of healthcare services. The treatment of various medical services in India is less expensive than the European countries.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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