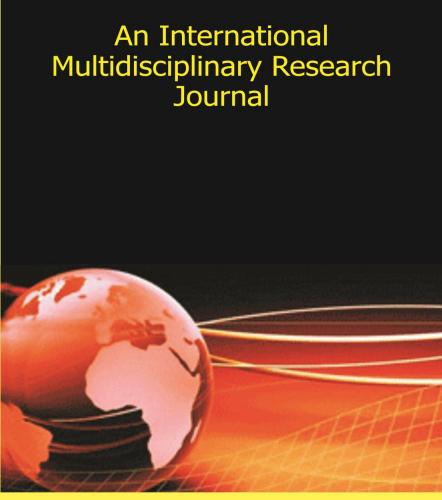
ISSN (online) : 2249-7137





ACADEMICIA

Published by South Asian Academic Research Journals A Publication of CDL College of Education, Jagadhri (Affiliated to Kurukshetra University, Kurukshetra, India)

ACADEMICIA An International Multidisc	iplinary Research .	Journal	ISSN (online)	: 2249 –7137	
Editor-in-Chief : Dr. B.S. Rai					
	Impact Factor	: SJIF = 5.099)		
	Frequency	: Monthly			
	Country	: India			
	Language	: English			
	Start Year	: 2011			
E-mail id:	academicia@		lar, ISRA-JIF, G	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
	VIS	ION		_	
The vision of the jour over the world to presearch work. It pro- practices in interna- human resource ma- and emerging para sciences, educatio researcher's with propose emerging issues at share and dissemi industry, policy make research recomment	ublish their nove pose to encourage tional business, anagement, corp digms in allied a n and information lethora of know e problem solvir the national and nate the empirio	el, original, em ge research rel finance, bank orate governar areas of mana n & technology ledge to gene ng models to a l international cal research f ints with an app	pirical and high ating to latest treating, service mance, social respondent gement including. It intends to reate a pool of reate a pool of reater address the currest the currest the service of the ser	n quality ends and arketing, onsibility og social each the research rent and aims to cademia,	



SR. NO.	PARTICULAR	PAGE NO.
1.	TEACHING COMPETENCIES OF SECONDARY SCHOOL TEACHERS OF CHANDIGARH	1-8
	Dr. Rekha, Pooja Sharma	
2.	EXAMINE THE RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND ORGANIZATIONAL PERFORMANCE USING ACHIEVE SOCIAL SECURITY IN WESTERN AZERBAIJAN PROVINCE	9-16
	Mousa Hajizadeh, Seeid Jafar Sadegh Feizi, Habibvalizadeh	
3.	SCALE EFFICIENCY MEASUREMENT IN INDIAN COMMERCIAL BANKS - A DEA APPROACH	17-27
	Dr. S.Suresh, Dr. M.Venkataramanaiah, Dr. V.Munaiah	
4.	EMPLOYEE HAPPINESS AS A MEANS TO PRODUCTIVE WORKPLACE - A CASE STUDY WITH REFERENCE TO BSNL	28-39
	Dr. Anjali Ganesh	
5.	THE IMPACT OF INCOME TAX DEFAULT TO TAX REVENUE IN SRI LANKA	40-49
	MBM. Amjath, Dr. Vijayarani	
6.	NETWORK MARKETING - LITERATURE REVIEW	50-83
	Troy A. Tyre	
7.	LEAD LAG RELATIONSHIP BETWEEN NSE NIFTY AND ITS DERIVATIVE CONTRACTS – AN ECONOMETRIC ANALYSIS	84-89
	Rajani B Bhat, Dr Suresh V N	
8.	BENCH MARKING OF COAL MINES USING DATA ENVELOPMENT ANALYSIS	90-99
	Dr. G.Thirupati Reddy	

9.	STUDY ON ECONOMIC CONTRIBUTIONS OF STATE OWNED TEMPLES IN KERALA Prof. (Dr). C.K.Madhusoodhanan, A.V Rejimon	100-115
10.	REASONS BEHIND THE DROPOUT CHILDREN IN DOOARS AREA OF JALPAIGURI DISTRICT OF WEST BENGAL Dr. Prasenjit Deb, Mr. Gour Sundar Ghosh	116-130
11.	LEGAL UNDERSTANDING OF MSMES IN INDIA AND ABROAD - A REVIEW Shacheendran.V, Dr. TomyMathew	131-137
12.	AN ANALYSIS OF FOREIGN DIRECT INVESTMENT WITH REFERENCE TO SMEs IN INDIA Rajesh Kumar, Nancy Arora	138-147
13.	WOMEN ENTREPRENEURSHIP: SOME REFLECTIONS Dr. Badiuddin Ahmed, Syeda Soophiya Mariyum	148-155
14.	TECHNICAL EFFICIENCY OF INDIAN COMMERCIAL BANKING USING TRANS LOG DISTANCE FUNCTION Dr. S.Suresh, M.Sunitha, Dr. M.Venkataramanaiah	156-167
15.	CONSUMER BEHAVIOURAL CHANGES IN GROCERY AND FOOD PRODUCTS RETAILING Judith Nagar, Dr. Ashok Kumar Chandra, Prof. Sanjay Guha	168-172
16.	LONG RUN AND SHORT RUN CAUSALITY OF RICE CONSUMPTION BY URBANIZATION AND INCOME GROWTH IN GHANA Bannor Richard Kwasi	173-189
17.	TRANSPARENCY IN ELECTRICITY DISTRIBUTION SECTOR – AN ANALYSIS IN TELANGANA Mr. Rajkiran V Bilolikar, Mr. Saurabh Srivastava, Ms. Apurva Gupta	190-204
18.	NOSTALGIA OF RECONSTITUTING A HOME IN THE NEW LOCATION OF INTER-TEXTUALITY: A STUDY OF THE DESIRABLE DAUGHTERS AND TREE BRIDE BY BHARATI MUKHERJEE Dr. Rajib Bhaumik	205-214

19.	ETHANOL FERMENTATION FROM MOLASSES USING FREE AND IMMOBILIZED CELLS OF SACCHAROMYCES CEREVISIAE [MTCC3090] – A COMPARATIVE STUDY Harshit Agnihotry, Shivani Sharma, Rajneet Kaur, Himanshu Singh	215-223
20.	WORK/LIFE BALANCE OF EMPLOYEES OF MANUFACTURING AND INFORMATION TECHNOLOGY SECTOR	224-233
	Nireekshan Singh Gowgi S K, TBBSV Ramanaiah	
21.	PRIVATE CONSUMPTION DETERMINANTS	234-238
	Srishti Gupta	
22.	WOMEN ENTREPRENEURSHIP - PROBLEMS AND SUGGESTIONS	239-246
	Nitish Khurana	
23.	ANALYZING THE CAUSAL RELATIONSHIP BETWEEN CORRUPTION LEVELS & INDUSTRIAL-ECONOMIC DEVELOPMENT	247-257
	Khushbu Singla Goyal, Sneha Ravindra Kanade, Veena Shenoy	
24.	NGO – GOVERNMENT COLLABORATION	258-265
	Dr. Ravinder Kumar	
25.	INTERNET MARKETING - THE NEW ERA OF INNOVATION IN E- COMMERCE	266-271
	Dr. Vineet Jain	
26.	ROLE OF DISASTER MANAGEMENT IN STATE LEVEL	272-294
	Dr. Shamsher Singh Malik	
27.	EVALUATION OF DICKENSIAN CHARACTERS IN SELECTED NOVELS	295-299
	Dr Geetanjali	



TEACHING COMPETENCIES OF SECONDARY SCHOOL TEACHERS OF CHANDIGARH

Dr. Rekha*; Pooja Sharma**

*Assistant Professor, Institute of Educational Technology & Vocational Education, Panjab University, Chandigarh, India. **Teacher, Bhavan Vidyalaya, Chandigarh, India.

ABSTRACT

This study was carried out with the objective of identifying the teaching competencies of secondary school teachers of Chandigarh. Research design adopted for this study was the survey design. A sample of one hundred (100) senior secondary school teachers from government and private schools of Chandigarh formed the study sample. The research instrument used for data collection was the "General Teacher Competency Scale" (GTCS). The data collected was analyzed using the percentage, mean, standard deviation and t-test statistics. It was revealed from the study that most of the teachers of secondary schools in Chandigarh are highly competent. Further the results of the study shows that private & government secondary school teachers are equally competent in planning, evaluation & managerial aspect of teaching competencies. Also the private secondary school teachers are found to be more competent in presenting & closing their lessons in the classes than their government counterparts.

KEYWORDS: Teaching Competencies, Secondary School Teachers.



EXAMINE THE RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND ORGANIZATIONAL PERFORMANCE USING ACHIEVE SOCIAL SECURITY IN WESTERN AZERBAIJAN PROVINCE

Mousa Hajizadeh*; Seeid Jafar Sadegh Feizi**; Habibvalizadeh***

*Master Student, Islamic Azad University, Azerbaijan Research Science, College Humanities, Department of Management. **Professor, Islamic Azad University, Azerbaijan Research Science, College Humanities, Department of Management. ***Faculty, Research Departmentof Management, Iranian Academic Center for Education, Culture & Research (ACECR).

ABSTRACT

The present study investigated the relationship between the intellectual capital and organizational performance (SSO case study of West Azerbaijan province), which is aimed at functional and cross correlation. Data collection methods in library and field. Data needed to support knowledge management and self-efficacy questionnaires were collected . To analyze the data, SPSS software was used. The main research question was: "Does the intellectual capital and organizational performance in the Social Security Organization in West Azerbaijan province there."?The results of the Spearman correlation test showed that the hypothesis was confirmed. That between intellectual capital and corporate performance is significantly positive relationship exists.

KEYWORDS: *intellectual capital, organizational performance, SSO.*



SCALE EFFICIENCY MEASUREMENT IN INDIAN COMMERCIAL BANKS - A DEA APPROACH

Dr. S.Suresh*; Dr. M.Venkataramanaiah**; Dr. V.Munaiah***

*Department of Statistics, S.V. University, Tirupati, India. **Professor, Department of Statistics, S.V. University, Tirupati, India. ***Lecturer in Statistics, Government Degree College for Men, Srikalahasthi, India.

ABSTRACT

Data Envelopment Analysis (DEA) is a methodology based upon an interesting application of linear programming. It was originally developed for performance measurement. The main aim of the present research study is to measure the scale efficiency of the Indian commercial banks by using the Data Envelopment Analysis Models.

KEWWORDS: Scale efficiency, Linear programming problem, DEA.



EMPLOYEE HAPPINESS AS A MEANS TO PRODUCTIVE WORKPLACE - A CASE STUDY WITH REFERENCE TO BSNL

Dr. Anjali Ganesh*

*Professor, St Joseph Engineering College.

ABSTRACT

The organizations are making a tiresome attempt to keep their employees happy. These organizations aim to maintain a transparent work culture and also good salary package. Employee happiness may not depend upon the financial package offered to them except temporarily. An interesting work atmosphere needs to be created that fosters creativity and encourages learning new skills might have sustainable competitive advantage in terms of keeping the employees happy. Work life balance and career advancement programmes make employees elated and productive. The organizations that meet the physical, psychological and emotional demands of the employees are the most preferred places to work.



THE IMPACT OF INCOME TAX DEFAULT TO TAX REVENUE IN SRI LANKA

MBM. Amjath*; Dr. Vijayarani K**

*Ph.D Research Scholar, Department of Commerce, Annamalai University. Senior Lecturer, Department of Accountancy & Finance, South Eastern University of Sri Lanka. **Professor and Head, Commerce Wing - DDE, Annamalai University, Annamalainagar, Chidambaram.

ABSTRACT

The objective of the study is to analyze what is impact of income tax default and arrears collection? And to identify factors influence in defaulting income tax in Sri-Lanka. Major part of the government revenue is collected through the well-defined system of tax administration for the survival of the country. The tax system helps the government to generate the public revenue for the economic development of the country. There are different categories of taxes are charged from various sources of income. Although there are numbers of tax defaults are identified, this study consider the only income tax default and due collection. This area of research did not appear to have been previously studies in Sri-Lanka context and in this respect the research represent an original contribution while research have been conducted in Sri-Lanka.. This study used quantitative component from which numbers of convergent results emerged. The total income tax revenue and income tax defaults as key indicators for a period of twelve years was considered as a secondary data for this study. The findings indicated through test of correlation that the tax revenue and tax arrears collection showed positive correlation and rejected null hypothesis and penalty was not significantly performed.

KEYWORDS: *income tax; tax default; tax compliance.*



NETWORK MARKETING - LITERATURE REVIEW

Troy A. Tyre*

*School of Advanced Studies, University of Phoenix.

ABSTRACT

Network marketing is a dynamic business model that is growing in popularity on the domestic front as well as the global arena. The extant literature on network marketing covers public image, negative perceptions and controversy, general knowledge, organizational socialization, organizational identity, entrepreneurship, customer relations/relationship marketing, immigrant entrepreneurship, discourse, leadership styles, organizational citizenship, and ethics/legality. Network marketing has foundational establishment in 1945. Network marketing is the most popular form of direct selling. Network marketing is face-to-face retail selling away from a physical retail site with a tiered compensation plan. Network marketing organizations compensate personnel outside the company, network marketers, to market and sell the products or services direct to consumers. Network marketers are independent small business owners that recruit, train, and manage their sales force. Network marketing is open to everyone and has low capital investment, high margins, no designated territories, and minimal interference from the company. Operating and monitoring cost are minimal. Network marketing appears to be a viable business architecture for subsidizing income and to some a formidable full-time business. The major competition in network marketing is the labor market where the network marketer is in competition with other network marketers for prospective network marketers. The literature on network marketing covers a broad spectrum of business dynamics and present the tension in the literature on perception, legality, ethicality, and potential for success.

KEYWORDS: Direct Selling, Literature Review, Multilevel marketing, Network Marketing.



LEAD LAG RELATIONSHIP BETWEEN NSE NIFTY AND ITS DERIVATIVE CONTRACTS – AN ECONOMETRIC ANALYSIS

Rajani B Bhat*; Dr Suresh V N**

*Assistant Professor, P G & Research Department of Commerce, The Cochin College, Kochi. **Associate Professor, P G Department of Commerce, Maharajas College, Ernakulam.

ABSTRACT

An empirical analysis was conducted for the closing price of near month prices from 9th November 2001 to 31st March 2012 and it is collected from National Stock Exchange (NSE) website. The analysis revealed that there exists a bi-directional causal relationship between spot and futures derivative market. Also an existence of co-integration between spot and futures market is also implied. Johansen's Co-integration technique followed by the Granger Causality test was employed to examine the relationship between NSE spot and futures market for selected scrip of Nifty of NSE.

KEYWORDS: Derivatives, Futures, Nifty, Cash Market.



BENCH MARKING OF COAL MINES USING DATA ENVELOPMENT ANALYSIS

Dr. G. Thirupati Reddy*

*Principal, Sree Visvesvaraya Institute of Technology & Science, Mahabubnagar.

ABSTRACT

Productivity improvement and cost control have become key objectives of SCCL coal mines in recent years. Data Envelopment Analysis (DEA) and Bench marking etc are very popular tools in productive improvement which can aggregate the input and output components in such situations for obtaining an overall performance measure to improve productivity. Selected various coal mines in SCCL and calculated relative efficiency of mines by using Data Envelopment Analysis (DEA) which helps to rank them based on their efficiency score. Discussed and analyzed the improvement areas of in-efficient coal mines.

KEYWORDS: DEA, efficiency, peer group, ranking.



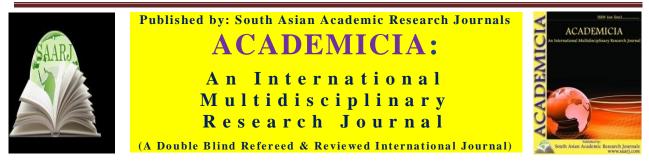
STUDY ON ECONOMIC CONTRIBUTIONS OF STATE OWNED TEMPLES IN KERALA

Prof. (Dr). C.K.Madhusoodhanan*; A.V Rejimon**

*Professor, Department of Management Studies, Sree Narayana Gurukulam College of Engineering, Kerala, India. **Assistant Professor, Department of Management Studies, Sree Narayana Gurukulam College of Engineering, Kerala, India.

ABSTRACT

The life of the vast majority of Hindus in India is centered around temples even today. This is true not only of life at the individual level but also at the social level. The fabric of sociocultural activities of the Hindus is made up of the warp and woof of religious beliefs and rituals. Music, sculpture, painting, dance and a host of performing arts, besides architecture, Vaastu shashtra, astronomy and astrology owe their origin to the institution of the temple. Though temples are devoted for the worship of the supra-mundane, it is paradoxical but true that they serve as the centre of the mundane life of the people (Menon, 1937: 14).



REASONS BEHIND THE DROPOUT CHILDREN IN DOOARS AREA OF JALPAIGURI DISTRICT OF WEST BENGAL

Dr. Prasenjit Deb*; Mr. Gour Sundar Ghosh**

*Supervisor & Presently Registrar, University of Kalyani, West Bengal, India. **Assistant Professor, Jalpaiguri A.C. College. Scholar, University of Kalyani, West Bengal, India.

ABSTRACT

Education is a device for Human Resource Development where in the skill, abilities, knowledge, understanding and attitudes are promoted. The achievement of the educational process depends not only on the participation of the stakeholders, but also on the educative environment and the peoples' perception towards various aspects and their experience in the process. In other word, the success of education has also been depending on the experiences provided by the system. The experiences are largely responsible for keeping the target within the system or pushing out from the system. Keeping the above backdrop, an attempt has been made in this paper to study the perceptions of the parents and experiences of the participating children, dropouts and school completers in this education process. For the purpose of the present study, the information collected from the sample households based on the parents of dropout children and their opinion towards the present day system of education among Dooars householders. This study conducted in Jalpaiguri, a Sarva Shiksha Mission (SSM) district of West Bengal since 2002 to evaluate and assess the reasons behind Dropout Children. To identify the effects, we use structured schedule containing sixteen independent variables viz. Age of Father (X_1) , Age of Mother (X_2) , Father's Education (X_3) , Mother's Education (X_4) , Father's Occupation (X_5) , Mother's Occupation (X_6), Family Size (X_7), Monthly Family Income (X_8), Home Environment (X_9) , Climatic Factor (X_{10}) , Monthly Expenditure on Education (X_{11}) , Attitude towards Education (X_{12}) , Financial Condition (X_{13}) , Social Interaction (X_{14}) , Role of forest/tea garden in controlling financial hardship (X_{15}) and Use of Mass media (X_{16}) against dependent variable *Reasons behind the Dropout (Y).*

KEYWORDS: Sarva Shiksha Mission, Dropout, Climatic Factor, financial hardship, and Social Interaction.



LEGAL UNDERSTANDING OF MSMES IN INDIA AND ABROAD -A REVIEW

Shacheendran.V*; Dr. TomyMathew**

*Assistant Professor, PG Department of Commerce, GPM Govt. College, Manjeswar, Kerala, India. **AssociateProfessor and Research Guide, Research Centre in Commerce, CMS College, Kottayam, Kerala, India.

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are the engine of faster and inclusive growth. They also serve as seed beds of entrepreneurship, contribute in highest numbers in respect of input-output ratio, employment creation, degree of product diversification and so on. In spite of their unique contributions, MSMEs in India do not seem to be supported pragmatically by the governments. Several studies have found that, whether in respect of credit support, raw material support or fiscal elements, MSMEs were not given dueand suitable care. It may because of the sub-optimal understanding by the government, as expressed in the legal definitions, of MSMEs. According to a World Bank study, there are more than 60 definitions of small and medium industries used in 75 countries examined. In this background, the present paper attempts a historical review of legal understanding of MSMEs in Indiain order to find out their underlying characteristics. It also compares Indian and International approaches in defining MSMEs. This will enable the policymakers to understand the MSMEs better in considering for promotional and supportive programmes and schemes. The study finds that rather than only investment criterion based definition, a set of factors must be considered in identifying and distinguishing MSMEs.

KEYWORDS: SSIs/MSMEs, India, MSME (Development) Act 2006.



AN ANALYSIS OF FOREIGN DIRECT INVESTMENT WITH REFERENCE TO SMEs IN INDIA

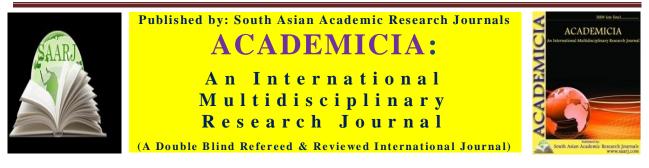
Rajesh Kumar*; Nancy Arora**

*Junior Lecturer, Govt. Senior Secondary School, Gurana, Hisar, India. **Ph.D Research Scholar, Department of Business Administration CDLU, Sirsa, India.

ABSTRACT

The fast and steadily growing economy of India in majority of its sectors, has made India one of the most famous and popular destinations in the whole world, for Foreign Direct Investment. According to a recent survey by the United Nations Conference on Trade and Development (UNCTAD), India has conspicuously emerged out as the second most popular and preferable destination in the entire world, after China, for highly profitable foreign direct investment. FDI complements and supplements domestic investment. The small and medium enterprises (SMEs) would be benefited through FDI, by way of enhanced access to supplementary capital & stateof-the-art technologies, exposure to global managerial practices and technologies as well as opportunities for integration into global markets. Attracting foreign direct investment has become an integral part of the economic development strategies for India. FDI ensures a huge amount of domestic capital, production level, and employment opportunities in the developing countries, which is a major step towards the economic growth of the country. This Research Paper makes a modest attempt to analysis the impact of foreign Direct Investment on SMEs. Analysis also tried to find out and make an assessment of the possible impact of the opening of FDI in retail on SME in terms of different growth indicators / parameters like Sales, Size of the industry, Capacity expansion.

KEYWORDS: Foreign Direct Investment (FDI), Small and Medium Enterprises (SMEs), Sale, Size, Capacity.



WOMEN ENTREPRENEURSHIP: SOME REFLECTIONS

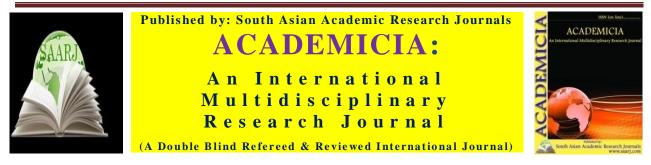
Dr. Badiuddin Ahmed*; Syeda Soophiya Mariyum**

*Associate Professor, Department of Management & Commerce, Maulana Azad National Urdu University, Hyderabad, Telangana, India. **Assistant Professor & Research Scholar, Department of Business Management, Stanley College of Engineering & Technology for Women, Hyderabad, Telangana, India.

ABSTRACT

According to a World Bank report published in 2012 female population (% of total) in India was last reported at 48.37 in 2011 i.e., nearly half of the total population is dominant by females. The overall economic development of any society or a country is also dependent upon women as its She who constitutes the family, leading to the society and then to Nation. Women entrepreneurship is a complex task combined with struggle, various risks and efforts. No one can understand the triumph, trials, and tribulations of a women entrepreneur other than the women involved in it. While women have to go through the same stages of risk in setting up their business as do men undergo and witness similar challenges irrespective of gender. In parallel to all this women entrepreneurs have to face other numerous initial risks before the real show begins. Winds of change are visible with the emerging trends of Women Entrepreneurships which leads to internal and external risks faced by them at different levels. Women have left the secured domain of their home and are now in the battlefield of life, fully armored with their talent. This paper is intended to find out the reasons behind the risk faced by them as well as suggest ways to eliminate and reduce hurdles of women entrepreneurship development in India.

KEYWORDS: Business Risk, Entrepreneurship, Women Entrepreneurship, Challenges.



TECHNICAL EFFICIENCY OF INDIAN COMMERCIAL BANKING USING TRANS LOG DISTANCE FUNCTION

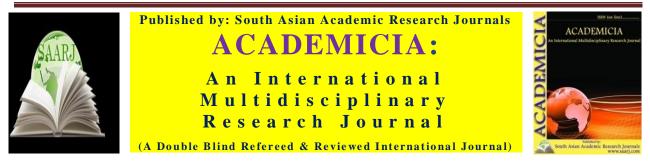
Dr. S.Suresh*; M.Sunitha**; Dr. M.Venkataramanaiah***

*Department of Statistics, S.V. University, Tirupati, India. **Research Scholar, Department of Statistics, S.V. University, Tirupati, India. ***Professor, Department of Statistics, S.V.University, Tirupati, India.

ABSTRACT

The Data Envelopment Analysis (DEA) is a linear programming based technique for measuring the performance efficiency of organizational units which are termed as Decision Making Units (DMUs). This technique aims to measure how efficiently a decision making unit uses the resources available to generate a set of outputs. It has been employed for assessing the relative performance of a set of firms that uses a variety of identical inputs to produce variety of identical outputs. The main aim of the present study to measure the Technical efficiency of Indian Commercial Banks by using Translog Distance Function by the method of maximum likelihood.

KEYWORDS: Efficiency, Translog Function, Maximum Likelihood.



CONSUMER BEHAVIOURAL CHANGES IN GROCERY AND FOOD PRODUCTS RETAILING

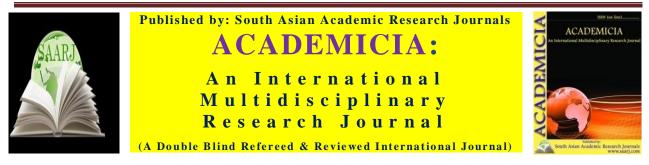
Judith Nagar*; Dr. Ashok Kumar Chandra**; Prof. Sanjay Guha***

*Department of Management, BIT, Durg. **Department of Management, BIT, Durg. ***Department of Management, BIT, Durg.

ABSTRACT

This research explores the consumers to purchase grocery and food products using their behavioural changes discussions. It indicating their decision to purchase grocery and food products from either a organized retail outlet or the unorganized retail market with the product or patronage behavior was influenced by various other factors. The factors identified were categorized on Antecedents, Socialization, mental and behavioral outcomes and retail outlets that have a good and pleasant environment for shoppers. Despite the increased number of supermarkets and hypermarkets, not only are the traditional markets able to coexist with modern retail formats, but they remain the preferred place to buy grocery and food products.

KEYWORDS: Organized retail, grocery and food, consumer behavior, patronage, shopping etc.



LONG RUN AND SHORT RUN CAUSALITY OF RICE CONSUMPTION BY URBANIZATION AND INCOME GROWTH IN GHANA

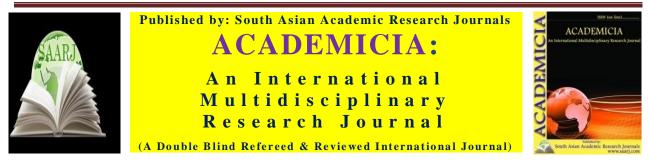
Bannor Richard Kwasi*

*Ph.D Scholar, Institute of Agribusiness Management, SK Rajasthan Agricultural University, Bikaner, India.

ABSTRACT

The study focused on assessing the causality of urban population and income growth on rice consumption in Ghana from 1961-2011. Data for the study were sourced from world bank database and FAOSTATS. Johansen bivariate and multivariate co-integration approach, double log regression model, error correction model and the unrestricted vector autoregressive model were used for the analysis. The co-integration tests results indicated co-integration between variable pairs namely Rice consumption-Urban Population and Rice Consumption – Income and Urban Population at rank order 1. The speed of adjustment running from (urban population growth through income growth to rice consumption) and also from (urban population growth to rice consumption) towards long run equilibrium is 67% and 64% respectively. There is no co-integration between rice consumption and income growth; however there is a short run causality of rice consumption by income growth. Furthermore, the double log OLS regression showed that, a percentage change in urban population growth in Ghana will result in 1.6% change in rice consumption.

KEYWORDS: *Rice consumption, Error Correction model, Unrestricted Vector Autoregressive model, Co-integration analysis, Urbanization, speed of Adjustment, double log OLS regression.*



TRANSPARENCY IN ELECTRICITY DISTRIBUTION SECTOR – AN ANALYSIS IN TELANGANA

Mr. Rajkiran V Bilolikar*; Mr. Saurabh Srivastava**; Ms. Apurva Gupta***

*Administrative Staff College of India. **Administrative Staff College of India. ***National Power Training Institute.

ABSTRACT

This paper laysstress onunderstanding the significance of the key factors related to transparency and unraveling the hotspots concerned withoccurrence of non-transparent activities in the Indian power distribution sector. It also underscores the problems faced by utilities' employees, contractors and the consumers; problems that evolve due to corrupt practices in place. Transparency International's Corruption Perception Index 2013 puts India at 94thrank out of 176 nations. A more elaborate study by Federation of Indian Chambers Of Commerce and Industry(FICCI)in 2013, reveals that 51% of the respondents interviewed, perceived power and utility sector to be the most vulnerable to corruption. Yet another report by FICCI says that developing countries have approximately \$8 billion loss in capital expenditure and \$33 billion in the theft of electricity in distribution sector. These rankings and figures not only affect country's business potential but also mark a blot on the Indian ethos and its populace. This paper uses basic statistical approach to highlight transparency related issues in the power distribution sector in Hyderabad city, Telangana and tries to find out the extent to which transparency in the sector has been impacted, via key identified factors. The paper concludes with key findings about fudged T&D (Transmission and Distribution) loss figures, political interference and growth related concerns in the utilities.

KEYWORDS: Hyderabad, Power distribution, Telangana, Transparency.



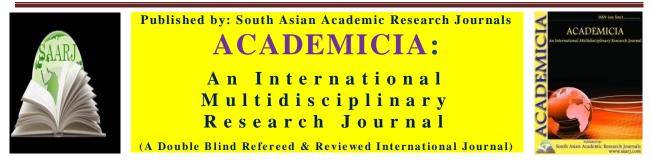
NOSTALGIA OF RECONSTITUTING A HOME IN THE NEW LOCATION OF INTER-TEXTUALITY: A STUDY OF THE DESIRABLE DAUGHTERS AND TREE BRIDE BY BHARATI MUKHERJEE

Dr. Rajib Bhaumik*

*Assistant Professor, Department of English, Alipurduar College.

ABSTRACT

In her novels, Mukherjee has designed a new diasporic narrative to define the American system which is shaped by original, foreign and occult and reinvents a semiotics of American citizenship and ethnicity with defiant challenge to traditional ways of conceiving the national. The new ethnicity has emerged 'with a dimension of doubling; a spatialization of the subject [...] the 'third dimension' of the mimetic frame or visual image of identity.'¹ She re-conceives identity in a translational space and recuperates the experience of diverse constituencies into a new hegemony, a neo-nationalism. Here one can locate an inexorable move towards a new form of socio-cultural order without the nostalgia of reconstituting a home in the new location of inter-textuality and synthesis. In an out-of-joint situation of space and culture the transplanted must encounter splitting and dislocations. Migrancy and dislocation, either consensual or conflictual, is a global and trans-cultural necessity. Mukherjee's protagonists are all sensitive and are differently trained in the new ethnic imagination.



ETHANOL FERMENTATION FROM MOLASSES USING FREE AND IMMOBILIZED CELLS OF SACCHAROMYCES CEREVISIAE [MTCC3090] – A COMPARATIVE STUDY

Harshit Agnihotry*; Shivani Sharma**; Rajneet Kaur***; Himanshu Singh****

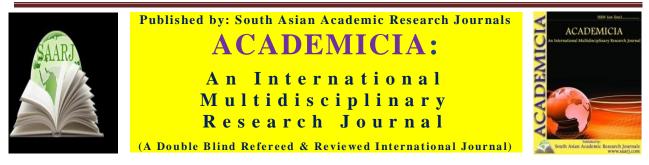
*Department of Biotechnology, School of Biotechnology and Biosciences, Lovely Professional University, Punjab, India. **Department of Biotechnology, School of Biotechnology and Biosciences, Lovely Professional University, Punjab, India. ***Department of Biotechnology, School of Biotechnology and Biosciences, Lovely Professional University. Punjab, India. ****Department of Biotechnology, School of Biotechnology and Biosciences, Lovely Professional University, Punjab, India.

ABSTRACT

Continuous depletion of fossil fuel reserves and consequent rise in the price demands some alternative technology to meet the global requirement of energy. According to the report published in the United Nations conference on trade and development, the demand of ethanol in India was projected for the year 2016-2017 as 965.30 million litres. The main objective of the present study was ethanol fermentation from molasses using Saccharomyces cerevisiae (MTCC3090) strain for biomass substrate conversion from both free and immobilized [sodium alginate] cells were made and their ethanol yield and corresponding sugar consumption was compared. During first few batches ethanol fermentation using immobilized cells was less in comparison to fermentation using free yeast cells, but if reused the immobilized cells for subsequent batches it showed gradual increase in sugar consumption and ethanol yield. Maximum ethanol production was given by immobilized yeast as 7.6% (in 3rd batch, 96 hrs

each) and 10% from free cells. This study suggests that immobilized cells can be used to carry out sequential reuse cycles.

KEYWORDS: Free yeast cells, Immobilization, Bioethanol, Molasses, Saccharomyces cerevisiae, Fermentation.



WORK/LIFE BALANCE OF EMPLOYEES OF MANUFACTURING AND INFORMATION TECHNOLOGY SECTOR

Nireekshan Singh Gowgi S K*; TBBSV Ramanaiah**

*Research Scholar, Department of Studies in Social Work, University of Mysore, Mysore, India. **Professor and Research Guide, Department of Studies in Social Work, University of Mysore, Mysore, India.

ABSTRACT

Work is part of life and today's work culture is characterized by uncertainties and long working hours. There is paucity of time for people to attend to their personal issues. Hence, having a balanced approach to life has become an important buzz word for organizations and employees. In this study, the researchers have made an attempt to find the level of Work/Life Balance of the employees of manufacturing and Information Technology (IT) sector. A scale to assess the work/life balance, developed by Pareek and Purohit (2010), has been administered on 200 employees of three manufacturing and IT companies to measure the work/life balance. A positive Work/Life Balance exists among employees of both manufacturing and IT companies.

KEYWORDS: Information Technology, Manufacturing Organizations, Work/Life Balance.



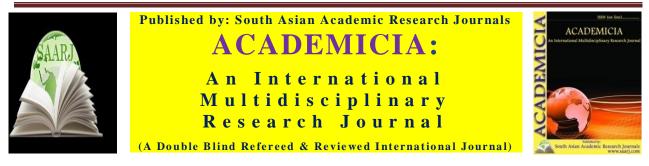
PRIVATE CONSUMPTION DETERMINANTS

Srishti Gupta*

ABSTRACT

An attempt is made in this paper to find out what are the factors which influence the private consumption expenditure. By using regression method the major factors which influence the private consumption expenditure from 1967 to 2007 are determined. Employment, taxes are various factors which affects private consumption expense.

KEYWORDS: *private consumption; employment; dependency; oil price.*



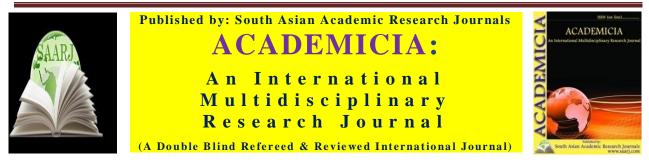
WOMEN ENTREPRENEURSHIP - PROBLEMS AND SUGGESTIONS

Nitish Khurana*

*Assistant Professor, Department of Economics, D.A.V. College, Chandigarh, India.

ABSTRACT

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. Entrepreneurship is not just confined to any one gender now rather due to multifaceted economic pressures women have turned up & realized that the survival of their families & their own potential lies only in working side by side with men.



ANALYZING THE CAUSAL RELATIONSHIP BETWEEN CORRUPTION LEVELS & INDUSTRIAL-ECONOMIC DEVELOPMENT

Khushbu Singla Goyal*; Sneha Ravindra Kanade**; Veena Shenoy***

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

ABSTRACT

The present scenario have emphasized the need for formal studies testing the conviction that there exists casual relationship between public sector corruption levels and sustained economic and industrial development in the context of international regional groups as the global companies facing the corruption risks are more interested in assessing such corruptiondevelopment interlinks at the regional level apart from the cross-country investigation. In this research study, we have attempted to examine the casual interrelationship between the publicsector corruption index and two major development indicators of economic and industrial growth using bivariate correlation and regression analysis based on the arithmetic mean of the five years' data (2007-2011) calculated for each of the eight SAARC countries. The major findings of the study thus interpreted on the basis of such analysis are presented in related sections.

KEYWORDS: Public sector corruption, Economic growth, Industrial growth, Correlation, Regression.



NGO – GOVERNMENT COLLABORATION

Dr. Ravinder Kumar*

*Assistant Professor of Public Administration

ABSTRACT

The prime objective of a democratic state is the well being of its citizens. Gandhiji's idea of 'Trusteeship'^I entrusts the larger role of managing social resources and social development to the business. It indicates that our national leaders were well aware about the need to private sector for social development in the country. Alternatively,, the government needs assistance of an outside agency to help it in its pursuit to ensure social progress of the society. The government alone cannot achieve desired results in the social sector because of various limitations. Therefore, individual or group efforts on the part of non-governmental agencies are inevitable in this area. Voluntarism, well known to society and charity well, acclaimed came to help the people.



INTERNET MARKETING - THE NEW ERA OF INNOVATION IN E-COMMERCE

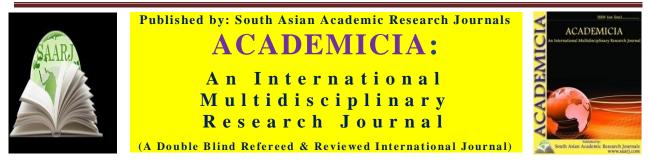
Dr. Vineet Jain*

*Associate Professor, S.A. Jain College, Ambala, India.

ABSTRACT

Though the Internet provides a new means for conducting business but fundamental of doing business remain unchanged. The present study has designed to examine the marketing strategy on Internet. For this purpose, it says that by integrating the Internet technology into the marketing strategy, business firms will be able to use the Internet as a tool to gain competitive advantage, this article explains Internet marketing mix, which consists five P's: product, price, promotion, place and personalization. The concept of marketing has not changed in essential has a result of using the Internet as a new marketing channel but Internet offers an unlimited opportunity for business. Internet marketing goes beyond banner advertising and e-mail marketing. It includes all the activity aimed at creating a distinct niche for the business like segmentation, differentiation etc.

KEYWORDS: Internet marketing, Internet value chain, ICT, E-commerce.



ROLE OF DISASTER MANAGEMENT IN STATE LEVEL

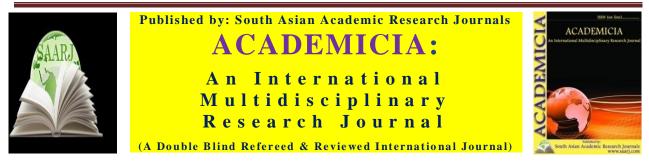
Dr. Shamsher Singh Malik *

*Associate Professor & HOD, Deptt. of Public Administration, C.R.K. (PG) College, Jind (Hry.)

ABSTRACT

Disaster situation always differs in the nature of precipitating agents in regard to, sources of origin, degree of predictability, probability, controllability, speed, scope and destructive effects on people and physical objects. From 1901 to 1981 there were 380 cyclones out of which 272 cyclones were due to depression in Bay of Bengal and in 29 cases that were devastating. Perhaps this has caused the death of 2200 people in the heat wave in Orissa during 1998 (Government of Orissa 1998). As a result, many people used their own judgement and preferred to stay in their mud and thatched houses, rather than to search for private accommodation. There are around 67.00 lakh families having ration cards in 24 districts. Apart from these, 84 ULBS were also affected by the flood. Around 85 lakh people in total were affected under the recent flood during 2001 (Revenue Department, Government of Orissa, 2001). A high level team of the Government of India also visited Orissa on 19.7.2001 and prepared a preliminary assessment of the losses due to flood. The destruction of life support system in Orissa built over half a century of development or more made it grave and weakened the backbone of the State.

KEYWORDS: Unexpected, Shelter, Health, Reproduction,



EVALUATION OF DICKENSIAN CHARACTERS IN SELECTED NOVELS

Dr Geetanjali*

*Associate Prof, Department of English, DAV PG College Dehradun, INDIA

ABSTRACT

Charles Dickens is an eminent novelist and a prominent one too. One of the accomplishments that Dickens possesses noticeably is the art of successfully creating memorable characters in his novels. The power that lies under his prominent success is that he uses so many interesting methods to describe characters in detail. His Characters are noticeable and become indispensable parts of their characterization. Based on the actions and the manners, characters are easily recognized and recalled by the reader to the end of a particular novel. The vivid, colorful, and lifelike characters prove the matchless mastery of the writer. Dickens has given us the largest gallery of characters. He has created innumerable characters. Dickens's characters are caricatures, though he has drawn his characters from life. Dickens's method of characterization is not that of psychological analysis but the method of triumphant exhibition. Largely voicing, Dickens 'characters are not completely developed in a single page or in a chapter. Dickens goes on discussing new details and new dramatic features to them till the last chapter of the novel. His characters are similar to dramatis identities, rather than novel characters. They are personalized particularly with their colloquial speech features. The distinctiveness of Dickens 'most successful creation is readily apparent in its speech, which differentiates his characters from each other like finger prints. Dickens pays much attention to their speech qualities and meticulously forms a different language for his characters.

KEYWORDS: Accomplishments, Caricatures, Indispensable

Editorial Board

Dr. B.S. Rai, Editor in Chief Former Principal G.N. Khalsa PG.College, Yamunanagar, Haryana, INDIA

Dr. Romesh Chand

Professor- cum-Principal CDL College Of Education,Jagadhri, Haryana,INDIA

Dr. Dhramveer

Former Principal CDL College of Education, Jagadhri, Haryana, INDIA

Dr. Victor Sohmen

Professor Department of Management and Leadership Drexel University Philadelphia, Pennsylvania, USA

Dr. Anisul M. Islam

Professor Department of Economics University of Houston-Downtown, Davies College of Business Shea Street Building Suite B-489 One Main Street, Houston, TX 77002, USA

Obidjon Khamidov

Professor Tashkent State University of Economics, UZBEKISTAN

Dilbar Aslanova

Professor Samarkand Institute of Economics and Service, Samarkand, UZBEKISTAN

Dr. S S Narta

Professor Department of Commerce, Himachal Pradesh University, Shimla, INDIA.

Dr. Michelle L. Rosser Professor Psychology, Ashford University, USA.

Dr. Secil Tastan Professor Management and Organizational Behaviour, Marmara University, TURKEY.

Dr. Ludmila Mladkova Faculty Management University of Econom

Management, University of Economics Prague, CZECH REPUBLIC

Dr. Suresh Dhanda Associate professor

Head, Department of Political Science, S. A. Jain College, Ambala City, Haryana, INDIA.

Nagah A. A. Mohamed

Associate professor Sudan University of science and technology, SUDAN.

Dr. Ipseeta Satpathy

Associate Professor Organizational Behavior & Human Resource Management, KSOM, KIIT, University, Bhubaneswar, Odisha, INDIA.

Dr B. Mohan

Associate Professor in English S.V. College of Engineering and Technology Chittoor, Andhra Pradesh, INDIA

Dr. Durgesh Nandini

Associate Professor Department of Public Administration, IGNOU, Delhi, INDIA

Jumana M. ELhafiz

Associate Professor Department of Biochemistry, Shendi University, Ministry of Health, SUDAN

Dr. Karun Kant Uppal

Assistant Professor P G Deptt. of Commerce & Management, Kamla Lohtia S D College, Ludhiana, INDIA

Dr. Dalbir Singh

Assistant Professor Haryana School of Business, G.J.U.S & T, Hisar, Haryana, INDIA

Nadeera Jayathunga Senior Lecturer Department of Social Sciences, Sabaragamuwa University,Belihuloya, SRI LANKA

Rania Al Omari

Lecturer Applied Science University, Faculty of Economic and Administrative Science, Accounting Department, Jordan-AMMAN

Amir Askari

PhD in Psychology Crisis Intervention Committee Chair, Iranian Psychological Association, Tehran, IRAN

South Asian Academic Research Journals http://www.saarj.com

Calegories

- Business Management
- Social Science & Humanities
- Education
- Information Technology
- Scientific Fields

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

- 1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.
- 2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
- 3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
- 4. The review process may take one/two months.
- 5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana) (Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications : South Asian Journal of Marketing & Management Research (SAJMMR) ISSN (online) : 2249-877X SAARJ Journal on Banking & Insurance Research (SJBIR) ISSN (online) : 2319 – 1422