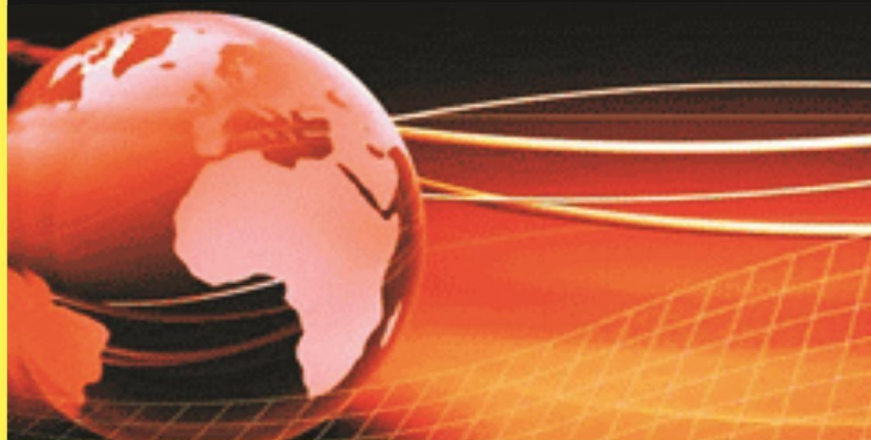


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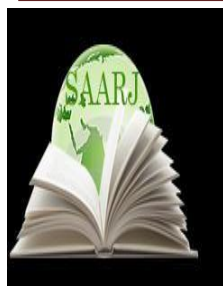
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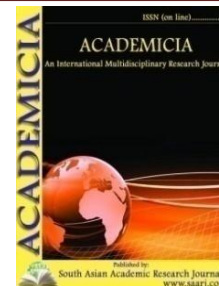


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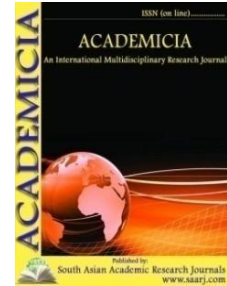


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TALENT REPELLENTS IN BUSINESS PROCESSING OUTSOURCING INDUSTRY

Dr. Sneha Ravindra Kanade*

*Assistant Professor,
Krupanidhi School of Management,
Bangalore, India.

ABSTRACT

Over the past decade, the Indian IT-BPO sector has become the country's premier growth engine, crossing significant milestones in terms of revenue growth, employment generation and value creation. 'People are our greatest asset' is a mantra that companies have been chanting for years. But only a few companies have started putting Human Resources Management (HRM) systems in place that support this philosophy. The issue of employee attrition/turnover has been found to be making huge economic impact on the organizations. High Attrition is one of the major challenges faced by IT/BPO sectors. Also it is a noteworthy hidden cost in a business and can amount to as much as six months' salary and there are also other costs such as the negative impact to company's employment brand. The costs of this turnover not only have an impact on organizations but also would affect the morale of the stayers. In this research, a humble attempt has been made to understand the factors causing attrition at various levels of an organization and remediate the phenomenon.

KEYWORDS: Attrition, job discrepancy, employer – employee relationships, ethics.



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INVESTIGATION OF CONSUMER'S KNOWLEDGE REGARDING FOOD SAFETY PRACTICES - ITS REPERCUSSIONS ON FOOD BORNE DISEASES

Dr. A.J. Excelce*

*Assistant Professor,
Department of Management,
Kristu Jayanti College,
Bangalore, India.

ABSTRACT

The aim of the present study is to examine the consumer's knowledge in food safety practices and its impact on food borne diseases. Home interviews of 951 randomly selected consumers representing five districts in southern district of Tamil Nadu. The respondents give first preference to time and economy while preparing food. Respondents are aware of food safety irrespective of their gender. Food safety awareness does not lead to awareness about causes of food poisoning, though execution of food safety practice prevents food poisoning. Government should take steps to create awareness about the execution of food safety practices which helps in preventing food borne diseases.

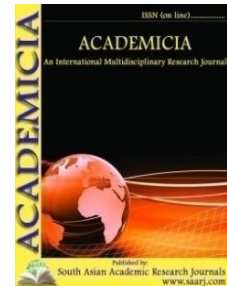
KEYWORDS: Consumer, Food borne diseases, Food safety.



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DEVELOPING RESEARCH ORIENTATION IN COLLEGES

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*Assistant Professor,
Khalsa College for Women,
Ludhiana, India.

ABSTRACT

Research is one of the major functions of the higher education system together with instruction and community education services. Over the years, it has been limited to universities and specialized research institutions and has failed to permeate to the college level. The students and teachers lack an orientation towards research because of the grass root problems and lack of motivation. But, it is the need of the hour that governing and affiliating bodies for colleges pay good attention to it and bring about necessary structural changes in curricula and working environment so that more and more of teachers and students contribute to the growth of knowledge base in the country. Appropriate steps to bring about this change have also been suggested in the study.

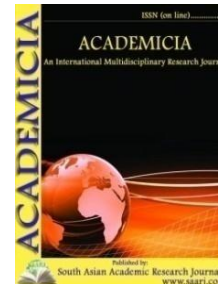
KEYWORDS: *Colleges, funding agencies, Research orientation, stakeholders.*



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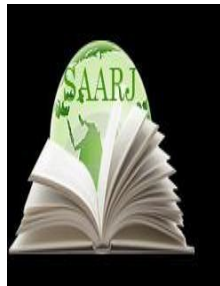
**A STUDY OF EFFECTIVENESS OF COMPUTER ASSISTED
INSTRUCTION (CAI) AND TRADITIONAL METHOD OF TEACHING
LANGUAGE (ENGLISH) TO HEARING IMPAIRED CHILDREN**

Dr. Sandhya Kumari Singh*

*Assistant Professor,
Amity Institute of Education,
Amity University,
Noida, India.

ABSTRACT

The purpose of the present study was to compare the teacher effectiveness of secondary school teachers with their correlates as marital status (married / unmarried), type of schools (government / private) and Caste (General / obc / sc). A sample of 84 secondary school teachers of Mathura region were selected randomly. The tool used was Teacher Effectiveness Scale by P. Kumar and D.N Mutha. The results revealed that no significant difference was found between the Secondary School teachers of Mathura region on their effectiveness with their correlates as government/ private, married/ unmarried and general / schedule caste. On the contrary significant difference was found between the teachers belonging to the general and other backward caste and the teachers belonging to schedule caste and other backward caste on their effectiveness.



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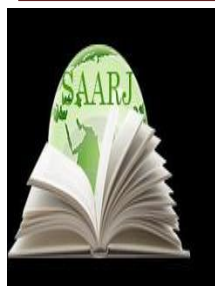
**HOUSE-TAX PROBLEMS OF SANGLI-MIRAJ-KUPWAD MUNICIPAL CORPORATION (SMKMC)****Dr. Sandeep K.Raval***

*Assistant Professor,
N.D. Patil Night College of Arts & Commerce,
Sangli.

ABSTRACT

The Constitution of India has established three levels of government: central, state, and local. The central government is mainly involved in preparation and coordination of national policies and strategies. Sangli–Miraj–Kupwad Municipal Corporation attempts to impose taxes on various properties registered in Corporation area. Property taxation is the backbone of Municipal Finances in a number of developed countries. Tax rate structure analysis is very important for the study of revenue growth of Municipal Corporation and hence an attempt is made in this research paper to analyse the house-tax rate structure of the Corporation. The Corporation was empowered to raise taxes from the inhabitants and to use funds for development and maintenance purposes. On this background the study of house-tax problems of SMKMC is undertaken and occupies a greater significant.

KEYWORDS: house-tax, Municipal Corporation, Problems.

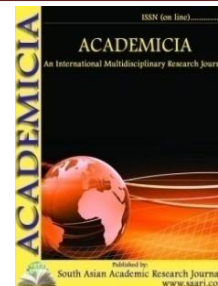


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THE ELEPHANT TRADE OF JAFFNA PRIOR TO THE ARRIVAL OF THE BRITISH (13 CENTURY B.C -1796) - A HISTORICAL VIEW

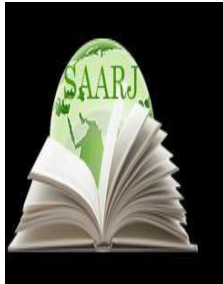
Dr. K.Arunthavarajah*

*Lecturer,
Department of History,
University of Jaffna.

ABSTRACT

Sri Lanka is a country with very long historical traditions. Particularly in Northern Sri Lanka, as one of the main sources of revenue, elephant trade occupied a dominant place, right from very ancient times up to the arrival of the British. Through this trade not only the kings of Jaffna, but also the Europeans who came later including the Portuguese and the Dutch were immensely benefited. This trade which was one of the chief sources of income to the Northern Sri Lanka, was so profitable that apart from local purchasers, even, South India and Bengal were induced to buy Jaffna elephants willingly for their various purposes. Though the elephant trade had been so flourishing, in the past, no individual scholar appears to have gone into this aspect in detail. This study therefore aims primarily in filling such a gap, and also pioneering such scholars as may be taken up by future scholars into this aspect. This study is based on a historical approach. It uses primary and secondary data. Primary data mostly include stone inscriptions, reports of Europeans and various other documents. As secondary data are used, subsequent books, articles, website data and interviews based on primary data. When the elephant trade carried on in Jaffna prior to the arrival of the British, is studied, the results bring one to the conclusion that elephant trade had been one of the main source of income of Jaffna.

KEYWORDS: Monopoly, Perl trade, elephant trade, Aryan kings, Europeans.



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**AN EXPLORATORY STUDY ON FAIR COMPENSATION SYSTEM TO
EMPLOYEES WITH SPECIAL REFERENCE TO PRIVATE SECTOR
ENTERPRISES**

Dr. J. Mohan Raj*; Mr. Bharath**

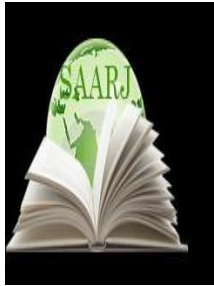
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**Assistant Professor,
Department of Management Studies,
Brindavan College,
Yelahanka, Bangalore.

ABSTRACT

There is a fair compensation system is need of the hour and it fulfill the employee base and cost of living in the society. The changes of organization structure towards the business and globalization. Companies will increase the performance of the employee and motivate the employees for achieving the organisational goals and objectives.

KEYWORDS: *Compensation, Motivation, Efficiency, organization structure, Innovation and Value added.*



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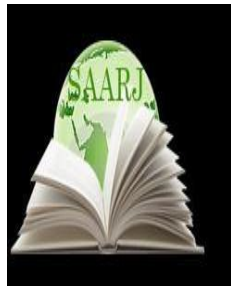
SOCIAL INSTITUTIONS AND ECONOMIC DEVELOPMENT

Sasmita Mallik*

*Research Scholar,
Jawaharlal Nehru University,
New Delhi, India.

ABSTRACT

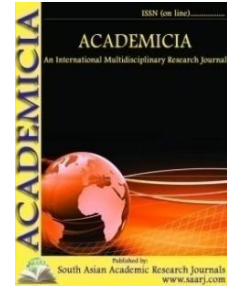
In the post colonial countries, suffered from pauperized agriculture on the one hand; and, virtual deindustrialization on the other, achieving faster rates of economic growth was naturally a preeminent objective of the economic policy. For without substantially increasing, on a sustained basis, the volume of production of agricultural and industrial goods and, making available to the masses public, quasi-public and merit good in sufficient quantities, it could have been futile to talk of creating more employment opportunities, raising levels of living of the people in general, and reducing the mass poverty.



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DISSOLUTION CONCERNS FOR SECURITY IN CLOUD COMPUTING

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*Research Scholar,
Gondwana University,
Gadchiroli.

**Head,
Department of Computer Science,
Sardar Patel Mahavidyalaya,
Chandrapur.

ABSTRACT

As it is well-known that cloud computing has many potential advantages and many enterprise applications and data are migrating to public or hybrid cloud. Cloud computing presents one more level of risk which result as essential services are typically outsourced to third party, that makes it tougher to keep up knowledge security and privacy, support knowledge and repair convenience. Cloud computing leverages several technologies like Virtualization, Web 2.0, it additionally inherits their security problems, that we have a tendency to mention identifying the most vulnerabilities during this reasonably systems and therefore the most vital threats found within the literature associated with cloud computing and its setting in addition on determine and relate vulnerabilities and threats with attainable solutions.

KEYWORDS: *Cloud computing, SPI Model, Vulnerabilities, Threats Countermeasures.*



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AN ENQUIRY INTO THE DOMINATING STYLE OF PARENTING&LEVEL OF CULTURAL INTELLIGENCE AMONG ADOLESCENCE OF KERALA

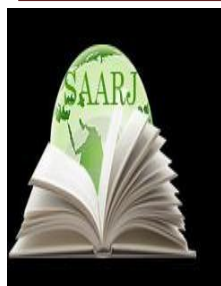
Fathima Jaseena*

*Assistant Professor,
Department of Education,
Farook Training College.

ABSTRACT

The aim of the study is to find out the extent of Cultural Intelligence of adolescent students. Also study tries to know the dominating styles of parenting among adolescents. A survey technique was used to conduct the study. The sample consists of 900 students from entire Kerala state. The findings revealed that the level of cultural Intelligence is at medium level. Also found democratic styles of parenting is preferable for most of the adolescents, except some samples. Thus the findings indicate that societal environment and parenting practices should create relaxable atmosphere to make culturally intelligent new generations learners.

KEYWORDS: Parenting Style, Cultural Intelligence, four styles of parenting, Higher Secondary Students.

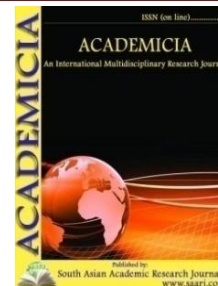


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GENDER DIFFERENCE IN ATTENTION DEFICIT DISORDER OF STUDENTS STUDYING IN COASTAL AREA SCHOOLS

Dr. R.Gnanadevan*; Dr. A.Selvaraj**; Mr. G.Siva Kumar***

*Professor,
Department of Education,
Annamalai University,
Annamalai Nagar.

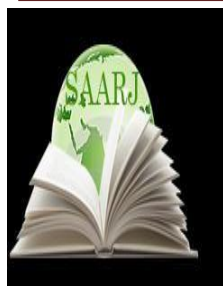
**Assistant Professor,
Department of Education,
Annamalai University,
Annamalai Nagar.

***Research Fellow,
Department of Education,
Annamalai University,
Annamalai Nagar.

ABSTRACT

The aim of the study is to examine gender difference in the level of attention deficit disorder of students studying in coastal area schools, for which the survey method has been adapted. Random sampling technique has been used for the present study for the selection of sample. The sample of the study includes the adolescent students studying in coastal area schools of Cuddalore and Nagapattinam Districts of Tamilnadu. The Attention Deficit Disorder Scale standardised by R.Gnanadevan et al. (2015) have been used to measure the attention deficit disorder of students. The present study reveals that there is significant difference found between male and female students in the attention deficit disorder. The male students have higher level of attention deficit disorder than the female students. Gender appears to play a significant role in determining prevalence of attention deficit disorder. Proper efforts can be made for the desired care, treatment and progress of the children with attention deficit disorder through collaborated approach involving effective behavioural and educational intervention.

KEYWORDS: Gender Difference, Attention Deficit Disorder of Coastal Area Schools.

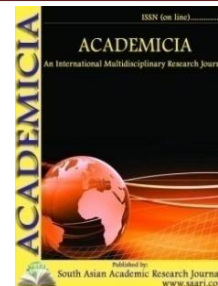


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NATIONAL CARBON-CREDIT COOPERATIVE-BANK (NCCB) FOR INDIAN GREEN-ECONOMY

Dr. Rudranarayan Mohapatra*

*Senior Technical Officer,
C-DAC, Pune, India.

ABSTRACT

Carbon markets have been a key driver of channelling finance and investment to projects to reduce greenhouse gas emissions in developing countries like India since the Kyoto Protocol came into effect. And the carbon credits contribute to meeting the incremental costs of green investments to become a key component of the IFC climate business strategy. The weaknesses of cap-and-trade systems, governance issues arise as it cut across traditional institutional boundaries and always inspires for an independent governing body, in the form of a National Carbon-credit Co-operative Bank (NCCB), which would principally be charged with price management, thereby increasing the confidence in the system of both investors and covered entities. The proposed institutional management system would help to tackle market expectations and investor activity driven by exogenous factors such as weather conditions, fuel prices and the general level of economic activity. In addition to, the proposed NCCB would play a role – either directly or indirectly – in shaping market design issues that are within the purview of the policy and political realm to provide a greater degree of stability in the overall policy to country like India.

KEYWORDS: *National Carbon-Credit Cooperative-Bank (NCCB), Green Economy, International Emission Trading (IET), certified emission reductions (CERs).*

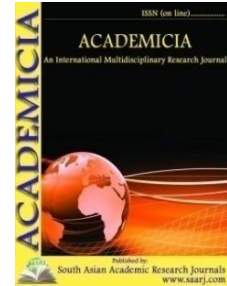


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BUSINESS ECONOMICS BEYOND PROFIT: PERSPECTIVES FROM BUDDHISM

Dr. O.M. Ashtankar*

*Associate Professor,
KITS, Ramtek.

ABSTRACT

Buddhist principles are primarily concerned with making people happy with their lot in life as opposed to attempting to change an individual's material condition or improving the world's situation. It is not the things but people make people happy. Western economics tries to provide people with happiness by supplying enormous quantities of things and today's dominating business models are based on and cultivates narrow self-centeredness. The evidence of this misalignment is there in widespread Poverty and inequality, environmental degradation, labour exploitation, socioeconomic deprivation, corruption and psychological depression have converted into some of the most pressing global threats today. Who has never thought that making money can't always be the business ending goal? Isn't it there a lot more beyond? This paper seeks to address these challenges by introducing a new value-oriented business and management model aimed at maximizing sustainable development and well-being.

KEYWORDS: *Buddhism, happiness, dharma, global, business, sufferings, exploitation.*



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LEVEL OF ACHEIVEMENT MOTIVATION: A TOOL FOR SPORTS TALENT IDENTIFICATION

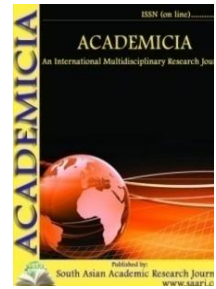
Dr. Surinder Tanwer*

*S.A. Jain (PG) College,
Ambala, Haryana, India.

ABSTRACT

The present study has been conducted by employing descriptive survey method of research by the investigator. The present investigation was designed to determine the Achievement Motivation of sports and non-sports students. The independent variable in the present investigation is achievement motivation. For this study, sample of 100 students of Ambala i.e. 50 of sports students and 50 of non-sports students were taken. Achievement motivation test by M.L.Kamlesh (1990) were used to collect data. The result significantly indicates that there is positive relationship between achievement motivations of sports students and there is a significant difference between achievement motivation of sports and non-sports students.

KEYWORDS: *Achievement Motivation, Students sports talent.*



FINANCIAL INCLUSION: A ROAD TO SOCIAL CHANGE AND ECONOMIC DEVELOPMENT

Dr. Vineet Jain*

*Associate Professor in Commerce,
S.A.Jain College, Ambala City, Haryana, INDIA

ABSTRACT

The financial system plays the role of inter-mediation and acts as a buffer in the mobilization and allocation of savings for productive activities in an economy. Managing the financial liquidity to avoid inflationary pressures and to flush out enough liquidity to sustain the growth are the functions of financial systems. Financial inclusion, which is typically understood as access to formal financial services such as credit, insurance and secure saving opportunities, has in recent years been identified as a critical engine of economic growth. This serves as a catalyst to economic development as well. As the majority of the rural population is still not included in the inclusive growth, the concept of financial inclusion becomes a challenge for the Indian economy. Since 2005, many concerted measures are initiated by the Reserve Bank of India and Government of India in favor of financial inclusion but the impact of these did not yield satisfactory results. The objective of 'financial inclusion is mainly to provide finance on easy terms to the vulnerable and weaker sections of the society to facilitate investment and economic growth in the country. Financial inclusion (FI) enables improved and better social development, in an equitable manner across the country. It enables empowerment of the under-privileged and poor, including women, with the mission of making them self-sufficient and well informed to take better financial decisions.

KEYWORDS: *Financial Inclusion, Economic Growth, Economic Development, Social Development.*

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