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## **IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: A CASE OF TOURISM INDUSTRY IN BANGLADESH**

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Academic literatures on tourist industry affirm that tourist satisfaction is dependent on the goodness of fit between the expectations of tourism services and the perception of the same. To evaluate satisfaction through service quality, SERVQUAL has been extensively used in many service settings, including tourism industry. The present study attempts to evaluate customer satisfaction through service quality in the tourism industry of Bangladesh in general, and in hotel sector in particular. The study reveals that the gap in hotel service quality is negative. Moreover, the mean satisfaction with hotel service quality is found to be 'not highly satisfactory'. The study concludes suggesting some strategic implications for the hoteliers and a few policy guidelines for the Government of Bangladesh to raise the level of tourist satisfaction with hotel service quality.

## **A NORMATIVE MODEL FOR SUSTAINABLE CULTURAL AND HERITAGE TOURISM IN REGIONAL DEVELOPMENT OF SOUTHERN JALISCO**

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This study aims to propose a normative model to determine the potential of cultural tourism in the municipalities that comprise the region 6 of the State of Jalisco, territorially delimited in the South of Jalisco. Firstly, it is conducted an analysis to determine the demand for cultural tourism to determine the cultural tourist profile under the assumptions that tourists especially motivated by culture, tend to travel longer distances than most tourists. It discusses the motivations and satisfactions of cultural tourists to establish the potential market in accordance with the characteristics of the target market in the Southern region of Jalisco. Any operation of cultural tourism companies should make the strategic diagnosis, so that explains the use of SWOT



analysis as a tool for strategic planning of cultural tourism enterprises. Finally, we propose the development strategies of cultural tourism in this region of Southern Jalisco.

**Keywords:** Regional Development, Tourism Companies, Southern Jalisco, Cultural Tourism.

## **A COMPARATIVE ANALYSIS FOR MAIZE SUPPLY IN OYO AND OSUN STATES OF NIGERIA**

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This research is a comparative analysis with a focus on the quantity of maize supplied and factors determining such quantity among maize farmers in Oyo and Osun States of Nigeria. Multistage random sampling technique was employed to sample two hundred and twenty (220) maize farmers from Oyo while one hundred and eighty (180) maize farmers were selected from Osun for the study. A structured interview schedule was used to collect primary data from the respondents. Data were obtained on socio-economic characteristics of respondents, production and marketing practices, prices and costs. Data collected were analyzed using descriptive statistics, an estimation of Cobb-Douglas regression model and the Chow's F- test.

The result showed that in Oyo state, mean age for respondents was 45.8 years while it is 42.7 years for Osun counterparts. The summary of sex distribution revealed that 70.9percent of the Oyo respondents are male compared with 57.8percent of Osun respondents. In addition, 17.7percent of Oyo respondents compared with 14.4percent of Osun respondents had no formal education at all. The summary of marital status distribution of respondents showed that more than ninety percent of the interviewed farmers from each state were married while the major source of finance for the farmers from both states was personal savings. Regression analysis revealed the adjusted R-squared ( $R^2$ ) as 0.734 for Oyo while it is 0.794 for Osun. This showed that 73.4percent of the variation in quantity of maize supplied by respondents from Oyo was explained by the estimated variables while the variables explained up to 79.4 percent for Osun. The Chow's f-test that was employed to determine the statistical relationship between agricultural household supply response of Oyo and Osun States respondents revealed no significant difference in agricultural household supply response for Oyo and Osun States' respondents.

The study concluded that in addition to price factor, marketing costs contribute significantly to agricultural household supply decisions, and consequently recommends that policies that reduce marketing costs should be formulated and implemented to serve as compliments to various price policies in ensuring adequate returns to farmers' investment and stimulate expansion in food production thereby enhancing the level of food security in Nigeria.

**Key words:** Supply Response, Maize farmers, Food Marketing, Food Security.

**THE EFFECT OF LEADERSHIP STYLES ON JOB OUTCOMES:  
MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT  
(AN EMPIRICAL EVIDENCE FROM BANKING SECTOR OF PAKISTAN)**

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With ever increasing competition among today's organizations, managers tend to be more concerned about probing the new ways of getting employees more committed and high performers to stay competitive in the market. Nevertheless, role of leadership is an important determinant of subordinate's performance and commitment. The present study is aimed at exploring the leadership styles as one of the antecedent of employee's job performance and satisfaction with organizational commitment playing the mediating role in this relationship. For this purpose, a data of 207 respondents was collected, working in Banking sector of Pakistan, by using convenient sampling technique. The data was, then analysed by using correlation, regression and mediated regression analyses. The results revealed that organizational commitment do have the mediating effect on the relationship between transformational leadership style and job outcomes. However, mediation did not prove in case of transactional leadership style which showed that employees were not found to be committed by transactional leadership style resultantly effecting their job outcomes. The current study will help the organizations to better understand the importance of leadership style in improving the performance of the employees as well as their level of satisfaction with the organization.

Moreover numerous future directions have been suggested at the end with the assumption to further help the scholars to better comprehend new constructs and relationships in this field.

## **IS THERE AN OPTIMAL CAPITAL STRUCTURE IN THE UK TELECOMMUNICATION INDUSTRY?**

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This research paper deals with questions concerning the corporate capital structure. How firms make their capital structure decisions has been one of the most extensively researched areas in corporate finance. Three core research questions have been raised in this paper and research was conducted on the UK telecom industry. First question deals with the characteristics of capital structure in the telecommunication industry, the next question examines any existing relationship between gearing and profitability and finally, it concludes with answering the question regarding the existence of optimal capital structure in this industry. The analysis shows that the companies in this particular industry are not highly leveraged and they also face high business risk. It also reveals that there is no feasible relationship between the gearing level and industry profitability. However, the third research question examines the optimal capital structure of the telecommunication industry and concludes that instead of an optimal capital structure point, companies try to operate in a range that places them near what they believe to be the optimal capital structure.

**Field of Research:** Corporate Finance.

**Keywords:** Capital Structure, Optimal Capital Structure, Corporate Finance, UK  
Telecommunication Industry, Cost of Capital.

## **THE IMPACT OF INTERNAL CONTROL DESIGN ON BANKS' ABILITY TO INVESTIGATE STAFF FRAUD, AND LIFE STYLE AND FRAUD DETECTION IN NIGERIA**

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Nigeria.

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The aim of this study was to determine the impact of internal control design on banks' ability to investigate staff fraud and staff life style and fraud detection in Nigeria. Data were collected from thirteen Nigerian banks using a Four Point Likert Scale questionnaire and analyses using percentages and ratios. Multiple regressions were used in testing the hypotheses. The study revealed that Internal control design influences staff attitude towards fraud, that a strong internal control mechanism is deterrence to staff fraud while a weak internal control mechanism exposes the system to fraud and creates opportunity for staff to commit fraud. That most Nigerian banks do not pay serious attention to the life style of their staff members and that most staff members are of the view that effective and efficient Internal control design could detect employee fraud schemes in the banking sector. The study concluded that effective and efficient internal control system is necessary to stem the malaise in the banking sector. Based on the findings, we recommend that banks in Nigeria should upgrade their internal control designs and pay serious attention to the life style of their staff members as this could be a red flag to identifying frauds

**Key words:** Efficient, Internal Control System, Life Style, Fraud Detection, Red Flag.

## **GREEN MARKETING: COMPANIES GOING GREEN**

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Consumers haven't cared about ecological impact when buying computers; they've cared only about speed and price. As energy saving and environmental protection become a global demand and inevitable trend, there is an urgent need to shift our focus at Green Marketing. Successful marketing has always been about recognizing trends and positioning your products, services and brand in a manner that supports buying variables. Today, "Green" marketing has gone from a trend to a way of doing business. In this paper, we have discussed the role of companies doing Green Marketing around the world.

**Keywords:** - Energy Efficiency, Green Marketing.

## **BELIEFS ABOUT ESL LEARNING AMONG SECONDARY SCHOOL STUDENTS IN TERENGGANU, MALAYSIA**

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This survey was conducted in SMK Sultan Omar, a secondary school in Dungun, Terengganu. 30 Form Four students (17 Malay, 13 Chinese; 12 male, 18 female) were the subject of this survey. They were required to fill up a set of questionnaire which was the Beliefs about Language Learning Inventory (BALLI). This survey was aimed to survey their beliefs about ESL learning in five major areas including foreign language aptitude, difficulty of language learning, the nature of language learning, learning and communication strategies, and last but not least motivations and expectations. There are some interesting findings found while analyzing the data. There were also similarities between the data and finding of this study with some researches that was carried out before. The researchers suggested that cooperation from all parties is needed to improve the problems that were found during the analyzing of the data.

**Keywords:** Beliefs, ESL, Learning, Malaysia.

## **E-WASTE MANAGEMENT: AN OVERVIEW**

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The Electrical and Electronic waste (E-Waste) is one of the fastest growing waste streams in the world. Continuous Advancement and up-gradation in technology, both have contributed equally to the E-waste culture. E-waste from developed countries find an easy way into developing countries in the name of free trade is further complicating the problems associated with waste management. Short product life span coupled with exponential increase at an average 15% per

year will result in doubling of the volume of e-waste over the next five to six years. Hence, the management of e-waste has become an important topic of concern especially in developing countries. In this paper, we have discussed various types of E-Waste, necessity of Waste Management and the possible practices for the same.

**Keywords:** Electrical and Electronics Waste (E-Waste), E-Waste Management.

## **LANGUAGE LEARNING STRATEGIES OF PRE-SERVICE TESL TEACHER AT UNIVERSITY OF MALAYA**

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Language learning strategies, according to Oxford (1990), are “specific actions taken by the learner to make learning easier, faster, more enjoyable, more self-directed, more effective, more transferable to new situations.” This study, using Oxford’s 50-item Strategy Inventory for Language Learning (SILL), examines the language learning strategies among 79 pre-service English teachers (TESL students) in the University of Malaya. The use of each strategy by students of different nationality and ethnicity was also investigated. Overall, the result revealed that social strategies were the most used strategies among all six categories of strategies, followed by metacognitive, cognitive, compensation and the least used were memory strategies. Pre-service teachers of Chinese and Malaysian nationality showed no difference in the order of preference in strategies use, while the differences in the favored strategies used among Malaysian students of diverse ethnicities could be obviously observed.

**Keywords:** Language Learning Strategies, TESL, SILL, Malaysia, China.

**MSMEs FINANCING IN TEXTILE INDUSTRY  
(WITH SPECIAL REFERENCE TO PANIPAT REGION)**

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In the era of globalization and liberalization, Small and medium enterprises are losing their importance and are being ruined by the big business houses. But it is a proven fact that Micro, small and medium enterprises act as a growth engine in any economy of the world. In India it is estimated that MSMEs contribute to the 45% of the manufacturing output and around 40% of the total export of the country. Finance is the most important and indispensable input of any business enterprise whether operating at a small or large level. It is observed that most of the MSMEs are underutilized due to the paucity of the funds. This problem creates a need to study the financing aspect of MSMEs. This paper aims to study the challenges and prospects for future growth and development in the Textile Industries (MSMEs) of Panipat region in Haryana. Panipat is today world-famous for its beautiful handlooms and blankets. But due to imbalanced growth in this cluster, MSMEs are not gaining the desired momentum. The data has been collected through structured questionnaire and for this purpose sample of 62 entrepreneurs or firms has been chosen to analyze the financing problems faced by the entrepreneurs.

**Keywords:** Micro, Small and Medium Enterprises, Textile Industry, Growth, Development.

**BANCASSURANCE –A NEW FEASIBLE STRATEGY IN BANKING &  
INSURANCE SECTOR MOVING FAST IN INDIA**

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One of the most significant changes in the financial services sector over the past few years has been the appearance and development of bancassurance. Banking institutions and insurance companies have found bancassurance to be an attractive – and often profitable – complement to

their existing activities. The successes demonstrated by various bancassurance operations, although not all of them have been successful, have attracted the attention of the financial services sector, and further new operations continue to be set up regularly. Bancassurance models as feasible source of sustainable income to banking sector by exploiting the synergy in the context of India having the largest banking network on the one hand and lower insurance penetration and insurance density on the other hand. While analysing the present trend of banks handling insurance products, it also highlights some of the likely issues in general as well as specific from the point of regulator and supervisor. In India the concept of bancassurance appears to be gaining ground quite rapidly both through commission based arrangements and joint ventures between banks and insurance companies. It concludes that going by the present pace, bancassurance would turn out to be a norm rather than an exception in future in India and it would be a 'win-win situation' for all the parties involved - the customer, the insurance companies and the banks. Bancassurance addresses twin needs of portfolio diversification by retail customers and integration of marketing. While bancassurance does provide an apparently viable model for product diversification by banks and a cost-effective distribution channel for insurers, there are some potential areas of conflict between the two that need to be ironed out. While the benefits of bancassurance appear somewhat clear, prima facie to all participants, the potential areas of conflict should not be glossed over. Recent surveys of Indian savers show that they perceive insurance as a 'savings' product rather than as a risk management product there lies the rub. If insurance is indeed viewed as a savings instrument, the insurer's products compete directly with term deposits facilities that banks offer and there could be conflict of interest. Thus branch bankers might not have any incentive; indeed have a negative incentive, in promoting insurance products. Even if there is no direct competition between the banks and the insurance product portfolios, bankers under the current structure might not find it in his interest to hard-sell insurance. Lack of familiarity with insurance products could be another deterrent. Another potential source of conflict arises in a configuration where the insurance company is promised by an international bank that might have non-insurance business interest in India. In such an instance the domestic partner bank of the insurance company might find it strategically necessary to hold bank sensitive customer information. In this paper we will discuss the potential of bancassurance in banking and insurance sector, how insurance sector get benefited with the help of bank's involvement and its facilities.



## **CONSUMER PERCEPTION TOWARDS QUALITY OF FINANCIAL SERVICES**

### **(URBAN VS. RURAL PERSPECTIVE)**

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Liberalization, privatization and globalization (LPG) gave new insights to the financial system of any developing country like India. Financial services are considered to be the key parameter for the growth and development of any economy of the world as efficiency of financial system largely depends upon the quality and variety of services provided by the intermediaries. The efficiency of any financial institution can be judge through the perception and atonement of ultimate consumers who derived the benefits of it. However, it is perceived that financial service consumers located in urban areas are more satisfied than that of rural areas. This observation provides the direction to study the perception of customers located in both rural and urban areas towards the quality of financial services provided by financial institutions in Karnal, Panipat and Sonapat Region. For this purpose sample of 526 respondents from various towns and villages has been taken and data has been collected through the structured questionnaire to analyze the perception of urban vs. rural population.

**Keywords:** Financial Services, Financial Institutions, Consumer Perception.

### **THE SURVIVAL OF THE RESILIENT**

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Only replicating is not enough, suitability is imperative in a long run!!!

The combo of hard work and a smart work is what makes a perfect amalgamation; hence, the era of 21<sup>st</sup> century is the era of creative people. There are plethora of new entrants leaping into the populous nations with the belief to exploit even more people & resources, but on the same pace

there are people becoming more vulnerable due to their complacency to accept the change. However, after studying the human psychology and strategies of multi-faceted companies, through this research I want to facilitate people that it is of utmost importance to understand the current trends to join the winning league and become more sacrosanct otherwise it is futile. The world is growing faster and countries like India and China, world's most populated and growing, have higher possibilities of shifting from one brand to another in a jiffy. Times are changing so even trends and the concept of 'Old is Gold,' has also become extinct, perhaps, I would rather say it is more about the youngest and the future is in understanding the young people because today even old or semi-old people try their hands on brands or things used unremittingly by young people than their predecessors. So, to understand the market it is advisable to understand the need of the generation, ready to step in their mentors' shoes.

**Keywords:** Emerging Economies, Retail and Innovation, Social Media & E-Commerce.

## **RETENTION MANAGEMENT**

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“Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss.”

Employee retention has become a major concern for organizations of any nature. Employee attrition is a costly dilemma for all organizations. In one of the survey it was found that 90% of those firms surveyed said it was more difficult to retain talented individuals than it was several years before. Therefore, it is imperative that organizations and managers recognize that retention must be a continuing HR emphasis and a significant responsibility for all supervisors and managers.

Employee retention involves taking measures to encourage employees to remain in the organization for a longer tenure. The corporate world today is facing a lot of problems in retaining competent and able employees in the organization. It is very essential to recruit knowledgeable people in the organization and it is still more important to retain them.

Job mobility is increasing at a rapid pace and so recruiting competent people is also becoming difficult, especially in India .Organizations these days create an enabling culture to help

employees retain in the organization and also to protect the existing skilled manpower, since there is no dearth of opportunities for a talented person.

The main objective of this paper was to find the reasons of employee turnover in the organizations and another objective of the research was to study the strategies to be employed, which should be adopted by the organizations to retain their employees.

**Key Words:** Employee, Retention, Organizations.

## **ORGANIZED RETAIL INDUSTRY IN INDIA – OPPORTUNITIES AND CHALLENGES**

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The Retail bazaar in India is booming beyond everyone's expectation. The Indian Retail sector has caught the world's imagination in the last few years. India's retail growth was largely driven by increasing disposable incomes, favorable demographics, changing lifestyles, growth of the middle class segment and a high potential for penetration into urban and rural markets. The organized retail sector accounts for 5 % which is expected to grow to 10 % by the end of 2011. A number of large corporate houses like Aditya , Bharti , Reliance ,Pantaloon ,Vishal ,Tata's , RPG, Raheja's and Piramals's have diversified to add retail to their sector portfolio. This study revolves around the opportunities and challenges faced by organized retail players in India. It was found that organized retailers see competition from the unorganized sector as their biggest challenge, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage.

**Key words:** Retail, Retailers, Growth, Organized, Economies, Corporate Houses.

## **DOES EMOTIONS PLAY AS TOOL FOR BATTLE OF BRANDS: EMOTIONAL BRANDING**

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Brands do play a prominent role in the market but the emotions can be used as a strategic initiative for making it as successful brand. The function and rational appeal can be understood to explain the very concern of consumer for its purchase but the emotional appeal is the most effective way to create a positive attitude for the consumers. Through an extensive research and development program, there is a set of rating scales that efficiently and reliably measure four critically important emotional states. Together, these states represent the strength of the emotional connection existing between a customer and a brand .Analysis of responses to the individual items in this set of measures has revealed that customers develop emotional attachment to a brand in a cumulative way, with Confidence as the foundation of a brand relationship and Passion as the pinnacle.

**Keywords:** Emotion, Conation, Affect.

## **ECONOMIC VALUE ADDED (EVA) AND CONVENTIONAL MEASURES OF CORPORATE PERFORMANCE AS DRIVERS OF SHAREHOLDER'S WEALTH CREATION**

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In the recent times more and more companies in India are focusing on shareholder value creation. They have adopted value-based models for measuring shareholder value that helps to align managerial decision-making with the firm preferences. These include Economic Value Added (EVA), Market Value Added (MVA) and the shareholder return based on the market value of shares. Firms are shifting their objective from profit maximisation to wealth maximisation. The EVA framework developed by Stern Stewart & Company is gradually replacing the traditional measures of financial performance on account of its robustness and its immunity from creative accounting. The present paper examines the value creation strategy of selected Indian companies by analysing whether the EVA better represents the market value of companies in comparison to conventional performance measures. In this regards, EVA and the conventional measures of corporate performance such as RONW, ROCE and EPS are analysed. ANOVA, Trend analysis and Regression analysis are used for analyzing the data.

**Keywords:** Conventional Performance Measures, Economic Value Added, Shareholder's Wealth Creation.

## **RELATION BETWEEN SPOT AND INDEX FUTURES MARKET IN INDIA**

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This paper is an attempt to examine the lead-lag relationship between spot and index futures market in India. The lead-lag relationship between market index and its future reflects how fast each market reacts to market wide information and how well their co-movements are indicated. If one market reacts faster to the market wise information than the other, there will be a lead-lag relationship that is expected to be observed in data. The lead-lag relation, showing which market leads to the other, carries important information for the traders since leading of one market would enable an arbitrage opportunity. This paper using popular time series models provides the evidence of the existence of long-run equilibrium relationship between the spot market price index and its future. Furthermore, it provides the evidence that index futures market leads to spot market in the long-run only, but not in the short-run.

**Keywords:** Spot Market, Index Futures Market, India, Cointegration, Vector Error Correction Model.

## **IMPACT OF MUTUAL FUND**

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A **Mutual fund** is a professionally managed type of collective investment scheme that pools money from many investors to buy stocks, bonds, short-term money market instruments, and/or other securities

Mutual funds are not taxed on their income as long as they comply with certain requirements established in the Internal Revenue Code. Specifically, they must diversify their investments,

limit ownership of voting securities, distribute most of their income to their investors annually, and earn most of the income by investing in securities and currencies.<sup>[2]</sup> Mutual funds pass taxable income on to their investors.

Fund industry growth continued into the 1980s and 1990s, as a result of three factors: a bull market for both stocks and bonds, new product introductions (including tax-exempt bond, sector, international and target date funds) and wider distribution of fund shares. Among the new distribution channels were retirement plans. Mutual funds are now the preferred investment option in certain types of fast-growing retirement plans, specifically in 401(k) and other defined contribution plans and in individual retirement accounts (IRAs), all of which surged in popularity in the 1980s.

In this way, the author has suggested that the most effective way for investors to raise the returns they earn from mutual funds.

## **TRANSFER PRICING AND ITS TAX IMPLICATIONS**

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Transfer pricing refers to the setting, analyze, documentation and adjustment of charges made between related parties for goods, services or use of property including intangible items.

Transfer pricing adjustments have been a feature of many tax systems and transfer prices are significant for both taxpayers and tax administrators because they determine in large part of income and expenses and therefore taxable profits, of associated enterprises in different tax jurisdiction.

Transfer pricing adjustments have been a feature of many tax systems, since the 1930s. Tax authorities generally examine prices actually charged between related parties to determine whether adjustments are appropriate to such examination is by comparison of such prices to comparable prices charged among unrelated parties. Such testing may occur on examination of tax returns by the tax authority or an assessee may be required to contact such testing themselves in advance or filing tax returns. Such testing requires a determination only through transfer pricing.

Multi component enterprises may find significant business advantage to sharing the cost of developing or acquiring certain assets particularly intangible assets only with the help of transfer pricing.

In this paper, the author wants to explain the concept of transfer pricing and its tax implications with the context of Indian scenario.

## **GUERRILLA MARKETING**

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The concept of **Guerrilla marketing** was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget. Typically, guerrilla marketing campaigns are unexpected, potentially interactive, and consumers are targeted in unexpected places. Guerrilla warfare is about waging small intermittent attacks on different territories of the opponent with the aim of harassing and demoralizing the opponent and eventually securing permanent footholds.

Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products, public relation stunts, or any unconventional marketing intended to get maximum results from minimal resources. More innovative approaches to Guerrilla marketing now utilize mobile digital technologies to engage the consumer and create a memorable brand experience. Guerrilla marketing focuses on low cost creative strategies of marketing. Basic requirements are time, energy, and imagination and not money. Sales do not compose of the primary static to measure business but is replaced by profit. Guerrilla marketing emphasis is on retaining existing customers then acquiring new ones.

With this context, the author added that guerrilla marketing was initially used by small and medium size businesses, but also now guerrilla is increasingly adopted by large businesses.

## **COMPETITIVENESS AND INNOVATIVENESS IN MANAGEMENT -2012**

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Management is required on each and every level of organization to succeed with business activities. Good management is the boon for companies, whose can lead the organization to prosperity. In the present era of Globalization, The companies have to face varied dynamic challenges, to tackle all these challenges the management of company should be innovative and competitive. Now companies' management by using their strategies and tactics split the major task in to small group of activities and divide them among the concerned groups. As in retail sector some companies use their innovative management ability to compete the competitors either in terms of advertising or selling and try to cover the maximum market share. In telecommunication sector, Mobile SIM companies, management are using their innovative strategies to attract the customer on economical price, even provide the extra talk time and free seconds with new as well as old SIM, still they earn higher profit.

Thus the innovativeness and competitiveness in management is required to transform the business from unfavorable situation to favorable situation and earn maximum profit with customer satisfaction.

**Keywords:** Levels of Organization, Competitors, Market share, Customer satisfaction, Dynamic challenges.

## **A STUDY OF FINANCIAL ASSESSMENT OF SELECTED BANKS IN INDIA**

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The banking sector has shown a remarkable responsiveness to the needs of planned economy. It has brought about a considerable progress in its efforts at deposit mobilization and has taken a number of measures in the recent past for accelerating the rate of growth of deposits. Banks play a positive role in economic development of a country as repositories of community's savings and as purveyors of credit. The main objective of study is to examine the financial position of selected Indian banks. This study analyses that UBOI has the highest return on Total Shareholder's Fund (mean) which is a sign that management of UBOI is using leverage to



increase profits and profit margins. Canara Bank has the highest return on capital employed (mean) which indicates that Canara Bank is realizing highest returns from its capital employed. It is also suggested that HDFC has to be increased its Dividend Yield by increasing its current level of income according to market value per share.

**Keywords:** Deposit mobilization, Dividend Yield, Market value, Shareholder's Fund etc.

## **A CONTINUOUS-TIME QUEUE WITH WORKING VACATIONS AND NON-EXHAUSTIVE SERVICE – A SUPPLEMENTARY VARIABLE APPROACH**

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In this paper, we analyze a continuous-time non-markovian queue wherein the server goes working vacation with probability one each time the system becomes empty and works with different service rate rather than completely terminating the service during a working vacation period. It is assumed that the server is following non-exhaustive service policy also i.e. the server may go on vacation even if there are some customers present in the system. The service time during working vacation period is having general distribution whereas the service time during busy period, working vacation time and vacation time of the server are assumed to be exponentially distributed. Explicit probabilities of exact number of arrivals & departures by a given time  $t$ , number of units arrive by time  $t$ , number of units depart by time  $t$  are obtained by using supplementary variable technique. Various performance indices are formulated to study the behaviour of queueing model more significantly. Some numerical calculations are also carried out. The numerical results are graphically displayed to illustrate the effect of working vacation and non-exhaustive service on the overall system's utilization. Finally, some particular cases are derived there from.

**Keywords:** Two-Dimensional State model, Multiple Working vacations, Non-exhaustive service, Laplace Transform, Supplementary Variable Technique

## **IMPACT OF REFORMS ON THE ASSET QUALITY OF INDIAN BANKING: A COMPARATIVE STUDY OF PUBLIC, PRIVATE AND FOREIGN BANKS**

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In this paper, an attempt is made to analyze the impact of reforms on the asset quality of Indian Banking, which is divided into three sections. First section includes a brief review of the earlier studies. Second section covers the objectives, hypotheses and research methodology. In third section, an attempt is made to analyze the impact of reforms on the asset quality of the Indian banking. To achieve the objectives of the study, the use is made of secondary data collected from the various sources like Report on Trends and Progress of Banking in India, Indian Banking Year Book, Performance Highlights of Public, Private and Foreign Banks in India, various journals such as RBI Bulletin, IBA Bulletin, Professional Banker, Chartered Financial Analyst, ICAI Journal of Bank Management and various websites. To test the statistical significance, ANOVA technique is used. The analysis clearly shows that the ratio of net NPAs to total assets/net advances and ratio of sub-standard, doubtful and loss assets to total advances have registered a declining trend and ratio of standard assets to total advances have registered a rising trend especially in public sector banks during the period under study. Further, there is a significant difference in the group-wise/year-wise asset quality of Indian banks. Nevertheless, reforms have indeed transformed Indian banks into strong, stable and prosperous entities. Indian banking system can now claim that their level of NPAs have registered a declining trend over a period of time and is of international standards, with prudential provisioning and classification. But effective cost management, recovery management, technological intensity of banking, governance and risk management, financial inclusion are the areas, which will have a key bearing on the ability of Indian banks to remain competitive in the years to come. In this paradigm, improvement in policy framework, regulatory regime, market-perceptions and indeed, popular sentiments relating to governance in banks need to be on the top of the agenda to serve the society's needs and realities while being in harmony with the global perspective.

**Key Words:** Liberalization, Non-Performing Assets (NPAs), Financial Inclusion, Market Perceptions, Recovery Management.

## **RELIABILITY ANALYSIS OF NON-MARKOVIAN QUEUE WITH SERVER VACATIONS AND BREAKDOWNS**

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This paper studies an M/M/1 queue with random breakdowns and Bernoulli schedule server vacations where after a service completion, the server may decide to leave the system with probability  $1-p$ , or to continue serving customers with probability  $p$ . We obtain the time-dependent probabilities of exactly  $i$  arrivals and  $j$  departures by time  $t$ , by applying supplementary variable technique, along with some interesting special cases. The servers' repair times is having general distribution whereas the servers' service times, vacation times, and breakdown times are exponentially distributed. Arriving units are in Poisson stream. Expressions for reliability and availability of the system are established. Some performance measures have also been discussed. The numerical results are graphically displayed to illustrate the effect of breakdown on the overall system's utilization.

**Key words:** Non-Markovian queue; Two-dimensional queueing model; Server breakdown; Multiple vacations; Bernoulli Schedule; Supplementary variable technique; Reliability measures.

## **LEADERSHIP STYLE AND EMOTIONAL INTELLIGENCE AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE**

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This study helps to know how leadership style, skills and perspectives are related to emotional intelligence and its impact on organizational performance. What can you do if you want to improve your skills, leadership style and perceptions of your emotional intelligence too? How emotional intelligence is related to the specific leaders behaviors with leadership effectiveness.

Leadership style and Emotional intelligence has become a popular topic in the business in recent years. Although we have used the term “emotional intelligence”, the Center for Creative Leadership has helped many leaders understand and develop emotional intelligence competencies for over thirty years. One way that we have successfully helped managers move beyond intellectual know-how and expand their emotional intelligence is through Benchmarks, a multi-rater feedback tool. The present paper is an assessment of how leadership style and emotional intelligence affects a manager's ability to make effective decisions so as to be regarded as an effective leader. It discusses about the importance of specific emotional attributes needed by a leader to make qualitative and effective decisions in the direction of organizational performance.

**Keywords:** Leadership Style (LS), Emotional Intelligence (EI) and Organizational Performance.

## **MARKETING STRATEGIES ADOPTED BY RETAILERS IN RETAIL STORE: A CASE STUDY OF MAX LIFESTYLE STORE-PHONEIX MALL, LUCKNOW**

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Retailing includes all the activities involved in selling goods and services directly to the final customers for their personal and non personal use. The above research project deals with the marketing strategies that are to be followed by retailers in the retailing stores located in malls. The relevance of the study is based on the increasing mall culture in the urban areas which attracts customer to buy merchandise from these stores. The purpose of the study is to know about the customer profiling and learning, the market placement of MAX as a brand and various competitors existing in the market. The effect of customers and the competitor over the marketing strategies adopted by the store has been studied.

Further, the study deals with the various marketing strategies adopted by these retail stores which includes tie ups with other brands, mall branding and other promotional offers to attract to the customers and improve the competitiveness. The above research is applicable to various retail stores in an area or region, basically within a shopping mall.

The above study provides a deep insight how the marketer develops the marketing strategies for a particular retail outlet to provide itself competitive advantage and attract more footfalls. This study will help researcher to have an overview over the above subject topic and help them to continue the research further.

## **ROLE OF HAATS IN THE DEVELOPMENT OF RURAL MARKETS**

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Much before the Wal-Marts of the world got hot on retail; India had its own grassroots retail network, known as haats, selling as mindboggling variety of products as a Wall-Mart store. Though traditional, these Indian avatars of hypermarkets promise to drive marketing plans of companies as they eye the emerging rural market, accounting for over two-thirds of India's population, 56% of income, 64% of expenditure and 33% of savings. The report Haats as marketing hubs, by Rural marketing Association of India (RMAI), available exclusively with The Financial Express, says India's 47,000- odd haats can offer immense thrust to rural marketing with their readymade distribution network. Though the Rs50,000-crore sales that these weekly rural bazaars collectively generate every year may just be a fraction (under 3%) of all rural private consumption expenditure (Rs20lakhcrore), their importance in rural life goes beyond sales. The total number haats in India is 43,000 and 70% established before Independence. Out of total footfalls around two-fifth are women. Large haat, in a 10,000+ village, caters to 57 villages attracts 12,000 visitors daily. Small haat, in a 5,000+ village, caters to 21 villages, average footfall of 5,600 a day. Around 545 stalls appear in a large haat while around 327 stalls are set up in a small haat and 98% rural people are regular visitors to haats, 75% visit any particular haat almost every week. Three-fifth comes to buy specific products from haats despite the fact that similar products are available in their villages. A buyer spends Rs 40 on purchase of FMCG products in a single haat day. It nears Rs 60 in UP and Maharashtra while is comparatively lower at Rs 22 in Orissa and AP. On an average, a haat accounts for Rs 2,224 of sale of branded products for an FMCG seller while total sale (including unbranded FMCG products) is Rs 7,521. The study examines the role of Haats in the development of rural market.

This paper will tell us what impacts have Haats on rural sector, and how they helped for the growth of rural markets.

**Keywords:**-Haats, Rural, Markets.

## **A STUDY ON PROS AND CONS OF OATS MARKETING WITH SPECIAL REFERENCE TO PRODUCT LIFE CYCLE**

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White oats is a breakfast cereal, a nutritious diet which has entered fast growing ready to Eat (RTE) packed food market in India. The rising average income of Indian household and the time starving Indian consumer and open format retails has contributed to the acceptance of RTE. The RTE food is in its growth state of its Product Life Cycle since it was launched by Kellogs in 1994. With India, today the world's coronary disease and diabetic capital, oats is expected to record high growth rate due to growing health consciousness and willingness to try nutritious food among consumers. Convenience is also a vital factor that will aid growth of oats. The RTE is also finding its position as fourth meal or evening snacks for today's kids and the key issues are product quality and taste. Oats does not attract any excise duty and the attractive market size, a number of companies has entered into competition. In this paper the author wants to explain the various strategies and issue that can be adopted for promoting the oats in the **growth stage** of its product life cycle.

## **CUSTOMER RETENTION-AN IMPORTANT MARKETTING STRATEGY FOR BUSINESS COMPETITIVENESS**

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In present scenario, customer retention is the important marketing strategy in global business competition. Today's customer is the king of the market so customer retention has great importance in business. Customer Retention is the activity that a selling organization undertakes in order to maintain customers. A company's ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing

customers and the reputation it creates within and across the market place. In modern times, if the company does not pay attention on customer maintenance, customer may move to another brand which provides better service or product. Customer retention is more than giving the customer what they expect; it's about exceeding their expectations so that they become loyal advocates for business brand. Customer retention has a direct impact on profitability. In today's business world, Customer retention is essential for success of business because it is a cost effective and profitable strategy. Customer retention is requirement of time in competitive environment for survival of the business and its development.

**Key words:** Customer Retention, Competitiveness, Business Development.

## **IMPACT OF MACROECONOMIC AND FINANCIAL MARKET INDICATORS ON THE BANKING SECTOR: SOME EVIDENCE FROM INDIA**

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**Purpose:** The purpose of the study is to measure the impact of macroeconomic and financial market indicators on the performance of the Indian banks.

**Research Methodology:** Study is based on the secondary data related to the commercial banks of India and Indian economy, collected from the database of Reserve Bank of India for the year 2006-07 to 2010-11. Correlation and linear regression analysis has been used to measure the relationship between the variables.

**Findings:** It has been found from the study that interest income of the bank get affected by the economic and financial cycles. Deposits and Advances get affected by the macroeconomic indicators, showing a greater degree of cause and effect relationship between variables. It is also found during the study that Banks' variables are less affected by the financial market indicators showing a lesser degree of cause and effect relationship between variables.

**Practical Implications:** The study is important to see how the macroeconomic environment and financial markets of a country can affect the performance of the banking sector. Up to which

extent the development/decline in the economy can affect the performance of the banks, and managers can make strategy to protect from these effects in advance.

**Keywords:** Macroeconomic Indicators, Financial Markets, Performance, Banks, Economic Cycle.

## **INNOVATIVE MOTIVATIONAL STRATEGIES – THE NEW TOOL FOR SUCCESS OF BUSINESS IN GLOBAL COMPETITIVE WORLD**

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Today in global environment, there is need of use innovative motivational strategies to compete cut throat competition in business. Innovative strategy in motivation is the most important technique to achieve the predetermined goals of the business because motivation is directly linked with human resource behavior. Motivation means persuade someone to do something. It builds confidence and zeal among people and to create an urge in them to be worked. It deals with personnel and important element of the directing function of the management. Motivation becomes essential where an organized group of people working towards achievement of common goals. New innovative ways and different type of motivation is required for different type of situations. Circumstances or situations in all the organizations are not same therefore; same theories or ways cannot be adopted for different situations. In uncertain and complex situations, it is essential to use strategies in motivation for accomplishing predetermined goals. Strategic motivation is to be considered as an important instrument of change for the better. The solution of complex problems will be possible only with the help of strategic motivation, which exploit the new opportunities in its favor. The innovative motivational strategies help the firm in facing new challenges and getting success in competitive world in global scenario.

**Key words:** Motivational Strategy, Innovation, Global Competition, Complexity.

## **RELATIONSHIP MARKETING: A TOOL FOR STRATEGIC COMPETITION MANAGEMENT**

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Peter Drucker has said, “Business is all about creating customer, satisfying a customer and retaining a customer.” In today’s intense competition, it is very important for any business organization to keep their customers otherwise the competitors will attract them. Increasing inflation rate, increasing rate of interests, hike in fuel prices, global slowdown in economic growth are a few reasons of worry for the companies to think differently to maintain their sales and profit. The business organizations are struggling for their survival and sustainable growth. On the other hand, the new economic policy of India has also opened its trade for the multinational companies. Therefore companies are trying to do something by which they can keep their customers and it is the Relationship Marketing which helps the companies to do so. It is an important tool for strategic competition management. As it is well known fact that a satisfied and loyal customer brings three new customers, therefore companies try all their efforts to maintain good relations with its customers. They are providing value for their money & efforts, they are providing information about their actions, they are inviting them for feedback etc. This paper measures how relationship marketing can be used as a tool for strategic competition management.

**Keywords:** Customer Retention, Channel Partnership, Emotional Bonding, Customer Loyalty, Customer Expectation.

## **AGRICULTURAL INSURANCE IN INDIA- A PARADIGM SHIFT IN INDIAN AGRICULTURE**

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Indian Institute of Management, Lucknow.

**Deepak Khatri**, Assistant Professor, IET Alwar.

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This paper discusses the evolution of agricultural insurance in India and its critical appraisal. The over dependence of Indian agriculture on uncertain rains during monsoon, creates vulnerability, risk and uncertainty. It describes various types of risks involved and agricultural insurance as one of the risk mitigation mechanisms in agriculture to prevent it from natural perils. A comparative study is presented in this paper exhibiting the performance of agricultural insurance schemes run by GOI hitherto. This comparison ends up with precise discussion and critical appraisal of few successful schemes in this area such as National Agricultural Insurance Scheme (NAIS),

Weather Based Crop Insurance Scheme (WBCIS) and few others. It further outlines certain policy implications for the improving the existing products mentioned ut supra. Besides these it is an attempt to investigate the possibilities for the Public Private Partnership (PPP) for agricultural insurance in India and its future implications.

This paper is based on a mix of objectivist and constructivist epistemology and positivist and interpretive paradigm. This study in majority is based on analysis of secondary data on agricultural insurance in India.

**Keywords:** Agricultural Insurance, Risk mitigation mechanism, Policy Implications, NAIS, WBCIS.

## **IMPACT OF HUMAN RESOURCE MANAGEMENT (HRM) PRACTICES ON EMPLOYEE RETENTION**

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**Astha Bajaj**, Research Scholar, Baddi University of Emerging Sciences and Technology, Baddi.

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Employee retention is of great importance these days. The retention of employees is important in every company. It is not only important to select the right employee for the organization, but also to retain these employees. So retention is possible only if the employees are given proper training in respect to their employment, good working environment, career development opportunities, work-life balance, proper incentive and benefit policies, grievance policies and supervisor policies. This research has been conducted to study the impact of HRM practices on employee retention among the employees of the branches of ICICI Bank, AXIS Bank and HDFC Bank in the Haryana state. The data was collected from 80 respondents through questionnaire. The study shows that there is a positive relation between HRM practices and employee retention. If the HRM practices applied by the organizations are well organized, then the employees like to work in such organization. This is because they get good environment to work and have full freedom to work. So, retention of employees is in the hand of the organization.

## **BRAND CULTURE TARGETING A RURAL CUSTOMER AND CREATING CONSUMER AT THE BOTTOM OF THE PYRAMID -A REVIEW**

**Neeraj Saini**, Research Scholar, Punjabi University, Patiala.

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**Purpose:** Brand is intangible but creates a tangible value for the company. The rural brands are being surviving from a long time, giving international brand a run to provide value for money to their consumers at the bottom of the pyramid which are till date neglected by them . Brand building in itself a big exercise for any product manufacturer but the consumers at the bottom of the pyramid are so big that the value for money is the major requirement.

**Design/methodology/approach:** The research study is primary descriptive in nature. The Research is done to find the trilogy in which today's rural customer, international brand and rural brand are finding the ways to create a space for oneself in the era of advertisement and consumerism. The secondary data is collected from various different sources and an approach is being tried to develop to find a relationship between rural customer and the concept of brand in his mind.

**Findings:** The study covers the research on the descriptive stage so a path of finding the brand value in the mind of rural customer and their concept of value for money being created for an unending culture of consumption while moving away from satisfaction, creativity & relishing nature.

**Research limitations/implications:** The study is descriptive in nature so all aspects of brand, rural customer and manufacturer cannot be found out.

**Originality/value:** The paper involves the find a concept of brand in the mind of the rural; consumer.

**Keywords:** Rural Consumer, Consumerism, Industry.

## **TECHNOLOGY AND KNOWLEDGE MANAGEMENT**

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Knowledge Management (KM) is the collection of processes that govern the creation, dissemination and utilization of knowledge. In form or another, knowledge management has been around for a very long time. Practitioners have included philosophers, priests, teachers, politicians, scribes, Liberians, etc. Knowledge management is not a, “a technology thing” or a, “computer thing”. If we accept the premise that knowledge management is concerned with the entire process of discovery and creation of knowledge, dissemination of knowledge, and the utilization of knowledge then we are strongly driven to accept that knowledge management is much more than a “technology thing” and that elements of it exist in each of our jobs.

Knowledge management principles recognize that it is important for organizations to “know what they know”. All institutions inherently store, access, and deliver knowledge in some manner. The question is what value is added to the products and services they deliver by the effective use of that knowledge capital. Business schools have been using information for years to improve the efficiency of academic services and effectiveness of academic programs. As more trustees, administrators, faculty, parents, students, have begun to seek better outcomes, and not surprisingly these schools are investing in technology. Almost any institutions in this country will make reference to the capturing of knowledge, the sharing of knowledge and the delivery of knowledge from faculty to students. However, KM involves much more, going beyond the inherent knowledge industry of colleges and universities. KM involves the “discovery and capture of knowledge, the filtering and arrangement of this knowledge, and the value derived from sharing and using this knowledge throughout the organization”. It is this “organized complexity” of collaborative work to share and use information across all aspects of an institution which marks the effective use of knowledge.

**Keywords:** Education, Impact, Knowledge Management, Management, System.

## **QUALITY MANAGEMENT PRACTICES IN INDIAN IT INDUSTRY**

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There has been no study of Quality related practices of the Indian IT industry. This paper, which is based on a study of quality practices of IT industry in Delhi/NCR, is the first such scientific research.

These research paper baselines the existing quality related practices and is a comment on the maturity of the IT industry as a whole.

**Keywords** – Quality, ISO 9001, Indian IT Industry, Process.

## **A STUDY OF PERCEPTIVE AND PRODUCTIVITY OF HEALTH INSURANCE BUSINESS IN INDIA WITH REFERENCE TO KEY DETERMINANTS**

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The present study is an effort to examine the perceptive of health insurance; to examine the productivity as well as change in productivity of health insurance business; and to identify the various derives behind such change. A period of 8 years from 2002-03 to 2009-2010 is considered and the public sector companies are mainly taken as key area of investigation. Beside this, it is primarily based upon the use of secondary data. Further, for the accomplishment of objectives, the use of Data Envelopment Analysis (DEA), a mathematical programming approach is made and two key determinants of input and one determinant of output is considered. The results of DEA provided that TFPC, which comprises of EC, TC, PTEC and SEC has followed diverse path during the period under consideration. It has deteriorated in two companies namely, Oriental Insurance and New India Assurance Company limited, whereas improved in United India and National Insurance Company Limited. At the same time results provided that in almost all the year the TFPC lies between first two categories i.e. either less than 1 or 1-2, except for the year 2004-05 to 2005-06 as during this year the TFPC lies in third category i.e. it was even more than 2.

## **THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS IN SELECTED IT SECTOR-AN EMPLOYEE PERSPECTIVE.**

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The workplace environment impacts employee morale, productivity and engagement - both positively and negatively. The work place environment in a majority of industry is unsafe and

unhealthy. These includes poorly designed workstations, unsuitable furniture, lack of ventilation, inappropriate lighting, excessive noise, insufficient safety measures in fire emergencies and lack of personal protective equipment. People working in such environment are prone to occupational disease and it impacts on employee's performance. Thus productivity is decreased due to the workplace environment. It is the quality of the employee's workplace environment that most impacts on their level of motivation and subsequent performance. How well they engage with the organization, especially with their immediate environment, influences to a great extent their error rate, level of innovation and collaboration with other employees, absenteeism and ultimately, how long they stay in the job. Creating a work environment in which employees are productive is essential to increased profits for your organization, corporation or small business. The relationship between work, the workplace and the tools of work, workplace becomes an integral part of work itself. The management that dictate how, exactly, to maximize employee productivity center around two major areas of focus: personal motivation and the infrastructure of the work environment. The paper presents the analysis of the working environment at different IT Sector Organizations and the research done to understand the performance level of the employees due to the work environment, and also aims at suggesting few interactions to provide better work environment at IT Sector Organizations.

**Keywords:** Work Environment, Employee Performance, Workplace Design, Environmental Factors, Motivation.

## **A FORMAL APPROACH TO REPRESENT REFACTORING RULES**

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**Dr Ashu Gupta**, Assistant Professor, Apeejay Institute of Management, Jalandhar.

**Kuljit Kaur**, Guru Nanak Dev University, Amritsar.

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Software Refactoring techniques have been applied to object oriented applications in order to improve internal code design. The fundamental aim behind application of these techniques is to improve understandability of code along with improving its efficiency. The process is similar to compiler optimization techniques, but differ in the fact that more stress is given to code understandability than to time and space complexity of the programs during refactoring. With the

help of refactorings, small modifications or alterations are performed to existing code without changing the external functionality of the system. Developers perform refactoring either manually or with the help of IDEs. Manual application of Refactorings is error-prone and time-consuming but IDE's such as Eclipse, Netbeans, JBuilder, and IntelliJ etc. can support automated refactoring. In either way of applying refactorings a formal mechanism is required to represent the refactoring conditions and process. Many refactoring formalisms have already been proposed by the researchers in the field. This paper also throws light on various refactoring rules through a formal approach, following which safe refactoring can be performed, which do not have any side effect on the code.

## **CREATIVITY AND INNOVATIVENESS FOR HUMAN RESOURCE MANAGEMENT AT ORGANISATION**

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**Sandhya Singh**, Assistant Professor, VIT, Meerut.

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In this paper, we take our theoretical point of departure in recent work in organisational economics on systems of human resource management (HRM) practices. We develop the argument that just as complementarities between new HRM practices influence financial performance positively, there are theoretical reasons for expecting them also to influence innovation performance positively. We examine this overall hypothesis by estimating data. Using principal component analysis, we identify two HRM systems which are conducive to innovation. In the first one, seven of our nine HRM variables matter (almost) equally for the ability to innovate. The second system is dominated by firm-internal and firm-external training. Of the total of nine sectors that we consider, we find that the four manufacturing sectors correlate with the first system. Firms belonging to wholesale trade and to the ICT intensive service sectors tend to be associated with the second system. While creativity is generally of three types, viz. individual creativity, group/team creativity and organizational creativity, this study focuses only on organizational creativity. This study portrays a model aimed to investigate the relationships between employability, leader member exchange, innovative work behaviour, and objective- and

perceived organisational performance. It also includes the moderating effect of organisational politics upon these relationships.

**Keywords:** Creativity, Innovation, Employee Relationship, Organization.

## **SWOT ANALYSIS OF MANUFACTURING OUTSOURCING –A CASE STUDY**

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Outsourcing decisions in manufacturing industries are concerned with whether products or components should be made in-house or purchased from external sources. These decisions are a simple economic decision based on costs and other factors. Outsourcing is proven as a good idea for many firms that need to reduce operating costs and improve productivity. However, in many instances outsourcing decisions are more strategic and can affect a company's competitive position. Companies may not get the full benefits because of not understanding the outsourcing path thoroughly evaluating the benefits and risk associated with it. Some companies even do not ask themselves the fundamental question for outsourcing such as; will it add value to their customer? Or will it reduce their overall costs? If they can answer yes, it might be a best reason for outsourcing. To determine whether a product should be purchased or produced? .If purchased then, managers should be select the appropriate outsourcing activities. In this research attempt has been made to evaluate the outsourcing benefits and its underlying risks in the context of one manufacturing company. A SWOT analysis was done to find the best particular factor of outsourcing for a company.

**Keywords-**Manufacturing Outsourcing, Swot (strength, weakness, opportunities, threats) Analysis.

## **PRICING MECHANISM AND EXPLANING UNDERPRICING OF IPOs: EVIDENCE FROM BOMBAY STOCK EXCHANGE, INDIA**

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**Dr.Ashu Khanna**, Assistant Professor, Indian Institute of Technology, Roorkee.

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**Introduction:** In 1999, investment banks were allowed to use a version of book building as a mechanism for bringing IPOs to the Indian capital market. Book building refers to the process of generating, capturing, and recording investor demand for shares during an IPO in order to support efficient price discovery. A second method, in which the company itself fixes the price, is known as the fixed-price method. The literature on IPO underpricing is extensive. However, few studies examine the effect of book building on underpricing. Comparing book built with fixed price IPOs, they found that underpricing is more in book built issues in all countries. Recent researches on IPOs have focused on difference in pricing mechanism across countries.

**Objectives:** The paper attempts to analyze that whatever there is any significant difference in the magnitude of level of underpricing of ipos that priced through book build with those that are priced through the fixed price option.

**Research Methodology:** A total of 619 IPOs were listed in Indian capital market from 2000-2011. At Bombay stock exchange a total of 550 IPOs were listed from 2000-2011. The sample for the study consists of these 550 IPOs, IPOs were priced through book built & Fixed price option. Out of 550 IPOs 405 (73.13%) through Book build and 145 (26.87) were issued through fixed price option. In the study offer price and 1<sup>st</sup> day closing price is used to calculate underpricing. And Mean is used to magnitude the level of underpricing.

**Findings:** As far as magnitude of underpricing is concerned, the book-build and fixed price option gave different results. We found significant difference in level of magnitude of underpricing in IPOs that priced through book build with those that are priced through the fixed price option.

**Key words:** IPO underpricing, overpricing, book build process, fixed price option.

## **PRODUCT PLACEMENT IN MOVIES: A WAY OF BRAND PROMOTION.**

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**P. L. Bisoyi**, Assistant Professor, S.B.Patil Institute of Management, Pune.

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India has the world's biggest movie industry in terms of the number of movies produced (around 800 movies annually) and numerous audiences to it. Product Placement is the art of promoting

corporate brands and products in films. Where the star cast in the films at some point or other use this product so that the target audience are influenced to try out the brand. The customers can be targeted, influenced by a cost effective way, which also creates value for the brand through a powerful medium like Indian films, that is why many companies are breaking clutter and moving towards product placement. It's introduced in films to raise publicity funds for film making which turns out to be source of revenue covering certain percentage of publicity budget resulting in mutual benefit for brands as well as films. The objective of the study is to understand the concept of product placement, and its utility as a way of promotion. The author highlighted the utility and scope of using product placement as a way of brand promotion on the basis of analysis of primary and secondary data.

**Keywords:** Product placement, Brand, Movie, Promotion.

## INDIAN FINANCIAL SERVICES

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Financial Services enable the customers to control their own funds and also helpful to the financial institutions for reducing their cost, it mainly deals with the management of money. Financial services are provided for managing the funds and various advisory services are also provided under it. There are many financial institutions which provide financial services like Banking sector, Insurance, Mutual Funds, Foreign investment etc. In this paper, we have presented the nature of Indian financial sector, financial services provided by various Indian companies and threats and opportunities for Indian financial sector. It is true that financial institutions are growing rapidly but there are still some threats to financial institutions like changes in customer preferences, technology changes, and improvement of financial services for the welfare of customers and to face the challenges of globalization of financial services. Apart from threats there is a promising potential for massive growth in future for Indian financial services industry whether it is in Banking, Insurance or others.

**Keywords:** - Financial Services; Financial System; Financial Institutions; Financial Instruments; Financial Markets.

## **IMPACT OF PORTFOLIO MANAGEMENT ON SHAREHOLDERS WEALTH**

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Portfolio Management is an important technique for investment as it deals with the selection of various investment securities like Shares, Stocks, Bonds, Debentures, and Mutual Funds. In this paper we have discussed the role of portfolio management for selecting the right kind of investment combination for investors, which provide them maximum returns with minimum risk. Securities under portfolio management are selected by comparing their risk, return, coefficient of correlation, and covariance. Only those securities are selected under portfolio management which have maximum return and risk on those securities are directly proportionate to each other. It also concentrates on reduction of unsystematic risk by diversifying the securities in different companies.

**Keywords:** - Portfolio Management, Covariance, Coefficient of Correlation.

## **UNLIMITED LIABILITY OF JOINT VENTURES**

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Many researchers view joint ventures as a panacea for winning work and reducing risk. They argue that the advantages of forming joint ventures are numerous in an overseas context, with improved technology transfer and potential risk reducing being two of the most important aspects to consider. Many others also argued that the motivations behind international construction joint ventures formation include: market access, technology transfer, risk sharing, and conforming to host government policies. Almost all the literatures about motivations of joint ventures viewed risk-sharing as an important motivation. There are some researchers tried to find whether joint ventures can decrease the risks of each partner. Johnson et al. (2000[8]) tested the motivations of joint ventures by a gross sample of 191 joint ventures, of which 85 (45%) are horizontal ventures and 106 (55%) are vertical ventures, and 345 simple contracts. They found no evidence supporting a risk-sharing motive for joint ventures. They tested this motive by

examining the differences in the level of supplier risk (a volatility measure defined as the standard deviation of first differences in operating income for the four years preceding the sample year, scaled by mean assets for that period) and diversification (firms in fewer lines of business are likely less diversified and thus might want to share investment risks with another party) across joint ventures and simple contracts form. They also found horizontal joint ventures elicit wealth gains that are positively correlated across the partners. In vertical joint ventures, only suppliers experience positive excess returns, and buyer's and supplier's wealth changes are uncorrelated. Karen et al. (2006[3]) test the risk sharing motivation of joint ventures and examined the risk and consequent wealth effects of joint venture activity for U.S. public firms by using a sample of 271 joint ventures events between 1989 and 1997. They found that a statistically significant 96% of the sample does experience a change in risk in response to engaging in joint venture activity and they also found that firms which engaged in joint ventures appear to decrease in systematic risk, and increase private risk. In their research they use the same definition of the system risks and private risks as the one Aharony et al. (1980[1]), and Unal (1989[16]) defined. System risks and private risks are denoted by the variance of returns of securities of the joint venture partners and the variance of the market portfolio. There is little literature which is theoretical research on the topic whether joint ventures can decrease the partner's risk, or under which conditions partners set up a joint venture to decrease their risks or to share risks. In this paper, the problem that under which conditions partners will choose joint ventures to undertake a project when there is a background risk and project risks or if a contractor wants to find a cooperator to set up a joint venture for a project, which kinds of companies are suitable to cooperate from the viewpoint of risk sharing is analyzed. It is different from the one Hennart (1997[7]), they only did empirical analysis the choice made by Japanese investors into the United States between full acquisitions of U.S. firms and joint ventures between Japanese and American firms. They did not build any model to analyze the choice problem. In this paper, the problem if there are project risks and a background risk, under which conditions contractors can set up a joint venture for a project is analyzed.

## **ACHIEVING AND MEASURING "EXCELLENCE" IN SERVICES**

**Anshul Garg, JIMS, Rohini.**

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Despite of the fact that customer should be always satisfied with the offerings of any of organization, sometimes in case of service sector this fact may not be achieved always as the services are performances or actions performed by human beings. Because of the nature of this sector or 4I's, companies providing services face a lot of challenges which may be partly solved by introducing some counter strategies.

In order to provide good services every time the customer approaches organizations should achieve excellence in providing the service and should also try to measure the same. Excellent service need not necessarily equates with higher costs of operation but nurture the 3 E's – efficiency, economy and effectiveness.

This paper describes the service sector its nature along with strategies to cope with the problems and how an organization can achieve excellence in their offerings through various steps, 3 E's and service excellence model. At last in this paper author tries to present finding and conclusion for better understanding.

**Keywords:** Service, Customer, 4I's, Challenges, Counter Strategies.

*“If you are going to achieve excellence in big things, you develop the habit in little matters.*

*Excellence is not an exception, it is a prevailing attitude.”*

*-Colin Powell*

## **WHAT IS THE PRIORITY OF TODAY'S INDIAN WOMAN PROFESSIONALS? CAREER OR FAMILY: A STUDY OF DECISIONS ON WORK LIFE BALANCE**

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**Introduction-** Work-life is, perhaps arguably, a “hot issue” in so many work places and in minds and hearts of so many people today. Researchers and practitioners have devoted considerable attention to the same. Surprisingly there is a dearth of literature discussing priority between career and family especially in the context of Indian woman professionals.

**Purpose-**This paper seeks to examine the impact of family responsibilities on Women Professionals' after marriage on career decisions and their impact.

**Design/Methodology/Approach-**The study is conducted with 140 women professionals working in public sector, private sector, government services and in NGOs across different levels through purposive random sample method. Frequencies, percentage, average, standard deviation, and correlation & regression were used for data analysis with the help of SPSS 17.0 & Minitab 16.0.

**Findings-**Results indicate that Indian Women's career decisions are considerably affected by their Family responsibilities. Women professionals agree that children's responsibility, lack of spousal support and structure of family hinders their ability to advance. Hence comparatively more Women prioritize family over work.

**Originality/Value-** A lot of work has been done on work life conflicts, job satisfaction and turnover, But very few had addressed intricacies of career decisions as a result of child care and the structure of family. This paper provides useful information on the relationship of family responsibilities and life priorities. Especially in the context of Indian married woman professionals.

**Key words-** Work-life balance, Career Decisions, Indian Married Women Professional, Spousal Support.

## **SECURITY OF LABOURERS IN UNORGANIZED SECTORS OF INDIA**

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Modern governments are committed to promote the welfare of its citizens and in the process, therefore, a number of initiatives have continued to be undertaken over time to protect them from various calamities and contingencies of life. The organised sector of the economy has not been able to absorb the increasing labour force with the increasing size of the population. Under such a situation, the unorganised sector plays a dominant role in providing employment opportunities to a significant portion of the labour force. The nature of employment in the unorganised sector, by and large, is of contractual type as the element of uncertainty continues to be very high in the absence of any suitable legal framework. The workers, therefore, suffer from income insecurity, occupational insecurity and natural insecurity. The problems in the unorganised sectors are multifarious in nature. The contractual nature of work, lack of skilled labourer, unemployment, and poverty makes the problem grievous. A half-hearted effort of govt to provide the solution is far from satisfaction. The cooperation of NGOs, private people in addition with the efforts of

govt may help to ameliorate the deplorable condition of workers in the unorganised sectors. It is the duty as well as responsibility of govt to undertake sufficient measures to provide protection to the workers.

## **SUSTAINABLE ISSUES OF GREEN MARKETING AND GREEN BUSINESS**

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**Soni Sharma**, Assistant Professor, VIT, Meerut.

**Ashu chaudhary**, Assistant Professor, VIT, Meerut.

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Green marketing is in the focus of present marketing strategy due to the pressure that comes from inclined environmental awareness in the global climate change. Different initiatives have been considered to support environmental programme and practices and one of the meaningful business initiatives is eco or fair trade labeling. Eco-label provides the information of product contribution in the context of environmental burden to the consumers. Sustainable development is a worthy goal for small green businesses everywhere. As members of our various communities, we know that society, the environment, and the economy are interconnected. It just makes sense to pay attention to the environmental impact of our economic practices, and try to ensure that our communities are healthy, pleasant places to live.

## **EMERGING SCENARIO OF MUTUAL FUNDS IN INDIA: AN ANALYTICAL STUDY OF TAX FUNDS**

**Dr. Yogesh Kumar Mehta**, Associate Professor, Teerthanker Mahaveer University, Moradabad.

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The present study is based on selected equity funds of public sector and private sector mutual fund. Corporate and Institutions who form only 1.16% of the total number of investors accounts in the MFs industry, contribute a sizeable amount of Rs. 2,87,108.01 crore which is 56.55% of the total net assets in the MF industry.

It is also found that MFs did not prefer debt segment. Study found that during 2005-08, from the date of inception, Franklin India Taxshield-Growth outperformed and recorded highest returns (26.05%). During the last five years, SBI Magnum Tax Gain Scheme 93-Growth recorded highest returns (27.36%). HDFC Tax Saver-Growth has lowest expense ratio of 1.98 and is ranked third with 20.20% returns. As far as portfolio turnover is concerned SBI Magnum TGS 93-Growth has performed exceptionally well. The entry load and investment amount are at minimum and same for all funds.

Under the top five schemes in order of returns SBI Magnum Tax Gain Scheme 93-Growth recorded highest 27.3623% returns. The Sundaram BNP Paribas Tax saver (OEF)-Growth has performed well in the past three years, posting a maximum return of 6.29% vis-à-vis an average return of 0.5% for similar category funds, which is 12 times the average performance. It also outperformed with the benchmark index BSE 200 (-2.01%) for three years.

During short term, Sundaram BNP Paribas Tax saver (OEF)-Growth topped the charts and generated returns of 6.29%, the highest in the past three years. Among NAV, Franklin India Taxshield-Growth topped the fund list with Rs.94.88 followed by HDFC Tax saver-Growth (Rs.91.77). The portfolio (Oct, 2008) reveals that Franklin India Taxshield-Growth invested maximum (30.50%) under top 5 holdings with dividend yield of 1.24%. Under the top three sectors the maximum of 18.83% invested in banks.

## **A STUDY ON STOCK MARKET LIQUIDITY & BUSINESS LIFE CYCLE WITH SPECIAL REFERENCE TO INDIAN CAPITAL MARKETS**

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**Dr.S.Sundararajan**, Assistant Professor, Sri Krishna College of Engineering & Technology, Coimbatore.

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This paper focuses on **Finance, Capital Market Segment**. Recent empirical evidence suggests that stock market liquidity is positively related to the costs of raising external capital. Specifically, before economic recessions we observe ‘flight to quality’, where some investors leave the stock market altogether and others shift their stock portfolios into larger and more liquid stocks. Moreover when booming occurs we also observe ‘flight to liquidity’, where some



investors shift their portfolios from less liquid to more liquid stocks. There is an assumption that if stock price equals the discounted value of future earnings, it seems natural that it should contain information about future earnings growth. This paper tries to find is there any significant relationship between stock market liquidity and business life cycle. It also tries to find whether the investor's portfolio change with the business cycle and investors' participation related to market liquidity. For data collection this paper covers NSE's stock market index from 2009 to 2011. Similarly for Business Cycle it takes macroeconomic variables of Indian economy covers the same period. Here this research focus on NSE's Nifty's liquidity rather than the whole NSE's liquidity because Nifty is the powerful indicator than NSE's whole stock listed companies. After reaching primary objective this research paper will take some sector stocks like automobile, software and banks sector's liquidity etc will be compared with macroeconomic variables like GDP, GNP, and Per Capita Income etc.

One explanation why liquidity seems to be better predictor than stock price changes is that stock price contains more complex mix of information that blurs the signals from stock returns. This paper also tries to understand the mechanism by which asset markets are linked to macro economy.

**Keywords:** Flight to Quality, Flight to Liquidity, Stock Market Liquidity, Business Life Cycle.

## **LEADERSHIP IN THE ERA OF GLOBAL PRESSURES**

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Leadership is an act or human behavior that performs positive actions to meet positive results through inspiring & involving others for the shared vision & successfully accomplishing it. Leaders effectively orchestrate change, create a vision, inspire people to follow the vision & keep people focused towards an ideal future. Strong leaders consistently self-assess & seek leadership tools to further progress and develop their skills. However, the context of leadership has changed dramatically; the content of leadership has endured the test of time. Now it's time for leaders to create the climate in which people turn challenging opportunities into remarkable successes and to mobilize others to get extraordinary things done in organizations. It is the time for a practice to transform values into actions, visions into realities, obstacles into innovations, separateness into solidarity, and risks into rewards. In other words a smart leadership quality of

behavior of a person whereby he is able to persuade others to seek group goals enthusiastically .it is the influence relationship in which one person (the leader) influences the behaviour of others (the led or followers) in a given situation to work together on related tasks to attain what the former desires. Leadership is that part of managerial job style by which he influences the behavior of his junior and his subordinates towards the desired foals. In this paper, the author will discuss about the leadership as a way of leading & inspiring others and various leadership styles. The author will further discuss the various skills required to be an effective leader and various leadership challenges.

## **FROM KNOWLEDGE TO KNOWLEDGE MANAGEMENT IN BUSINESS ORGANIZATION**

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**Mani Bansal**, Lecturer, Delhi College of Advanced Studies, New Delhi.

**Anamika**, Lecturer, Delhi College of Advanced Studies, New Delhi.

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This paper addresses the issue of truth and knowledge in management and KM in particular. It points out and conceptualizes the fundamental dimension of knowledge that is generally ignored in the literature. It also emphasis on the four forms of knowledge- propositional, experimental, per formative and epistemological. The paper also explores the characteristics and implication of KM in today's business environment. Our paper emphasize on bringing together Nonaka's knowledge – creating various theories. We need to realize the importance of Knowledge Management. Knowledge building may occur in an organization in an ideal situation when people interact with each other using shared digital artifacts, so that organization learning takes place. For this purpose different technologies are used like social tagging systems, wikis and pattern based task management. New concepts related to Knowledge Management are emerging including knowledge workers, knowledge economy and knowledge culture. An analysis of the theoretical foundation of KM scrutinizes a strong arena with clear directions for future work.

**Keywords:** KM, Organization Learning, Knowledge Forms, Knowledge Culture, Theories.

## **CUSTOMER ATTITUDE TOWARDS THE USE OF SHAMPOOS: A CASE STUDY OF SIRSA CITY**

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**Shallu Mehta**, Research Scholar, CDLU, Sirsa.

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In the earlier days people are not so beauty conscious, especially male. They did not care for their personal appearance. But now days, both male and females are very conscious towards their beauty. Female take special care of themselves. They want to look more and more beautiful. The main objective of the paper is to study the buying behavior regarding the various brands of Shampoos and also to study the various factors affecting the purchase of shampoo. The paper also suggests the ways to shampoo producers to attract the consumers. It is concluded in the paper that male's frequency of using the shampoo is very less as compared to females. The paper also explores that the consumers are not satisfied from the quality of the shampoo and also the free gifts distributed with them.

**Keywords:** Consumer behavior, Attitude, Shampoos, Packaging, Advertising.

## **THE IMPACT OF HUMAN RESOURCE STRATEGIES AND CAPABILITY DEVELOPMENT IN THE ORGANIZATION**

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**Dr. Sonu Madaan**, Assistant professor, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (HR).

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The HRM Strategy and capability Development are playing a vital role in the organization. These have to be developed based on the overall business strategy and it has fully followed the main initiatives included in the business strategy. The HRM Management Team has to focus on the clear design and definition of the HRM Strategy. The HRM Strategy has two main goals i.e. to help the organization to understand to the priorities and initiatives of the HRM function and to help to the employees of the HRM Function to prioritize the activities of the function. The response to liberalization has created opportunities for technology upgrading and sophistication,

resource mobilization from new sources, highly competitive input/output market, high growth and buoyant environment and HRM issues associated with strategic initiatives of diversification, mergers and acquisitions, restructuring, joint ventures, strategic alliances and for overall internationalization of the economy change from a regulated environment to a free market environment has direct implications for SHRM practices in India, This paper first describes the impact of Human Resource Management Strategy and Capability Development on the organization. It also shifts its focus on strategies to achieve excellence in their implementation. This research paper also highlights the critical factors and how to deal with them so that the organizations can adopt in terms of human resources that would strategically ensure them of success.

**Keywords:** Business Strategy, Management, Opportunities, Mobilization and Organization.

## **ROLE OF MICROFINANCE**

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There is no Microfinance concept in this world without referring to Dr. Muhammad Yunus, 2006 Nobel Peace Prize Winner, founder of “Grameen Bank”, who revolutionized the idea of social business to create economic and social development in Bangladesh and other developing countries. Worldwide, microfinance loans serve almost 20 million people living in poverty. 74% of these clients are women. At the Grameen Bank, the world’s largest microfinance institution, more than 90% of loan clients are women. A loan in the hands of women has a better chance to change not just her life, but to improve her children’s opportunities and her society’s prosperity. Why is the combination of microfinance and women so powerful and successful? In this paper, I will present my research on the growth of Micro-finance Institution (MFI) in India, significance of MFI loans to the women raised in poor family, how MFI is moving from Non Profit to Profit based and emerging problems in micro-finance.

## **CONSUMER AWARENESS REGARDING CONSUMER PROTECTION AND CONSUMER PROTECTION ACT 1986 – AN EMPIRICAL STUDY**

**Shashi Khurana**, Associate Professor, SMS Labana Girls College, Barara, Ambala.

**Parveen Khurana**, Associate Professor, M.L.N College, Yamuna Nagar.

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The paper has been written to study the general awareness among consumer regarding consumer protection and specially awareness of provisions of Consumer Protection Act 1986. It specifically studies the level of awareness with regard to procedural formalities to be completed while filing a complaint in consumer forum. It also explains the important theoretical points related to protection of consumer's interest. For this purpose a sample of 100 respondents has been taken. Data has been collected through well structured questionnaire. Analysis and interpretation of data have shown very interesting, alarming and informative results and findings. At the end some recommendations have been given for strengthening the present setup more effective.

## **EVALUATION OF RISK-ADJUSTED PERFORMANCE OF MUTUAL FUNDS IN INDIA**

**Dr. Sandeep Bansal**, Assistant Professor, Indira Gandhi National College, Ladwa, Kurukshetra.

**Sanjeev Kumar**, Faculty, Emax Business School, Ambala.

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In this paper an attempt has been made to study the performance of selected mutual funds schemes based on risk-return relationship models, and return on mutual funds are also compared with return on equity shares of different sectors of Indian economy. Return on ten mutual funds schemes and return on equity shares of three sectors namely Fast Moving Capital Goods, Information Technology and Power sectors have been studied over the time period Jan. 2006 to Jan 2009 (3 years). The analysis has been made on the basis of mean return, intercept, beta, Sharpe ratio, Treynor ratio, and Jensen Alpha. The overall Analysis finds UTI schemes being best performers and others showing below average performance.

**Keywords:** Investor, Risk, Return, Mutual Fund, Beta, Sharpe Ratio, Treynor Ratio.

## **INDIAN RETAIL INDUSTRY: ITS GROWTH, OPPORTUNITIES AND CHALLENGES**

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This paper provides detailed information about the growth of retailing industry in India, as retailing includes all the activities involved in selling goods or services directly to the final consumer for personal use. It includes every sale of goods and services to the final consumer. Thus purchase of a service such as reservation of railway ticket, consultancy of a physician, maintenance services of a plumber, carpenter, hair cut, dry cleaner etc. The scope of growth in the Indian retail market is mainly due to the change in the consumer's behavior. The new generations have preference towards luxury commodities which have been due to the strong increase in income, changing lifestyle, and demographic patterns which are favorable. The Indian retail sector is witnessing tremendous growth with the changing demographics and an increase in the quality of life of urban people.. It examines the growing awareness and brand consciousness among people. The paper includes growth of retail sector in India, strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges. It also highlights the challenges faced by the industry in near future.

**Keywords:** Retailing, Opportunities, Challenges, Retail Industry.

## **NON MONETARY MOTIVATORS: - AN ANALYSIS ON THE PERFORMANCE**

**Kritika Chhatwal**, Lecturer Maharaja Agrasen College Jagadhri.

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Adequate training means constant training. Good people cannot be over trained. Once they've mastered their job, keep them motivated and growing by cross training. Employees will be more valuable to the company and feel better about them. Cross training will keep them from getting bored with the daily repetition and will challenge them to grow and expand their skills. They will have a more "holistic" view of the company, its functions, and its people that will increase their capacity for creativity. When these employees are promoted, they will be better managers because of their higher skill levels and broader view of the company. You set an expectation for

constant growth through cross training and encourage your employees to explore the unknown. When market conditions change you will have more options for shifting staff because of better competence levels in several different areas. In this paper an analysis has been made to understand the non monetary motivators and their impact on the performance of employees and organization.

## **GROWTH PATTERN OF FDI IN INDIA WITH REFERNCE TO COUNTRY WISE, SECTOR WISE, OR REGION WISE**

**Dr. Manohar Goel**, Associate Professor, M.L.N.College, Yamuna Nagar.

**Shivani**, Lecturer, M.L.N.College, Yamuna Nagar.

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Globalization and Foreign Direct Investment (FDI) is playing an important role in the development of developed, developing as well as underdeveloped economies. The reasons are simple like introduction of new products, new skills, easy approachable markets and modern technology to the host countries. Every country around the world is playing a important role in the encouragement of foreign and overseas investors and their investments. India is being ranked as the second most favored destination for foreign investments after China by showing a growth year after year. The main objective of the study is to examine the trends and growth patterns in the foreign direct investment (FDI) across different sectors and from different countries in India during 2000-10.

## **A DESCRIPTIVE STUDY ON IMPROVING QUALITY OF EDUCATION SECTOR VIA FIRO-B**

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**Venus Talwar**, Assistant Professor, M L N College, Yamunanagar.

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In many countries across the world, emphasis has been shifting from manufacturing to service sector, in all frontiers domain such as information and communication technology, health care, education etc."EDUCATION" Is one of the service areas, which is growing beyond the range of its expectations. Today, the number of professional institutes are increasing at such cater pilling

rate, that the quality of education is getting down and worst. One most contributing reason being, the quality of staff, being serving in the institution. So, here in this paper, it is being attempted to help to know, how the issue can dealt with. For that, one of the finest tools FIRO-B can be used here to increase the quality of staff. FIRO-B tool describes the interaction of three categories namely: inclusion, control, affection along two dimensions: expressed and wanted. The term, interpersonal means any interaction real or imagined, occurring between people, because the theme” people need people”.

This tool will help to maximise the impact of their actions, and can help them having an option to increase the job satisfaction and also to maximise productivity. So, that they can also explore alternative ways to achieve their goals.

**Keywords:** Education, Inclusion, Control, Affection, Quality.

## **WHAT IS COMPREHENSIVE FINANCIAL PLANNING**

**Ajay Sidana**, Dean-Students Welfare, Shree Sidhivinayak Group of Institutions, Shahpur, Haryana.

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Total happiness in one's life comes from four quadrants-Spiritual, Mental, and Physical and Financial well-being. All the four quadrants are interdependent and can't provide complete peace of mind in isolation. Financial Independence completes your wellness wheel with mind, body and spirit and leads you towards total happiness so that you can enjoy every moment in your lifespan. Also the "buy today, pay tomorrow" habit of today's generation makes the need of Personal Financial Planning more pertinent. If you don't plan your future finances in advance, tomorrow it will be too late for you to meet your old age needs of regular income and medical care. Increasing life expectancy and no social security provision in India add to the fact and make an urgent call for Financial Planning for every human being. Comprehensive Financial Planning is like making your own financial horoscope. A road-map to enable you to make all the provisions for your financial needs and responsibilities in life. You can plan ahead for the following through comprehensive financial planning.



## **IMPACT OF MERGER ON FINANCIAL PERFORMANCE OF BANK- A CASE STUDY OF HDFC BANK**

**Rajni Saluja**, Research Scholar, M.M. Institute of Management, Maharishi Markandeshwar University, Mullana.

**Sheetal Sharma**, Assistant Professor in Commerce, St. Soldier (Co-Ed) College, Jalandhar.

**Dr. Roshan Lal**, Professor, M.M. Institute of Management, Maharishi Markandeshwar University, Mullana.

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A resilient and vibrant banking system is very crucial for sound and accelerated economic growth. Consolidation of banks through merger has been preferred choice for banks to grow and becoming big. Merger in the banking sector in India is crucial from various aspects. Present banking scene in India demands consolidated efforts to pave the way for healthy competition and improved vibrancy of banks. The major motive of consolidation through the mergers is to maintain long term profitability and strengthen the competitive edge of banking business in fundamental market area. The growing trend in banking industry globally is not to have large number of small banks but small number of large banks. This process will make banking industry sound and strong and further crisis proof. In the present paper an attempt is made to evaluate the impact of merger on leading private bank of the country that is HDFC Bank with Centurion Bank of Punjab. This evaluation has been done by using the latest model of financial analysis- CAMEL Model. The objective of the paper is to evaluate the impact of merger on the financial performance of HDFC Bank. The broad hypothesis framed is that impact of merger on HDFC Bank is significant. The period of study is 2006-07 to 2010-11. The entire period of study is divided into pre- merger and post- merger period. The study is secondary based and data is mainly collected from the annual reports of HDFC. Statistical tools like average, standard deviation, coefficient of variation etc is calculated. The present study concludes that financial performance of HDFC Bank improved in post-merger period in almost all parameters of CAMEL Model. The paper further makes recommendations to improve financial performance of HDFC Bank.

## **A COMPARATIVE STUDY OF STATE DOMESTIC PRODUCT (S.D.P.) OF HARYANA AND PUNJAB**

**Ekta Anand**, Lecturer, Ganpati Institute of Technology and Management, Bilaspur.

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The theory of economic growth supports the structural change in the composition of S.D.P. The distribution of domestic product in developed countries indicates a much higher share of the secondary and tertiary sector and a lower share for primary sector. Haryana became a state of India on November 1, 1966. It was here that 2nd battle of Panipat was fought and Krishna preached Bhagvad-Gita at the start of the battle of Mahabharat. It was this soil that saint Ved Vyas wrote Mahabharat in Sanskrit. The word Hariana occurs in a 1328 AD Sanskrit inscription kept in the Delhi Museums which refers to the Haryana region as the heaven on earth. The Word Punjab is a compound of two Persian words, "Panj" (five) and 'ab' (Water), signifying historically the land of five waters, or rivers namely – the Ravi, Beas, Sutlej, Chenab and Jhelum. On Nov. 1, 1966, Punjab was divided on the basis of language into Haryana (with most of the Hindi-Speaking areas) and a new smaller state of Punjab, and the northern most districts were transferred to Himachal Pradesh. The city of Chandigarh was retained as the joint administrative headquarters or capital of Haryana and Punjab.

The paper has been classified in four sections. Section-I introduce the profile of Haryana and Punjab. Section-II deals with Research Methodology in which we define the State Domestic Product, Methods and Procedures of Estimation of State Domestic Product (SDP). In this section we also discuss the various objectives of the present study. Section III is devoted to the study of growth of state income as an indicator of Economic Development. Section-IV shows the limitations and recommendations of the study. The present paper conclude that the structural changes in the composition of state income is in the line with the theory of economic growth which states that with development, the share of primary sector declines while the share of secondary and tertiary sector is bound to increase. The study of inter-state disparity in respect of per capita income in the country reveals that while the disparity between rich and poor states has widened, Haryana has maintained its position. Haryana's per capita net state domestic product has always been higher in comparison to national average. It indicates that Haryana's economy is moving forward and maintaining pace with all developed states.

## **FINANCIAL MANAGEMENT: THE KEY STRATEGY FOR THE SUSTAINED GROWTH OF SMALL SCALE INDUSTRIES OF INDIA**

**Dr. Ravi N. Kadam**, Associate Professor, Kuvempu University, Karnataka.

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### **INTRODUCTION:**

Finance is the key input for sustained growth of small scale sector and its accessibility continues to be a matter of concern. The small scale industries need both long run as well as short run credit. The financial management plays a vital role in the survival, growth and development of these industries. In India, Small scale industries account for 95 per cent of the industrial units in the country.

The contribution of small industries to the balanced regional development of India is remarkable. SSIs can be extensively spread without any locational and regional constraints.

### **OBJECTIVES OF THE PAPER:**

1. To study the contribution of SSIs,
2. To study the need for the financial management
3. To know the role of government in improving SSIs.
3. To find and suggest solutions for problems faced.

### **METHEDODOLOGY:**

The secondary data is used for preparing the paper.

The paper contains role and performance of small-scale industries in Indian Economy, problems, financial management of small-scale industries, government role in the development of SSIs, conclusions and suggestions.

**Keywords:** Financial Management, Sustained Growth, Accessibility, Locational.

## **STATUS OF WOMEN AND EMPOWERMENT OF WOMEN IN INDIA - FACTS AND PROSPECTS**

**Dr. Chandrashekhar**, Associate Professor, Kuvempu University, Karnataka.

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The phenomenon of women's inequality is universal. Its magnitude and severity differ from country to country, from society to society and from community to community. According to

2001 census women make up 496 million (48 %) of the India's population, comprise 127 million workers with 26 % of work participation rate (31% in rural and 11.5 % in urban), literacy rate of just 54.16 % (male- 75.25 %), enrollment in schools of just 49 % (male-62 %). All over the world women are discriminated and exploited. India is not exception for this. The intensity of exploitation and subjugation varies from society to society. But there is no such a society which has eliminated the exploitation and subjugation. The patriarchal system has confined the women to specific areas such as kitchen and the bed room and fixed gender roles like bearing and rearing children, cooking and cleaning. Even today a woman is viewed as 'property' and not a human being who has her own likes and dislikes. Opportunities for self development are denied to them. She is possessed and viewed as an object of beauty and a commodity for the pleasure of men. Submissiveness, selflessness and passiveness are expected from the woman. In many parts of India the female infanticide is also practiced. The parents' attitude of discriminated treatment between boys and girls and girl child is neglected also seen. Woman, before marriage by parents, after marriage by husband, mother-in-law, father-in-law, etc. and in old age by children and daughter-in-laws, is usually controlled. Hence she experiences no freedom at all.

## **SUSTAINABLE DEVELOPMENT FOR FUTURE: AN ONLY SOLUTION TO INDIA AND OTHER COUNTRIES**

**Dr. Ravi N. Kadam**, Associate Professor, Kuvempu University, Karnataka.

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### **INTRODUCTION:**

Most of the countries have accepted the globalization which has made countries to produce more and show the strength. The responsibility of all the countries is to preserve resources and develop their countries. Developing the country by preserving natural resources is great challenge. Sustainable development is to be achieved in all the fields like, agriculture, industry, service, culture, environment, etc. India is not exception to all these. Because of urbanization, industrialization, SEZs, EPZs, expansion of infrastructure the area under cultivation is decreasing.

### **OBJECTIVES OF THE PAPER:**

1. To highlight the areas of sustainability,
2. To study the need for sustainable development and

3. To find and suggest solutions.

**METHODOLOGY:**

The paper contains introduction, sustainable development and agriculture, industry, service sector, culture, environment, etc. The impact of globalization and MNCs on the above fields and need for sustainable development, conclusion and solutions have been reflected. Secondary information and data is used for the preparation of the paper.

**Keywords:** Sustainable Development, Globalization, Urbanization, Industrialization.

## **A STUDY OF IMPACT OF RBI POLICY RATES ON INFLATION**

**Prof. Pallavi Ingale**, Assistant Professor, Trinity Institute of Management & Research, Pune.

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The Reserve Bank of India (RBI) is the Indian central bank. The RBI's most important goal is to maintain monetary stability - moderate and stable inflation in India. The RBI uses monetary policy to maintain price stability and an adequate flow of credit. Rates which the Indian central bank uses for this are the bank rate, repo rate, reverse repo rate and the cash reserve ratio.

The Reserve Bank of India (RBI) raised repo and reverse repo rates 13 times in previous year. RBI also deregulated savings bank deposit rate with immediate effect. This step was taken to arrest rising inflation in Asia's third largest economy. But this RBI's decision to hike short-term lending and borrowing rates could lead to higher interest rates and impact the growth momentum of the economy.

An Indian company has postponed expansion plans and review future profitability projections after the Reserve Bank of India raised key interest rates. The central bank also revised the GDP growth rate for FY11-12 to 7.6% from the earlier 8%, while the projection of WPI inflation has been kept unchanged at 7% for March 2012.

## **DEVELOPMENT AND MANAGEMENT OF HUMAN RESOURCE IN INDIA: AN EFFICIENT AND EFFECTIVE UTILIZATION- THE CURRENT CHALLENGE**

**Dr. Ravi N. Kadam**, Associate Professor, Kuvempu University, Karnataka.

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## **INTRODUCTION:**

Proper and efficient management of every aspect leads to achieve great success in all the fields. In the globalised and competitive world India has to prove its right existence. She is facing so many challenges and it has become inevitable to face them and come out as a successful nation. Human beings constitute human resource in the country. The term human resource refers to the size of population of a country along with its efficiency, educational qualities, productivity, organizational abilities and farsightedness. The human resource in other words is human capital which implies the abilities, skills and technical knowhow among the population of the country. The development and management of human resource is a very important issue. Mahatma Gandhi rightly opined that, the healthy and good cultured people are the real wealth of the nation.

The paper contains objectives, methodology , the concept of Human Resource Management, Need and importance of Human Resource Management, Human Resource Development, Objectives of Human Resource Development, Factors Contributing to Human Performance, Human Resource and its Management in India and Conclusion.

The efficient use of natural resources, invention and discoveries, national defence, capital formation, production and consumption, development of transport and communication, supply of skill and intelligence, creation of civilized society efficient administration and supply of labour are important for human resources.

**Keywords:** Human Resource, Development, Management, Performance.

## **A STUDY OF INDIAN ONLINE CONSUMERS & THEIR BUYING BEHAVIOUR**

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This study shows that why consumer buys online when they have the option to purchase the same product from a particular store near their homes. What induces the buyer to go online and purchase the product? Through this study we will indentify certain factors which will helps us know why consumers now days prefer online shopping as compared to traditional one.

**Keywords:** Online Consumer Behavior, Online Shopping, Consumers.

## **COCA COLA IN INDIA: A STUDY ON PRODUCT PORTFOLIO AND DISTRIBUTION ADAPTATION**

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**Nagabhushana**, Research Associate, Alliance University, School of Business, Bangalore.

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The research study was conducted to learn the localization strategy of global beverage company Coca Cola in terms of two of its marketing mix variables, namely, the product portfolio on offer and the distribution process. In the process detailed information was collected on products launched, sales and distribution practices followed by the company, the working style of the retail outlets that stocked and retailed Coca Cola products, and to a limited extent the psyche of the consumers. In addition the study also uncovered initiatives taken up by the top level management and the strategies they laid out to enhance the company's market share and sales turnover.

This research was conducted with the help of questionnaires that tried to find the satisfaction levels of the retailers regarding the support they enjoyed in terms of the products and services offered by Hindustan Coca Cola company. In addition retailers were also queried on what more they expected from the company, and the response of consumers towards Coca Cola's products.

**Keywords:** Localization, Adaptation, Responsiveness & Local Preferences.

## **CUSTOMER SATISFACTION OF RETAIL SERVICES OFFERED IN PALAMUDHIR NIZHAYAM**

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**Nagabhusana R**, Research Associate, School of Business, Alliance University, Bangalore.

**Silky Nanda**, Research Associate, School of Business, Alliance University, Bangalore.

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Organized retailing in India contributes to 15 percent of the GDP (McKinsey 2007). It caters to changing life style of the consumers especially, women in India. Small existing organized supermarkets like Palamudhir Nizhayam, have capitalized on this need in India. However, the reforms in retail sector for the flow of FDI proposed by the government in November 2011, will pose a challenge for the small Indian retails as they have to compete with giants like Walmart,

Carrefour and Tesco. Existence of the small retail firms will be favoured by personal relationship with the customers and their continued satisfaction. Palamudhir Nizhayam is one such fruits and vegetables retail store started in 1963 in Coimbatore, South India. Changing external environment compels this small retail chain to understand their customers and plan their strategies for sustenance. This study explores the customer satisfaction of retail services offered at Palazudhir Nizhayam with the survey done with 120 customers in the stores. Factor analysis is performed with the variables influencing customer satisfaction. This will help marketers to understand their customers and enhance the services for existence in competitive environment.

**Keywords:** Retailing, Customer Satisfaction, Services.

## **DIMENSIONS OF HEALTH SERVICES IN INDIA: EFFORTS AND ACHIEVEMENTS**

**Dr. Chandrashekhar**, Associate Professor, Kuvempu University, Karnataka.

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Healthcare is one of India's largest sectors, in terms of revenue and employment, and the sector is expanding rapidly. The real wealth of the country is the population with good health. Health of a country is an essential component of development, important to country's economic growth and internal stability. At the time of independence the nature of health care services in India was inadequate, urban based and curative. Majority of the rural population did not have access to modern health facilities because, the morbidity and mortality rates were much high. At the same time the services like antenatal and postnatal care were not only out of reach of the majority of women and also were so poor. Since independence the major thrust area in social development programmes of India is to bring the improvement in the health status of country's population. Assuming a minimum level of health care to the population is a critical constituent of the development process. Since independence, India has built up a vast health infrastructure and health personnel at public, voluntary and private sectors. Substantial efforts have been made and achievements have been made over the last six decades to improve the health standards like, life expectancy, infant mortality, and maternal mortality. Under Five Year Plans India has been spending huge amount for improving health infrastructure and has invested huge amount in medical education, training and research.



## **CORPORATE SOCIAL RESPONSIBILITY:- MANTRA FOR CORPORATE SUCCESS**

**Ms Hemant Syal**, Faculty, Maharaja Agrasen Institute of Management and Technology, Jagadhri.

**Dr Surender Kumar Gupta**, Associate Professor, Maharaja Agrasen Institute of Management and Technology, Jagadhri.

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The society is questioning the existence of business houses, especially in the wake of the scams conducted by the business houses like UTI, Enron, and WorldCom. In response to it, the organizations around the globe are forced to wake up to the need for being committed towards Corporate Social Responsibility. Over the years this concept of Corporate Social Responsibility (CSR) has gained unprecedented momentum in business and public debate and has become a strategic issue crossing the departmental boundaries, and affecting the way in which a company does business. It has become so important that many organizations have rebranded their core values to include social responsibility. Business organizations have walked up to the need for being committed towards Corporate Social Responsibility. But still majority have just been taking up some form of philanthropic activities for its stakeholders. Nurturing a strong corporate culture which emphasizes Corporate Social Responsibility (CSR) values and competencies is required to achieve the synergistic benefits.

**Key Words:** Business Ethics, Corporate Social Responsibility, Business Values.

## **ONLINE SHOPPING AND IDENTIFICATION OF INTERNET MAVENS IN INDIA**

**Dr. RajKumar**, Senior Professor, MAIMT, Jagadhri.

**Mrs. Nidhi Khurana**, Research Scholar.

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Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey,

communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

## **IMPLEMENTATION OF INTERNATIONAL FINANCIAL REPORTING STANDARDS IN INDIAN BANKING INDUSTRY**

**CS Shruti Rastogi**, Senior Lecturer, Institute of Management Studies, Dehradun.

**Dr. Shipra Agarwal**, Assistant Professor, Dehradun Institute of Technology, Dehradun.

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With the implementation of International Financial Reporting standards (IFRS), all the scheduled banks are required to convert their opening balance sheets as of 1<sup>st</sup> April 2013 as per the new reporting standards. Banks are currently following the prudential norms of Reserve Bank of India (RBI) and Institute of Chartered Accountants of India (ICAI), which are very prescriptive and require limited use of judgment. IFRS on the other hand requires a case by case assessment of the facts and circumstances regarding future cash flows. This clearly shows that convergence to IFRS will pose significant challenges for banks involving higher disclosures by banks.

The purpose of this paper is to analyze the impact of the new accounting system involving a major shift from prescriptive norms to the system involving greater judgment. It is a conceptual paper discussing various aspects of new accounting system and its comparison with the existing IAS with its effect on the financial statements of banks. The paper describes the preparedness on Indian Banks to adopt the new accounting system, the challenges before it and the areas on which the banks must focus on to adopt the system.

**Keywords:** IFRS, Convergence to IFRS, Challenges before Indian Banks, Financial Reporting

## **CUSTOMER RELATIONSHIP MANAGEMENT PROGRAMS IN BANKING: THE MANTRA TO SURVIVE**

**Dr. RajKumar**, Senior Professor, MAIMT, Jagadhri.

**Dinesh Khurana**, Research Scholar.

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In the modern times, the existence of the civilized world cannot be imagined without banks. The banking activities have become not only an integral part of the human civilization but also have directed the flow of progress over the lifetime of human civilization so far.

The word "bank" reflects the origins of banking in temples. According to the famous passage from the New Testament, when Christ drove the money changers out of the temple in Jerusalem, he overturned their tables. The first 'banks' of the world were the merchants of the ancient world that made loans to farmers and traders that carried goods between cities. However, banking, in the modern sense of the word, can be traced to medieval and early Renaissance Italy where it rose in the rich cities in the north Italy. The development of banking spread through Europe and a number of important innovations took place in Amsterdam during the Dutch Republic in the 16th century and in London, United Kingdom in the 17th century. During the 20th century, developments in telecommunications and computing resulting in major changes to the way banks operated and allowed them to dramatically increase in size and geographic spread. The Late-2000s financial crisis saw significant number of bank failures, including some of the world's largest banks, and much debate about bank regulation.

## **WOMEN IN SMALL SCALE INDUSTRIES: A STUDY OF ENTREPRENEURS**

**Dr. Chandrashekhar**, Associate Professor, Kuvempu University, Karnataka.

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Small scale industries are small in term but they play a gigantic role in the Indian economy. These SSI units are the integral part of the overall economic, social and industrial development of a country. Women Entrepreneurs have an important role to play in developing nations. A Women entrepreneur is the one who creates something new and undertakes risks and hurdles of economic uncertainty and organises production. Today women have been a crucial factor in the socio-economic changes as they are the one who envisage new opportunities; new techniques and new line of production and also co-ordinates various other activities. Women entrepreneurs are the one who are engaged in the productive activities, SSI, small business, manufacturing industries such as- manufacturing of detergent powders, cotton ropes, handicrafts, doll making, toys, food processing etc.

## **INSTITUTIONAL SUPPORT FUNCTIONS TO SMALL ENTREPRENEURS IN INDIA**

**Prof. Satish C. Sharma**, Professor, Maharaja Group of Colleges, Udaipur, Rajasthan.

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Many entrepreneurs and especially those in small-scale sectors have technology related knowledge to take care of production and quality aspects. They require lot of guidance and support in the beginning stage and production stage of the industry in various project and business related activities. The important areas they need guidance are project report preparation, location and layout of plant, selection of men and machinery, competition level, various marketing aspects, various types of finance facilities and Government assistance and subsidies. The support functions will extend necessary guidance and provide inputs and help industries in moulding during initial stages of an enterprise. Any industry will have teething problems and uncertain situations in the initial phases of the organisation. With the backing of the support function organisation can decide to get over difficult situations. The most important aspects for a new businessman are finance and marketing related subjects.

## **CLIMATIC CHANGES AND THE INDIAN ECONOMY**

**Smt.S.Binduja**, Assistant Professor, Sree Devi Kumari Women's College, Kuzhithurai.

**Dr.V.J.R.Emerson Moses**, Assistant Professor, Muthurangam Govt. Arts College, Vellore.

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Climate change is not a new phenomenon in the history of Earth, which has gone through many episodes of change. It is one of the greatest challenges facing the world's environment, society and economy today. Climate change – bringing higher temperatures, unpredictable rainfall, sea-level rise, and more droughts, floods and storms – raises the pressure on men and women in delivering these daily essentials. But it also undermines the natural resources that they rely upon to do it. And with few alternative resources to turn to, poor may be forced to cope with climate impacts in extreme ways. This study points out that the analysis of the socio-economic damages of climate change in India, and to identify the past trends of climate change in India. The India's mean surface air temperature has increased by about 0.4°C during the past century. It appears that the anticipated climate change may have adverse implications for agriculture in India.

Cereals production is estimated to decrease over the region due to shortening of the cropping season length and other physiological effects. The nutrition security of the population-rich but land-hungry region of India would, therefore, be hampered. Studies based on climate model results have indicated that a 30 to 60% increase in tropical cyclone activity in the north Indian Ocean may occur over the next century.

### **GREEN MARKETING: A GIMMICK OR THE REAL DEAL?**

**Prof. Satish C. Sharma**, Professor, Maharaja College of Management, Udaipur, Rajasthan.

**Mrs. Harshila Bagoria**, Assistant Professor, Maharaja College of Management, Udaipur.

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Green marketing is a phenomenon which has developed particular important in the modern market. Green marketing is the marketing of products or goods that are supposedly believed to be environmentally safe. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required. This paper discusses how businesses have increased their rate of targeting green consumers, the reason why companies are adopting it and future of green marketing. The paper identifies important principles which are important to avoid green marketing myopia. The paper also examines the present trends of green marketing in India and concludes that green marketing is something that is continuously growing in both practice and demand.

**Keywords:** - Green Product, Recyclable, Environmentally safe, Eco Friendly.

## **AN EMPIRICAL EXAMINATION OF MEASURES TAKEN BY BANKS FOR THE MANAGEMENT OF NON-PERFORMING ASSETS (NPAs)**

**Dr. Vijay Kumar**, Shri Guru Nanak Khalsa College, Yamuna Nagar.

**Surinder Kumar**, D.A.V. College, Sadhaura, Yamuna Nagar.

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Non-Performing Assets (NPA's) management is a matter of concern to entire banking industry. Before drawing up a proper plan for the recovery of NPAs what one has to see is the background of an NPA and the reasons for its origin. A lot of NPAs result from lack of proper monitoring and control. There are NPAs which occur due to the factors beyond the control of the borrowers. Sometimes, NPAs occur due to diversion of funds by the borrower. But, effective monitoring and control will definitely restrict NPAs. The eagerness shown by the banks to reduce NPAs is definitely a welcome step in a right direction. But, it should be ensured that NPAs are being reduced by taking stringent measures at the time of loans sanctioning, regular monitoring, systematic evaluation and legalised recovery and not through excessive provisioning to mislead the competitors, stakeholders and public at large.

## **HUMAN RESOURCE AND SKILL GAPS IN LOGISTICS SERVICES INDUSTRY IN INDIA**

**Smriti Asthana**, Research Scholar, Birla Institute of Management Technology, Greater Noida.

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India is the fourth largest country in terms of Purchasing Power Parity (PPP) and constitutes one of the fastest growing markets in the world. Indian industry, on the whole, faces a fierce competitive and volatile environment with Globalization of businesses. The infrastructural bottlenecks, increasing uncertainty of supply chain networks, shortening of product life cycles and abundance of product variety have raised issues related to choosing and working with the right supply chain partners (suppliers, customers and logistics service providers), nurturing trust between them and designing the right system of measuring performance. Today's globalization and changing economies have made it essential for the supply chain organizations to develop strategies that make available differentiated value to the customer at optimum cost. Varied and

comprehensive logistics expertise and human resource is the need of the hour, for the services providers to stay abreast with the growing competition.

In this research paper, an attempt has been made to identify the changing trends in Indian logistic services and the growing requirement for skilled and trained human resource. The researcher has tried to lay emphasis on the intensified skill gap situation that exists in the industry as a result of movement of Indian logistics sector from a mere in-house staff to a complex third party (3PL) supply chain management system.

**Keywords:** Third Party Logistics, Supply Chain management, Human resource, skill gap, logistics services, globalization.

## **INVESTMENT BEHAVIOUR OF INDIVIDUAL INVESTOR IN STOCK MARKET**

**Suman**, Research Scholar, CDLU, Sirsa.

**Dr. D.P.Warne**, Reader, CDLU, Sirsa.

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The individual investor plays an important role in the stock market because of their big share of gross savings in the country. The Regulators of the stock market cannot ignore the behaviour of individual investor. The study attempts to understand the behaviour of individual investor in stock market, specifically their attitude and perception and the problems faced by individual investors with respect to the stock market. A survey is conducted to attain the objectives of the paper. Respondents from urban, semi urban and rural area are included in the survey and the respondents are classified to different categories on the basis of income, profession, education status, geographic area, sex and age. Primary data is collected from a sample around 100 investors of Haryana. Finally there are different factors which affect the investment behaviour of individual investors such as their awareness level, duration of investment, benefits from investment, safety etc.

## **A STUDY ON PRIVATE LABELS OF ORGANIZED RETAIL STORES IN SOUTH RAJASTHAN**

**Dr. Shubham Goswami**, Assistant Professor, School of Management, Sir Padampat Singhania University, Udaipur.

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As private labels are offered by a specific store, it is a challenge for the retailer to make the best marketing mix. The increase in market share of private label brands has been attributed to growth of organized retail. The paper studies an association between the variables such as quality, number of categories, store name as private label name, innovative private labels promotions and price differentials between national brand and private label. Paper also examines contribution of private labels in terms of total sales and the growth rate in prominent sectors.

**Keywords:** organized retail, private labels, sales growth.

## **BANKING SECTOR REFORMS AND ITS IMPACT ON RURAL BANKING: ISSUES AND CHALLENGES**

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**Poonam Mahendru**, Assistant Professor, Ch. Devi Lal Institute of Management Studies,  
Jagadhri.

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The banking system in India is significantly different from that of other Asian nations because of the country's unique geographic, social and economic characteristics. The banking sector reforms undertaken in India were aimed at ensuring the safety and soundness of financial Institutions and for making the banking system strong, competitive, efficient, and functionally diverse. This paper reviews the recent trends and development of the applications of e-banking in rural areas and its impact on rural banking. This paper aims to investigate on how the smaller banks located in rural areas attempts to catch up with their counterparts in larger cities in terms of the applications of e-banking and its issues and challenges.

## **EMERGING MARKETING APPROACHES TO INFLUENCE CUSTOMER BUYING BEHAVIOR**

**Dr. Surender Kumar Gupta**, Associate Professor, Maharaja Agrasen Institute of Management and Technology, Jagadhri, Haryana.

**Hemant Syal**, Faculty, Maharaja Agrasen Institute of Management and Technology, Jagadhri,  
Haryana.

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The success of any business organization depends on the sales of its products or services. The



most crucial factor behind the huge sales is customer's buying behavior because this factor is unpredictable. The behavior of customers towards purchasing is changing and so also their expectation levels. In order to survive and perform better, marketers are coming up with various marketing strategies like eco marketing, social marketing, permission marketing, viral marketing, ambush marketing, bluetooth marketing, guerilla marketing, etc., to attract and retain customers. In this paper an attempt has been made to provide an overview of several emerging marketing approaches that are being used by marketers to influence consumer buying behavior and generate demand of their products.

**Keywords:** Eco marketing, Permission marketing, Bluetooth marketing, Social marketing, Viral marketing

## **INTEGRATING MIS AND INTERNET MARKETING: A VALUE DRIVEN APPROACH**

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**Parul Mittal**, Assistant Professor, P.G. Regional Center, Mirpur.

**Dr. Sanjay Hooda**, Assistant Professor, M.D. University, Rohtak.

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Internet marketing includes marketing management, buyer behavior, product policy, pricing, distribution, advertising and promotion and competitive strategy. Marketing in the domain of the Internet, in which the customer base is worldwide but unseen and is reached through a computer screen. For this purpose a marketing manager has to maintain a database for effective management of marketing activities at global level. MIS plays a vital role for maintaining the data related to sales, effectiveness of promotion, customer response, recall rate, like rates, trends, seasonal changes. It includes information synchronization, decision process, application regarding marketing. Also it includes how the information will be streamlined across different functional units to create the value for the organisation. Internet marketing & mis mainly focuses on Product placement, temptive buying, CRM, SCM & ERP etc.

Through this exploratory study we propose to find out the recent trends in the internet marketing, e-commerce and how MIS has enabled the success of E-marketing. Also, we will identify the relationship that exist between the use of MIS and different aspect of the I-marketing including

Customer Relationship Management, Supply Chain Management, Customized Marketing, Just in time manufacturing etc. With the advent of the new marketing proposition like CRM, where customer is the most valuable asset we work to find out the effectiveness of IT framework of web enabled software's & databases and cross functional enterprise system. The study will present the latest development in the field of e-marketing, MIS technology, innovative practices, social media and internet marketing, and the synthesis of available literature on the subject from the open universe.

## **EMOTIONAL INTELLIGENCE AND TEACHING**

**Vijay Kumar Chechi**, Assistant Professor, Lovely Faculty of Education, Lovely Professional University, Phagwara.

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21st century needs students who are emotionally intelligent and flexible learners who could use knowledge of engaging brains to develop transferable skills especially in literacy, numeracy, communication and self-management. In this type of situation, people who are emotionally adept - who know and manage their own feelings well, and who read and deal effectively with other people's feelings will be at an advantage in any domain of life. People with well developed emotional skills are more likely to be content and effective in their lives, mastering the habits of mind that foster their own productivity, whereas, people who cannot marshal some control over their emotional life will fight inner battles that sabotage their ability for focused work and clear thought. Therefore, teaching emotional and social skills by the teacher is very important at school as it can effect academic achievement positively not only during the year they are taught, but during the years that follows as well. Thus, the role of emotional intelligence is very important as emotional intelligence skills were linked to classroom management performance and also relates to retention factors for new and novice teachers. The inclusion of training of emotional intelligence in the teacher preparation programmes will result into a very long term effect on the teaching profession.

## **A GLOBAL ISSUES-MALNUTRITION A NUTRITIONAL PROBLEM**

**Mrs. Suman Rajput**, Lecturer, Maharishi Markandeshwar Institute of Hotel Management, Mullana.

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Malnutrition (Malnutrition is the condition that occurs when your body does not get enough nutrients) has been dubbed the world's "silent emergency", a condition leading to death and disability on a vast scale, particularly among children and women of child-bearing age. Malnutrition destroys lives by compromising health, learning, productivity, curiosity, incentive and hope. Malnutrition engenders social and economic costs that cripple the development of individuals, communities and nations.

Large segments of the world's people, mostly poor and concentrated in developing nations are malnourished in calories, protein and/or micronutrients. Among the populations most vulnerable to malnutrition, are infants, pre-school children and pregnant and lactating women, all of whose nutritional demands are elevated. The degree and distribution of protein energy malnutrition and micronutrient deficiency in a given population depends on many factors the economic situation, the level of education and sanitation and also breastfeeding habits.

**Keywords**-Silent Emergency, Micronutrients and Child Bearing Age.

## **IMPROVING PUBLIC HEALTH THROUGH GEOGRAPHICAL INFORMATION SYSTEMS AN INSTRUCTIONAL GUIDE TO MAJOR CONCEPTS AND THEIR IMPLEMENTATION IN GURGAON CITY (HARYANA)**

**Abhishek**, Maha Singh Collge of Engineering, Punjab.

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Nowadays spatial related data is getting more attention and considered to be very important. Many organizations and even countries now consider spatial data as one of their assets for development. This is due to the reason that it identifies geographic location of features and boundaries on earth. With this information a country or an organization can identify their geographical strengths and weaknesses. Much of causing factors of the diseases are essentially

spatial; i.e. their distribution and concentration vary in different locations. Therefore, GIS can be used as a decision support system in order to help the managers of public health. In recent years, many applications of GIS in public health are developed that include management of available health resources, prediction, simulation and management of epidemics and monitoring and control of diseases. Therefore, access to useful spatial information and making proper decisions, based on analyzing such information, will facilitate reaching desired results in shorter time and less cost. In this research paper, it is tried to study and evaluate the experiences on applying GIS in public health. This article work undertakes a improving public health Analysis of Gurgaon city and tried to highlight some of the problems (Particular diseases in particular sector) and to solve those problems with the help of software.

## **SECOND CONGO WAR AND THE ROLE OF UNITED NATIONS AND INDIA IN PEACE-KEEPING**

**Dr. M. Muslim Khan**, Associate Professor, Deptt. Of Political Science, Jamia Millia Islamia, New Delhi.

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The Second Congo war started in August 1998. Though the war officially ended in July 2003 but still fighting erupts frequently in the Democratic Republic of Congo by rebels. Earlier Congo was a Belgian colony which got independence on 30<sup>th</sup> June 1960. It is of the size of Eastern Europe with population at present of over 71 million and 250 ethnic groups. The size of Congo is greater than the combined areas of France, Spain, Germany, Sweden and Norway. The present Congo war is the deadliest war in modern African history as more than 5.4 million people have lost their lives since 1998 (45000 killed every month in war till 2008 and rest died due to diseases and famine). Millions of the people are displaced. It is also called the First World War of Africa as it directly involved eight African nations as well as 25 armed groups. Though DR Congo has witnessed frequent fights in the past, the war which began in 1998, has its roots in the aftermath of the Rwandan genocide of 1994 in which 10 lakh people were killed and the majority Hutus who killed the Tutsis had to flee to Zaire (present DR Congo) when Tutsi led rebels of Rwanda Patriotic Front (RPF) captured power. This sparked the Hutu-Tutsi conflict in Congo. Laurent-Desire Kabila, the rebel leader of Congo whose bulk of fighters were Tutsis, began fighting against the Zaire's Mabut Government as his government was sympathetic to Hutu refugees and gave shelter. This was called the first Congo war. The ethnic factors were playing

leading role in this. The second war began in 1998 when Kabila moved his rebels to oust President Mabututu and captured power and himself became the President. The Tutsi led Rwandan government allied with Burundi and Uganda, attacked Kabila's forces as it was believed that Kabila was killing the Tutsis in the Kivu region with the help of Hutu rebels and the government forces. Rwandan planes and armed forces entered deep in Congo. This sparked international war. On the request of Kabila and also due to his Maoist ideology, Angola, Namibia and Zimbabwe's governments supported Kabila. Several more nations such as Chad, Libya and Sudan came in favour of Kabila's Government.

## **INTELLECTUAL PROPERT RIGHTS (IPR) -A CHALLENGE FOR SUSTAINABLE DEVELOPMENT OF INDIAN AGRICULTURE**

**Smrutirekha Mohanty**, Research Scholar, North Odisha University, Takatpur, Odisha.

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The progressive commercialization of agriculture in the developed countries has been linked to the decreasing importance of agriculture as an economic activity and as a provider of employment. It is a great question, how can IPR play major role in the food security concern of the developing countries. The introduction of genetic engineering has had tremendous implications on the agriculture related policies and legal framework. India is also confronted with acute environmental problems and crisis during the last three decades. There is growing realization that the rising biotic pressures, extension of agriculture into fragile ecosystems, over exploitation of ground water, excessive use of chemicals and pesticides, salinity, alkalinity, improper farming practices, deforestation, overgrazing and increasing cropping in undulating lands, bounding without vegetative cover lower yields, shifting cultivation, flooding of low land, regimentation of small tanks and reservoirs etc. Excessive cultivation of hybrid varieties of crops has opened the path for monoculture and genetic erosion .Modified crops pose another threat to human as well as animal health. It is also presumed that entry of MNCs into agricultural economy will make the farmers dependant on them for seeds by losing their traditional rights of seeds protection for next harvesting session. In order, to deal with the crisis India should adopt legal, administrative and institutional reforms, appropriate research investments, and first rate science and technology capability.

**NETWORK ANALYSIS IN GIS: A TOOL FOR TRANSPORTATION  
MANAGEMENT – A CASE STUDY OF GURGAON CITY (HARYANA)  
TRANSPORTATION AND HEALTH MANAGEMENT**

**Abhishek**, Maha Singh Collge of Engineering, Punjab.

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Over the past several years, India as a developing country has witnessed a lot of infrastructural developments. Several roads have been constructed, telephone lines and water pipelines laid, schools built, and so on from which many individuals and corporate organizations are making their living. The structures provide services which social or economic and many individuals and organizations depend on for their livelihood. Nevertheless, these essential items of socio-economic development are often not managed effectively if at all. Putting structures in place is a good thing but the full benefit is only realized when such structures are managed in a way that the beneficiaries can use them painlessly. For example, in an organized society, users of public transport system often now at what time they are likely to find a bus at a particular bus stop. This is because routing information is provided for the use of such infrastructure. Path finding and allocation procedures built into a GIS can be used to create highly realistic models of flow through these networks. Linear networks representing roads, telephone lines, waterways, and other related phenomena could be analyzed in a GIS environment from a single data model.

This paper considers the technicalities of the creation of a GIS environment for interactive graphical path finding and allocation procedures that can produce models easy to interpret and for an efficient management of the transportation network analysis and health facilities managements in Gurgaon city.

**INDIAN TEXTILE FIBRES SECTOR EXPORTS TO UK AFTER  
LIBERALIZATION**

**Sudesh**, Scholar, CDLU, Sirsa.

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India launched its market-oriented economic reforms in 1991 with much fanfare. Tall claims were made regarding beginning of a new era of international trade through these reforms. India and the UK have had a long trading relationship. India's multi-faceted bilateral relationship with

the UK has developed substantially over the past few years. Textile fibres sector is an important segment of Indian exports, while, UK is larger trading partner. There have been regular and close consultations at the highest levels. India's textile is one of the mainstays of national economy. The textile industry has the potential to scale new scale new height in the globalised economy. The biggest market in the EC for Indian garment exports is UK, which accounted for 27 per cent of our EC exports in 1990. Therefore, the present paper is an attempt to examine the export scenario of textile fibres products to UK through working out the percentage share of textile fibres sector in India's exports to UK, Compound Growth Rates and Variability trends of major textile fibres products in India's total exports to UK from 1995 to 2009. The paper concludes with some suggestions leading to increase in export of textile fibres sector products from India.

## **GENDER BASED STUDY OF EMOTIONAL INTELLIGENCE OF SECONDARY SCHOOL TEACHERS**

**Suman Rani**, Ch. Matu Ram College of Education, Ladwa, Kurukshetra, Haryana.

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In present study, emotional intelligence of 160 male and female secondary school teachers was studied from northern Haryana (India). Data obtained by stratified randomization was analyzed statistically. Observations suggested that no significant difference exists between overall emotional intelligence of male and female teachers. But, both males and females dominated in different factors of emotional intelligence based on their personality traits. Female secondary school teachers mainly dominated in factors like self awareness, empathy, self development and altruistic behavior of emotional intelligence as compared to males which dominated in factors like self motivation, emotional stability, integrity and commitment. Results revealed that overall emotional intelligence is not gender dependent but emotional intelligent factor dominance depends on other personality traits and living conditions. Present study results will help in embellishment of the subject matter of gender based difference of emotional intelligence.

**Keywords:** Emotional Intelligence; Secondary School Teachers; Gender; Self Motivation

**Abbreviations:** Male (M), Emotional intelligence (EI), Secondary school teachers (SST).

## **GREEN PRODUCTS AND GREEN MARKETING**

**Mrs.P.Thulasimani**, Assistant Professor, PSG College of Arts and Science, Coimbatore.

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Green Marketing is a phenomenon which has developed particular importance in the modern market. Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents.

## **KNOWLEDGE MANAGEMENT – A ROADMAP FOR WINNING ORGANIZATION**

**Dr.M.Prasanna Mohan Raj**, Assistant Professor, School of Business- Alliance University, Anekal, Karnataka, India.

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In this Information era, success depends critically on the quality and effective management of knowledge which becomes the life blood of an organization. Knowledge Management (KM) has blossomed into a strategically important area for most organizations to gain competitive advantage. According to Gartner report says, from 2006 to 2010, organizations will continue to invest in KM as one of the critical competencies in high-performance workplace (HPW) initiatives. A survey by Reuters found that 90 per cent of companies that deploy a Knowledge Management (KM) solution benefit from better decision-making, while 81 per cent say they notice increased productivity. This paper discusses how to manage knowledge effectively. In its introduction part, it gives light on the differences among data, information and knowledge with suitable examples. These three terms are misrepresented interchangeably in a wide manner in the Knowledge Management scenario. In the literature of knowledge Management, it is often discussed that it is more significant to distinguish between data, information and knowledge with examples. Then it deals with discussing the definitions and different types of knowledge. Knowledge can be widely classified into two type tacit knowledge and explicit knowledge. Tacit knowledge is the cumulative store of experiences, insights, expertise, know-how, trade secrets,



understanding and learning. Explicit knowledge is the policies, procedural guides, reports, strategies etc of the enterprise that has been codified and can be distributed. The success of knowledge Management practices depends on its ability in extracting and disseminating the tacit knowledge. The paper gives light on 4 C's framework of Knowledge Management. It concludes with suggesting road map for managing the knowledge effectively by identifying key success factors for knowledge Management.

**Keywords:** Knowledge Management, Tacit Knowledge, Explicit Knowledge, 4 C's framework, key success factors for knowledge management.

## **NUTRITION LABELING IN PROCESSED FOOD INDUSTRY: A STUDY OF CONSUMER PERCEPTION.**

**Jyotsana Sharma**, Research Scholar, University Business School, Punjab University

**Dr. Deepak Kapur**, Professor, UBS, PU, Chandigarh.

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Nutrition labeling enables informed consumer choice, raises the demand for healthier food products, encourage competition on nutritional quality, and stimulate development and production of goods with improved nutritional properties. The paper examined the use and understanding of food and nutritional labels among Indian consumers. A questionnaire-based survey was used for the purpose of the study. A total of 200 respondents were considered for the study. Data was collected from consumers in Chandigarh and peripheries. The study revealed that most of the consumers read nutrition labels. Expiry date, brand name, M.R.P, and vegetarian and non-vegetarian mark were the labeling information usually considered by the consumer. Lack of trust, understandability, time and interest were the reasons for not considering nutritional information. Further it was suggested that easy terminology, appropriate font size and simplified nutritional labels will help consumers in healthier food product choices

**Keywords:** Consumer Perception, Nutrition Labeling.

## **CONSUMER BEHAVIOUR TOWARDS DURABLES IN CHANDIGARH**

**Jyotsana Jaswal**, Research Scholar, University Business School, Punjab University.

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Consumer Behaviour involves the study of processes and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The objective of the study was to develop deeper understanding of the process of Consumer Behavior. Television sets requiring extended consumer purchase decision activity was selected as durable for the study. The study was conducted over 250 consumers selected through systematic sampling from Chandigarh. 'T.V as a Necessity', 'T.V as a source of Entertainment' and 'T.V as a Source of information' was three main factors motivating consumers in their purchase decision. Majority of the respondents considered 'Brand image', 'Sound quality' 'Durability', 'Price', 'Size availability', 'After sale services', 'Attractiveness' as major factors influencing consumers purchase decision . High level of Satisfaction regarding various aspects of marketing was seen for majority of respondents.

**Keywords:** Consumer Behaviour, Durables.

## **IMPACT OF TELECOMMUNICATION IN RURAL DEVELOPMENT**

**Manmohan Rawat**, Research Scholar, Baddi University of Emerging Sciences and Technology, Makhnumajra, Baddi.

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The significance of telecommunication in the economy is being increasingly felt in recent times because of the enormous impact of this technology across the entire economic spectrum. IT (Information technology) is nothing but the synthesis of computers and communications. There is no activity involving manufacturing or services where one cannot apply IT tools and not get the benefits in terms of productivity, competitive advantage, profitability or quality of service. Rightly so, Telecom services have been recognized the world-over as an important tool for socio-economic development for a nation. It is one of the prime support infrastructure / services needed for rapid growth and modernization of various sectors of the economy. Indian telecommunication sector has undergone a major process of transformation through significant policy reforms, particularly beginning with the announcement of NTP 1994 and was subsequently re-emphasized and carried forward under NTP 1999. Driven by various policy initiatives, the Indian telecom sector witnessed a complete transformation in the last decade.

In this paper, I attempt to investigate how telecommunications infrastructure affects economic development and growth especially in Rural. This issue is important and has received considerable attention in the popular press concerning the creation of the "information

superhighway" and its potential impacts on the economy. I used related studies over the past twenty years to formulate the model cum framework to examine the impacts that telecommunications developments may have had particularly in case of India. This will form the basis for my research work.

## **EMERGENCE & ADOPTION OF ULTRAMODERN BANKING SERVICES IN ISRANA, PANIPAT**

**Dr. Amit Mittal**, Professor, MMIM, M M University, Mullana.

**Prerna Dawar**, Associate Professor, N.C. College of Engineering, Israna.

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The advent of Internet has revolutionized the way banking is done. Realizing the importance of E-Banking in November, 2006, Oriental Bank of commerce, Israna started to conduct its banking activities via Internet. The aim of this paper is to present the E-Banking adoption in Israna. Israna is a typical village of Haryana. It represents the activities like professional education hub because of presence of an engineering college (N.C. College), small industries and agriculture. The study presents the advantages of E-Banking. Most of the adopters took advantage of the service to carry out basic activities like balance enquires, obtaining summary reports (Mini Statement) of the transactions. They are happy with the efficient current account and saving bank facilities provided by the E-Banking. A large number of adopters use E-Banking services when necessary to pay utility bills. People were encouraged by progressive image of our manager Mr M.R. Mittal. The study also illustrates that younger age groups are more adopter for this modern technology adopted by banking.

**Keywords:** E--banking; Internet; Banking, Telecommunication.

## **STATISTICALLY DEPENDENT VACATION TIMES QUEUEING MODEL WITH VACATIONS OCCURRING WITH CERTAINTY**

**Mamta Oberoi**, Assistant Professor, Department Of Statistics, MLN College, Yamunanagar.

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In this paper, we analyse a queuing model where probabilities of exact number of arrivals, departures and the probability of the number of units are derived explicitly. All the events i.e.

arrivals, departures and vacation times are occurring at imaginary transition time marks. The inter-transition times are following the exponential distribution. Arrival, departure, vacation/ no vacation can occur simultaneously in small interval of time  $\Delta t$ . The vacations times are statistically dependent at two consecutive transition marks. Particular cases of interest are also derived.

**Keywords:** Statistically dependent vacations, Queuing model.

## **QUALITY ASSURANCE IN TECHNICAL EDUCATION INSTITUTE**

**Dr. Babita G. Kataria**, Research Scholar, USMS, IPU.

**Dr. Sangeeta Gupta**, Director, OITM, Hisar,

**Dr. Renu Viz**, Assistant professor, Baddi University of Emerging Science & Technology, Baddi.

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Quality of technical education and the need for effective quality assurance mechanisms beyond those of institutions themselves are becoming priority themes in national strategies for technical education. This review based paper on quality assurance in technical education institutes examine the concept of quality, and the different perceptions about quality, particularly as it applies to technical education as well as quality assurance system in technical education institutes.

**Keywords:** Technical Education, Quality Assurance, Quality Assurance system.

## **A STUDY OF FDI AND INDIAN ECONOMY**

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One of the most striking developments during the last two decades is the spectacular growth of FDI in the global economic landscape. This unprecedented growth of global FDI in 1990 around the world make FDI an important and vital component of development strategy in both developed and developing nations and policies are designed in order to stimulate inward flows. Infact, FDI provides a win-win situation to the host and the home countries.

## **DEVALUATION OF INDIAN RUPEE AGAINST US \$: A HISTORICAL PERSPECTIVE**

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The Indian Rupee exchange rate depreciated 5.71 percent against the US dollar during the month of November. During the last 12 months, the Indian rupee exchange rate depreciated 14.27 percent against the US dollar. Historically, from 1973 until 2011 the USD/ INR exchange averaged 30.32 reaching an historical high of 52.84 in December of 2011 and a record low of 7.19 in March of 1973. India may face its worst financial crisis in decades if it fails to stem a slide in the rupee, leaving the central bank with a difficult choice over how to make the best use of its limited reserves to maintain the confidence of foreign investors. The fall in the value of Indian rupee has several consequences which could have mixed effects on Indian economy. This paper tries to study the reasons for devaluation of pre liberalization era and post liberalization that is of the year 2011. It also attempts to study the real implications of the depreciation of the rupee on the Indian economy and shows that in the long run, the Indian economy has more to lose and less to gain with weaker rupee. In this paper effort has been made to highlight on the importance of central bank intervention to control this situation.

## **IDENTIFYING THE DEMOGRAPHIC CORRELATES OF CONSUMERS' ATTITUDES TOWARDS BRANDS AND EVALUATION OF ENDORSEMENTS FEATURING CELEBRITIES**

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**Parkee Bhatnagar**, Research Scholar, MM Institute of Management, Mullana.

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Celebrity endorsements span across product categories like food and beverages, paints, appliances, readymade garments, hotels to name a few. Sachin Tendulkar, Shah Rukh Khan, Amitabh Bachchan, MS Dhoni endorse a plethora of products. A population's composition may be described in terms of basic demographic features – age, sex, family and household status – and by features of the population's social and economic context – ethnicity, religion, language, education, occupation, income and wealth. Demography is a central component of societal

contexts and social change.<sup>1</sup> The main demographic force that marketers monitor is population, because people make up markets. Marketers are keenly interested in the size and growth rate of population in cities, regions, and nations; age distribution and ethnic mix; educational levels; household patterns; and regional characteristics and movements. Dividing the market on the basis of demographic variables such as age, sex, family size, education, income, and social class is called demographic segmentation.

This paper is aimed at finding out the demographic correlates of consumers' attitude towards brands endorsements featuring celebrities. Data was collected from the respondents through a structured questionnaire which intended to measure attitude of the respondents towards celebrity and non- celebrity endorsed brands. Chi- square test was used to find the correlation between demographic variables of age, gender and educational background and attitude towards celebrity endorsed and non celebrity endorsed brands. The findings revealed that there is no significant difference between the consumers' attitudes towards celebrity and non- celebrity endorsed brands across various demographic variables.

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<http://www.suda.su.se/docs/What%20is%20Demography.pdf>

## **GROWTH OF FMCG SECTOR CONSUMER GOODS WITH SPECIAL REFERENCE TO HUL AND ITS CORRELATION WITH FMCG INDEX AND SENSEX**

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**Ravi Kumar Bakshi**, Assistant Professor, GGSITMS, Yamunanagar.

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**PURPOSE:** The major focus of this paper is to find out the correlation between HUL and SENSEX and moreover the correlation between FMCG index and HUL. This correlation is having some implications over investment decision of potential investor who is seeking HUL as their investment destination. Moreover the emphasis is on the growth aspect of FMCG industry.

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**DESIGN/METHODOLOGY:** The study is simple descriptive in nature and secondary data has been used by researcher. For this purpose two tools, coefficient of correlation( $r$ ) and to calculate risk factor BETA has been used.

**PRACTICE IMPLICATION:** This paper is helpful to all those potential investor who want to invest in HUL and they may also be able to know about risk factor involve in HUL.

**Keywords:** FMCG, Coefficient of Correlation, Beta.

## **THE GLOBAL FINANCIAL CRISIS: IMPACT ON INDIAN FINANCIAL SYSTEM AND ECONOMY**

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**Suman Kundu**, Lecturer, N.C. College of Engineering.

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The Indian financial system is not deeply integrated with global financial system so that it is not much affected by Global financial crisis. Indian foreign trading activities are less affected but banking sector is totally unaffected to this crisis. The Indian market was unaffected from global crisis in first round started in August, 2007 when crisis came first in US. But Indian Financial market is affected by Global financial crisis in second round in September 2008. The global crisis has affected Indian Financial markets, cash inflows & outflows, GDP rates and stock market. But government takes various steps to boost up from this situation. The government and RBI introducing new policies to boost up domestic demand. The reverse are made in capital inflows which created a credit crunch in domestic market and various efforts are taken by government and central banks all over the world to boost up from these crisis. This paper argues that with limited changes in economic and financial policies the Indian GDP growth back to its potential rate 9% and the stock market growth back in its previous stage. The purpose of this research paper is to highlight the Global financial crisis and its impact on Indian financial system.

## **ACTIVITY BASED LEARNING NEW METHOD OF LEARNING:-A CASE STUDY OF TEACH-NEXT**

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Haryana.

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With the need of fostering self learning with creation of improved skill and broadening imagination, concept for providing special school education and innovative educational schemes preference for activity based learning aroused. At the core the detail of study focus towards magnitude and awareness of innovative instructional methodologies with original principles had stimulated interest and involvement in the process of learning. The study investigates increasing preference for learning through activities to provide knowledge carrying constructive point of view. A vast array of new possibilities is focussing on quality learning process. With the increasing digitization of education a trigger is being set on systematic restructuring of education overcoming traditional teaching lacking a real world context and activities. This paper describes the usage of “Teach-Next” as activity based learning solution that delivers new-age technology and interactive classroom teaching and its doorway towards professional courses. As an outcome an active participation in the construction of knowledge delivery process with deeper understanding of topic at student ends with acquiring of new knowledge and tapping of creativity.

## **EMERGING TRENDS IN TECHNOLOGY ADOPTION BY BANKING INDUSTRY**

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**Kalyani Dutta**, Lecturer, NCCE, Israna, Panipat.

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Technology as the differentiator has become the driver of the Indian banking business since the past decade with the financial sector reforms providing firm foundation. The question of implementing technology has now transformed into 'how from the estimate, the cost per transaction through a branch, ATM and Internet works out to about Rs.66, Rs.22 and Rs.10 respectively, ignoring the extreme variations owing to the investment cost vis-à-vis the number and nature of the transactions. Moreover, technology has resulted in improved quality of service, any time/anywhere banking, focused product delivery, cross selling opportunities, multi-channel touch points for consumption of services, etc. It's a well acknowledged fact that the heart of banking today lies in the sophistication of its technology and its application. Having to adapt to



the rate of change in technology world is critical – not just to succeed, but even to survive in the competitive landscape of globalized banking. The same has reflected in the growth of IT investments: Banks have spent USD 750 million in the last three years, notwithstanding the economic shut down .Core banking systems are the backbone of a bank, but they now have to support a wider range of systems, applications and databases as banks wrestle with business, customer and regulatory demands. The expenditure needed to maintain increasingly aging systems is steadily rising to a level whereby core system costs account for 70 percent of a maintenance budget and well over 50 percent of all IT spending. The rush to have the systems changed to more contemporary platforms, therefore, is not surprising. While it is evident that IT investments of banks have grown in general, we share here on how Cedar finds these to be different now, and what are the emerging trends in the application architecture, their associated technical platforms and the supporting IT organization and practices that leading banks are beginning to adopt.

**Keywords:** Technology, Information Technology, Banking, ATM.

## **POSITIONING OF SHOPPING CENTRES: A CASE STUDY OF SHOPPING MALLS IN DELHI AND NCR**

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**Dr. Amit Mittal**, Professor, MM Institute of Management, MM University, Mullana-Ambala.

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Buying behavior of shoppers of today is undergoing a sea-change and is posing the greatest challenge in for marketers of today. Despite best of their efforts it is becoming difficult to retain buyers due to competition posed by competitors. The marketers are coming up with varied innovative ways to lure shoppers but it is becoming difficult to maintain the “uniqueness” Thus, the shopping mall owners/ managers need to build not only the innovative marketing practices to have an edge over the competitors but also need to develop these in a manner that the uniqueness can be maintained. A sustainable competitive advantage is an advantage over the competition that is not easily copied and thus can be maintained over a long period of time. It is the key to long-term financial performance. Important opportunities for retailers to develop sustainable

competitive advantages are customer loyalty, location, human resource management, distribution and information systems, unique merchandise, vendor relations and customer service. Typically, retailers have the greatest competitive advantage when they engage in opportunities that are similar to their present retail strategy. When retailers pursue market expansion opportunities they build on their strengths in operating a retail format and apply this competitive advantage in a new market. Retailers have the least competitive advantage when they pursue diversification opportunities. They need to focus more on research activities in determining the rapid shift in buyers' preferences and also in dwelling innovative marketing practices well in time before another shift occurs in the customer behavior and that too in accordance with international standards in order to position themselves internationally.

**Keywords:** Customer loyalty, innovative marketing practices, shopping malls, competition, challenges.

## **BUSINESS ETHICS AND HUMAN RESOURCE DEVELOPMENT: THEMES AND ISSUES**

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**Rita Goyal**, Lecturer, Dept. of Humanities and Social Sciences, Maharishi Markendeshwar University, Mullana, Ambala.

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Due to the globalization of markets and businesses, an ever increasing number of marketers have to deal with ethical issue. Issues faced by human resources managers raise questions about fairness, honesty, self-discipline, and consequences of behavior. Since the human resources department (which deals with employee issues) assumes a major role in the company, there may be a tremendous burden placed on human resources managers to walk a very narrow line between what is legally and morally best for the employee and financially advantageous to the company. Human resources as a professional career choice have resulted in the creation of the Society of Human Resources Management (SHRM). It is this organization that developed a Code of Ethics for Human Resources Managers. This paper examines the importance of global ethical business responsibilities. The recent public scandals of corporate malfeasance have heightened

this need and organizations face numerous ethical issues. Strategies such as codes of conduct. The authors also analyze various ethical climate and ethical problems.

## **EFFECT OF PUBLIC SERVICE ADVERTISING AND THE EFFECTIVENESS OF MEDIA- AN EXPLORATORY STUDY OF FOUR CAMPAIGNS**

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**Atul Narang**, Assistant Professor, Anand Engineering College, Agra.

**Dr. Shalini Nigam**, Associate Professor, Dayalbagh Educational Institute, Dayalbagh, Agra.

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The purpose of this paper is to review the effects of media-based communication campaigns, to determine the degree of impact of campaigns on behaviors, and identify promising strategies for increasing campaign effectiveness. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. Same advertising techniques can be used to promote commercial goods and services and also to inform, educate and motivate the public about non-commercial issues, such as save paper, protection of environment, political ideology, and deforestation. While advertising can be seen as necessary for economic growth, it can be with social message also. Advertising is increasingly invading public spaces, such as schools, frequently using psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer. In today's times companies are trying to garner and gain goodwill alongside monetary profits, so it is important for organizations to do something to inform, educate and motivate the public about non-commercial issues. Also advertising agencies in India are using three basic media for advertising; television, radio and print. Thus the paper attempts to know which media is the best to get the message through and how far does it actually impact the thinking of the target audience. It concludes by identifying the Tata Tea "Jaago Re" Movement as the most influential communication campaign out of the four campaigns under study, television as the best media of communication and some strategies for an effective communication campaign.

**Keywords:** Public Service Advertising, Social Messages, Social Responsibility, Communication Campaign.

## **ROLE OF KNOWLEDGE PROFESSIONALS IN LIBRARY AND INFORMATION CENTERS**

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**Shilpi Goyal**, Lecturer, S.S.D Women's Institute of Technology, Bathinda.

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The emerging trends in digital technologies and their applicability to information handling activities added new challenges to knowledge professionals in the way of providing qualitative services to its users the paper Analyses the characteristics of contemporary knowledge society and identified the factors affecting next generation libraries. Examined some of the significant issues in the present day Library and Information System (LIS) like its structure, collection strategy, preservation, Information technology is a tool for KM , user services in libraries, user services in knowledge management, access to information, technological issues and models of communication etc.

**Keywords:** Knowledge Management (KM), Knowledge Society, Future of Libraries, Knowledge Professional.

## **CURRENT TRENDS IN PERFORMANCE APPRAISAL**

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A study of current trends in performance appraisal indicates that most large organisations are placing increasing emphasis on the importance of performance appraisal and are making continuing efforts to improve their systems. Trends include Full time performance appraisal, 720 – degree appraisal, Valuable line management tool. Trends in performance appraisal practices are emerging topics of significant interest in Human Resource Management. The study is based on secondary research which involves reviewing and critically analysing the scholarly literature that addresses issues similar to this research problem. The study will contribute to the body of knowledge on performance appraisal and thus will benefit the HRM practitioners and HRM scholars.

## **IMPACT OF LEADERSHIP STYLES OVER THE PERFORMANCE OF EMPLOYEES**

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**Puja Paliwal**, Assistant Professor, Venkateshwara Institute of Technology, Meerut.

**Gunjan Maheshwari**, Assistant Professor, Venkateshwara Institute of Technology, Meerut.

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Over the years the philosophical terminology of "management" and "leadership" have, in the organizational context, been used both as synonyms and with clearly differentiated meanings. Leaders who demonstrate persistence, tenacity, determination, and synergistic communication skills will bring out the same qualities in their groups. Good leaders use their own inner mentors to energize their team and organizations and lead a team to achieve success and for this leaders have to adopt proper leadership style and try to keep employees at ease. The use of the correct and appropriate leadership style in all fields has long been a topic of discussion and debate by both scholars as well as practitioners. "The desire to develop better leadership styles is becoming a matter of increasing importance in the organisations". The need to develop better leadership styles is becoming increasingly important in all organizations. The purpose of this paper is to ascertain if there is a correlation between the supervisor's leadership style and the employees' performance. This paper aims to show how leadership style effects the organization commitment of the employees, when the organization culture is reflecting the employee's values in the organization. This paper is a conceptual based paper which gives theoretical evidence to support the idea. The results of the paper suggest that the leadership style is a strong dimension of organization commitment when organization culture of the organization represents the employees' values in the organization. Employees are more satisfied if the organization will meet their expectations which are the part of that organization culture, so they are more committed with the organization and they will be able to give their best

**Keywords:** Leadership Style, Management, Employee's Performance, Organisation Culture.

## **THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS IN SELECTED IT SECTOR-AN EMPLOYEE PERSPECTIVE**

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The workplace environment impacts employee morale, productivity and engagement - both positively and negatively. The work place environment in a majority of industry is unsafe and unhealthy. These includes poorly designed workstations, unsuitable furniture, lack of ventilation, inappropriate lighting, excessive noise, insufficient safety measures in fire emergencies and lack of personal protective equipment. People working in such environment are prone to occupational disease and it impacts on employee's performance. Thus productivity is decreased due to the workplace environment. It is the quality of the employee's workplace environment that most impacts on their level of motivation and subsequent performance. How well they engage with the organization, especially with their immediate environment, influences to a great extent their error rate, level of innovation and collaboration with other employees, absenteeism and ultimately, how long they stay in the job. Creating a work environment in which employees are productive is essential to increased profits for your organization, corporation or small business. The relationship between work, the workplace and the tools of work, workplace becomes an integral part of work itself. The management that dictate how, exactly, to maximize employee productivity center around two major areas of focus: personal motivation and the infrastructure of the work environment. The paper presents the analysis of the working environment at different IT Sector Organizations and the research done to understand the performance level of the employees due to the work environment, and also aims at suggesting few interactions to provide better work environment at IT Sector Organizations.

**Keywords:** Work environment, employee performance, workplace design, environmental factors, Motivation

## **ENTREPRENEURSHIP DEVELOPMENT**

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This Paper takes the discussion of what constitutes successful local entrepreneurship support frameworks further and seeks to provide a gateway for further exchange of good practices on this topic. It presents a criteria list that has emerged from research work on youth entrepreneurship, the academic debate and the work of practitioners. Its three dimensions are:

1. Opportunity creation
2. Entrepreneurship education
3. Start-up support

The criteria list can be read as a 'tool' to self-assess and re-orient current strategies, structures and practices in youth entrepreneurship support.

Work is underway to develop this criteria list further. It will be employed as assessment framework in our research development and capacity building activities, with Skills for Entrepreneurship and Local Strategies for Youth Employment as two main projects in near future.

## **PRODUCT LIFE CYCLE MANAGEMENT**

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After launching a new product, every management wants the product to enjoy a long and happy life. Product development begins when company finds an idea and develops a new product idea. Like as human beings, products have also a life cycle. In this paper I will try to present product life cycle stages, market objectives and strategies at different stages. Mainly I will focus on these four stages:-

1. Introduction Stage

2. growth Stage
3. Maturity Stage
4. Decline Stage

During introduction a product has low and slow sales, highest promotional expenses and highest prices. The main objective of marketing during this is to create awareness about the product. When a product goes for growth stage, the sales rise faster, promotional expenses are also high and there is improvement in product. The main objective of marketing is to maximize the market share. When a product moves to the third (maturity) stage then sales increase at decreasing rate, normal promotional expenses and low prices. Management tries to maximize the profits while defending market share. At decline stage, sales decrease, fall in prices and no more promotional expenses. The objective of marketing is to reduce expenditure.

## **ACHIEVING GREENHOUSE GAS EMISSION REDUCTIONS IN DEVELOPING COUNTRIES THROUGH ENERGY EFFICIENT LIGHTING PROJECTS IN THE CLEAN DEVELOPMENT MECHANISM (CDM)**

**Renuka S Nifadkar**, Assistant Professor, Department of Finance, HR, Sinhgad Institute of Business Administration & Research, Pune.

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Energy efficiency can help address the challenge of increasing access to modern energy services, reduce the need for capital-intensive supply investments as well as mitigating climate change. Efficient lighting is a promising sector for improving the adequacy and reliability of power systems and reducing emissions in developing countries. However, these measures are hardly represented in the CDM portfolio. The COP/MOP decision to include programs of activities in the CDM could open the door to the implementation of a large number of energy efficiency projects in developing countries. Since GHG reductions are essentially the emission equivalent of energy savings, the CDM can benefit from long established energy efficiency methodologies for quantifying energy savings and fulfilling CDM methodological requirements. The integration of the CDM into energy efficiency programs could help spur a necessary transformation in the lighting market.



## **SUPPLY CHAIN MANAGEMENT PRACTICES IN INDIAN INDUSTRIES**

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The objective of this research paper is to investigate whether the best SCM practices so successfully implemented by manufacturing process & retail industries in the world, can become a dynamic long-term viable operations strategy for Indian Industries. The theoretical perspective of this research is taken from literature review which mentions the supply chain management practices implemented in different industries in the world. However, the literature whilst highlighting many examples of successful implementation of SCM practices within various industries also provided limited evidence of its application within the Indian industry especially manufacturing Industry. This paper mainly focuses status of Manufacturing Industries in India on SCM parameter.

The research paper is divided in three sections as below.

- Identifying best SCM practices through literature.**(Literature review)**
- Investigate the implementation level of SCM practices in Indian Industries through survey instrument.**(Survey questionnaire )**
- Find out the problems in implementing SCM practices in Indian manufacturing through case study & derive conclusion.

## **GROWTH AND PERFORMANCE OF PRIMARY DEALERS IN INDIA DURING POST LIBERALISATION PERIOD**

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Primary dealer is a dealer in government debt with whom the Central Bank transacts business. A primary dealer is a bank or securities broker-dealer that may trade directly with the Central Bank. Such firms are required to make bids or offers when the Central Bank conducts open market operations, provide information to the Central Bank's open market trading desk and to

participate actively in government's securities transactions. Primary dealer is a formal designation of a firm as a market maker of government securities. Primary Dealers can also be referred to as Merchant Bankers to Government of India as only they are allowed to underwrite primary issues of government securities other than RBI who have since shed this role. Primary dealer systems are present in many countries including Canada, France, Italy, Spain, United Kingdom, United States and India. The system of Primary Dealers (PDs) in the Indian Government Securities Market was introduced by Reserve Bank of India in 1995 to put in place an improved, efficient secondary market trading system. This was to encourage holding of Government Securities on large scale and make the market more vibrant and liquid. In 2006-07, RBI gave Banks the option to undertake Primary Dealership business departmentally. The primary dealers have been playing a very significant role in strengthening the market infrastructure of Government Securities and helping the RBI in its monetary policy decisions. The present research study makes an attempt to highlight the growth and performance of primary dealers since post liberalization period. On the basis of time series analysis of all primary dealers of India, the study concludes that primary dealers are providing yeoman contributions in strengthening the market infrastructure of Government Securities and put in place an improved, efficient secondary market trading system.