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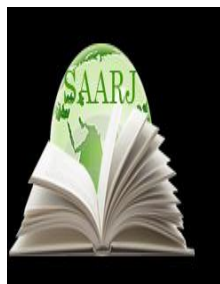
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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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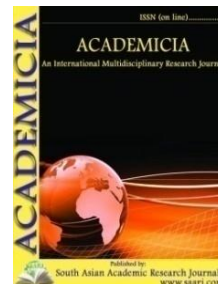
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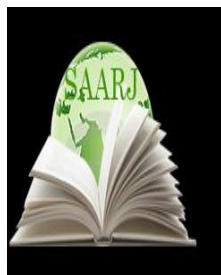
**A COMPARATIVE ANALYSIS OF SOCIAL INDICATORS
OF TOWNS OF LAHORE**

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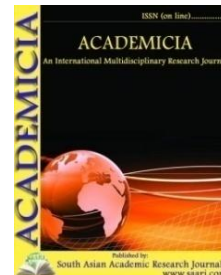
ABSTRACT

The city of Lahore is considered to be the most developed district of Punjab (MICS 2004), (SPDC 2003)¹. This paper is the first attempt to analyse the extent of social development of the towns of Lahore. Measurement of the incidence of poverty in seven towns is the main focus of this study. In addition, it further explores the status of social development of towns by analyzing the indicators of education, health sector. Results indicate that the poverty incidence in Ravi, gunj Baksh, Cantt areas, and Aziz Bhatti town is above the 15% threshold. Severity of poverty is the highest in Nishter and Allama Iqbal towns. Position regarding the gender inequality and public health seems reasonable whereas the indicators pertaining to education and health sector reveal some alarming facts.



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**CONSUMER BEHAVIOUR AND BRAND PREFERENCE OF NESTLE
MAGGI NOODLES – AN EMPIRICAL STUDY WITH REFERENCE TO
TRICHY, TAMIL NADU**

DR.S.GANESAN*, R.RAJANBABU, T.MALLIKA*****

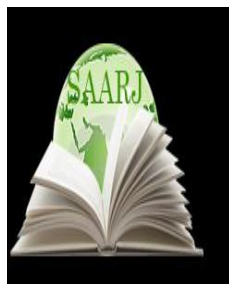
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ABSTRACT

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect, will satisfy their need. Consumers are highly complex individuals subject to a variety of psychological and sociological needs apart from their survival needs. Needs and priorities of different consumer segments differ drastically. This study analyses the brand preference of Nestle maggi noodles by consumers. The study evaluates the quality of nestle maggi noodles availed by consumers, the media influences in consumption, the effect of the pricing policy in customer satisfaction. This study attempts to measure customer satisfaction as well as contributing to the commercial efficiency by the way of suggestions to improve its profitability in a long term business.



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**AN EMPIRICAL INVESTIGATION OF SHARE
REPURCHASES IN INDIA**

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ABSTRACT

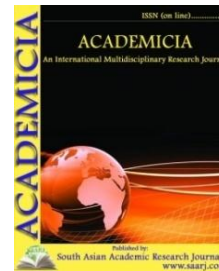
Buyback of shares by companies has become an important corporate tool for financial engineering in the realm of finance especially in the developed nations like USA, Canada, Australia etc. The present paper addresses the issue of share buy backs by companies in India. The central objective of the paper is to make an in-depth and detailed analysis of the share buybacks in India and to understand the impact of such corporate practice on various aspects of an organization using a sample of 20 selected Indian companies. Some traditional tools like Earning per Share (EPS), Return on Investment (ROI), Dividend per Share (DPS) and Market to book value (M/B) ratio have been used for examining the impact of share buyback on such parameters. In addition, some modern techniques like Economic Value Added (EVA), Market Value Added (MVA) and Shareholders Value Added (SVA) have been examined for investigating whether share buybacks facilitate in value creation. For addressing the impact of share buyback on stock prices, the concept of sub-periodic growth rates using econometric models namely, Kinked Exponential Models have been used. Control Sample Methodology has been applied in order to facilitate the analysis of various financial as well as statistical tools. The study observed positive impact of share buyback on EPS and DPS. No significant impact has been noticed on ROI as well as M/B ratio. Moreover the study has not registered any evidence of value creation of the companies through share buyback. A positive impact on stock prices has been found in few cases but not in all the cases as postulated theoretically.

KEYWORDS: Share buyback, Value creation.



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**JOB SATISFACTION: AN ARISING URGE TO PUT
THEORY INTO PRACTICE**

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ABSTRACT

The present study was conducted with the objective to study the Herzberg theory's practical implication and its effect on job satisfaction among teachers. Final sample consisted of 50 subjects selected from different colleges from Agra city. Job satisfaction Scale (2005) developed by Singh and Sharma was used to measure the level of job satisfaction among teachers. In the given intervention focus was given on administrative policies, supervision, working conditions, salary, interpersonal relations and different aspects of work itself. Intervention program was followed for three months. 't' test was applied to test the significant of difference in the pre intervention scores and post intervention scores. Pre intervention measures served as baseline measure in the study. Obtained 't' (6.76) is significant at .01 level. Results showed the significant increment in job satisfaction as the result of intervention program. It proves the effectiveness of Herzberg's theory practical application.

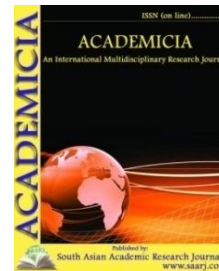
OBJECTIVE *To study the Herzberg theory's practical implication and its effect on job satisfaction among teachers*



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AN ANALYSIS OF THE INDIAN AGRICULTURE SECTOR

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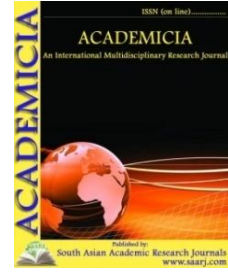
ABSTRACT

Indian economy is still primarily agrarian. Agriculture continues to be an important sector in the Indian economy. Indian economy is largely based on agriculture, agro-based production plays a significant role in the development of our economy. Agriculture also makes a significant contribution in the exports front also. Similarly, industrial growth also depends on agriculture as the raw materials needed for the industries largely spring from the agricultural and agro-based products. Hence, the Indian economy cannot grow and prosper without the growth of the agriculture sector. More than 60% of India's population is engaged in agriculture. Agriculture provides livelihood for almost 650 million Indians. Agriculture contributes to 17% of our GDP and 13% of our exports. Rice, wheat, maize, millets and pulses are the major food crops cultivated in India, while Oilseeds, sugarcane, cotton, jute, mesta, and potatoes are the major cash crops cultivated. Tobacco, chillies, ginger, onion, turmeric, tapioca, sweet potatoes, etc. are the minor cash crops cultivated, while tea, coffee and rubber are important plantation crops cultivated. The net sown area in India is 142.08 million hectares, which accounts for 43.2% of the total geographical area of 328.73 million hectares. Area sown more than once is 48.49 million hectares, which works out to 34.1% of the net sown area. This means that the cropping intensity, (% of gross cropped area to net sown area), in the country is 134.1%. The net irrigated area is 53.13 million hectares, which works out to only 37.4% of the net sown area. The gross irrigated area is 72.58 million hectares, implying irrigation intensity at 136.6%. Though India's irrigated area is about one third of the world, the area under drip and sprinkler irrigation is very meagre compared to total drip and sprinkler area in the world. The area under drip is 1,60,000 hectares, and under sprinkler, it is about 0.60 Mha.



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DYNAMICS OF TECHNOLOGY IN OPERATIONS MANAGEMENT

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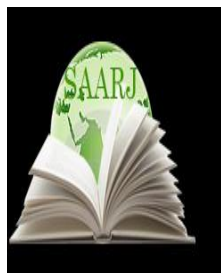
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ABSTRACT

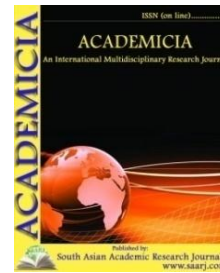
The dynamics of technology innovation can also be explored from the perspective of the impact on a firm or industry. In the domain of manufacturing technologies, innovations in flexible machine tools have dramatically changing the domain of manufacturing technologies; innovations in flexible machine tools have dramatically changed the nature of competition for many firms. Beyond innovations in manufacturing technology, as a result of the widespread use of information technology (IT) and the Internet, it is difficult to find a successful manufacturer or service provider that has not undergone dramatic change in its internal processes as well as processes that link it to customers and suppliers. MOT research explores how to design, develop, implement, and manage IT that operates at these internal and external boundaries of the firm. This paper highlighted important research themes in the management of technology domain. This paper shows the breadth of topics relevant to MOT as well as the variety of research methodologies that are applied. In comparison to studies that have found a contribution to IT in firm level data, which makes innovations in both data construction and econometrics. The field of Operations Management has been changing dramatically due to the emergence of a truly global economy, significant advances in information and process technology, and the continued growth of services. The results indicate that while firm effects are important, the contribution of IT is large and statistically significant even after controlling for individual firm differences in multifactor productivity.

KEYWORDS: Manufacturing Technology, Inventory, System Dynamics, E-Commerce, ERP Systems.



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**ERP IMPLEMENTATION: A COMPILATION AND ANALYSIS OF
CRITICAL SUCCESS FACTORS**

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ABSTRACT

PURPOSE – To explore the current literature base of critical success factors (CSFs) of ERP implementations, prepare a compilation, and identify any gaps that might exist.

DESIGN/METHODOLOGY/APPROACH – Hundreds of journals were searched using key terms identified in a preliminary literature review. Successive rounds of article abstract reviews resulted in 45 articles being selected for the compilation. CSF constructs were then identified using content analysis methodology and an inductive coding technique. A subsequent critical analysis identified gaps in the literature base.

FINDINGS – The most significant finding is the lack of research that has focused on the identification of CSFs from the perspectives of key stakeholders. Additionally, there appears to be much variance with respect to what exactly is encompassed by change management, one of the most widely cited CSFs, and little detail of specific implementation tactics.

RESEARCH LIMITATIONS/IMPLICATIONS – There is a need to focus future research efforts on the study of CSFs as they apply to the perspectives of key stakeholders and to ensure that this stakeholder approach is also comprehensive in its coverage of CSFs. As well, there is need to conduct more in-depth research into the concept of change management. One key limitation of this research is the occurrence of duplication in the frequency analysis of the success factors. This is attributed to secondary research being the main methodology for a large number of the articles cited.

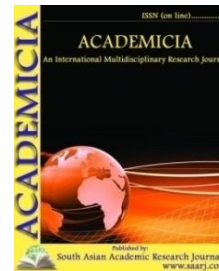
ORIGINALITY/VALUE – This research provides a comprehensive compilation of all previously identified ERP implementation success factors, through a clearly structured methodological approach.

KEYWORDS: Manufacturing resource planning, Critical success factors, Change management



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**A STATISTICALLY OPTIMAL FRAMEWORK FOR REAL TIME
BUSINESS CONDITIONS INDEX FOR INDIAN ECONOMY**

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ABSTRACT

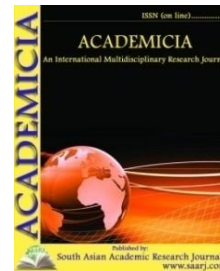
The state of the real economy evolves in a continuous fashion. Economic agents and policy makers, while making decisions in real time, require accurate and timely understanding of the state of real activity. In the light of the changing nature of the economy where increasingly more and more activities being channelized through both organised and unorganized business sectors, the measurement of business condition on real time basis is of paramount importance. In this context, in order to achieve an accurate and timely estimate of the state of real activity in a systematic, replicable and statistically optimal manner, this paper proposes a framework to construct a real-time business conditions index for India. The study primarily motivated by the seminal work of Aruoba, Diebold and Scotti (2009), for the high frequency business conditions assessment for the U.S. economy. Based on various economic indicators measured at different frequencies, this paper develops a real-time business conditions index for India following a dynamic factor model framework for extracting signals from continuously evolving states. A Kalman filter routine used for signal extraction from state-space representation as well as evaluation of likelihood function. Empirical results show that this coincident indicator tracks the overall economic activity reasonably well.

KEYWORDS: *Business Cycle; Dynamic Factor Model; Turning Points; State-Space Model; Expansion.*



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**PERFORMANCE EVALUATION OF AUTOMOBILE COMPANY: A
CASE STUDY OF TATA MOTORS**

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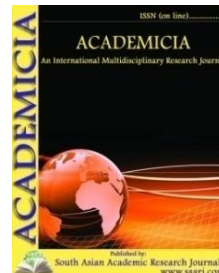
ABSTRACT

Tata Motors Limited is an Indian multinational automotive corporation. It was incorporated in 1945 by JRD Tata as a locomotive producer and it entered into motoring business in 1954 by manufacturing its first commercial vehicle in collaboration with Daimler-Benz AG. The present study has been undertaken to measure and evaluate the performance of Tata Motors Limited. The purpose of the study is to examine the financial performance of Tata Motors. The data used for the study was entirely secondary in nature. The period of study taken from 2005-06 to 2009-10. The study found that Tata Motors is financially sound and leading company.



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**UNLEASHING THE POTENTIAL OF “TRANSGENDERS”
THROUGH CORPORATE**

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ABSTRACT

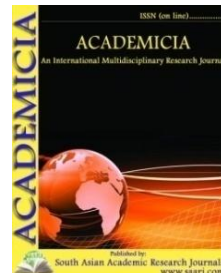
We see the world not as it is, but as we are. We think that the way we see the world is the "truth"; in reality, that's merely denial and delusion. We also think we see the world the way everyone else does, but that's another delusion. A key step forward in unleashing the potential comes from understanding that the way we see the world doesn't necessarily reflect the facts. Therefore what is unleashing the potentials? (www.care2.com). One can do better than what he conceives of himself only when a stimuli act on him, so as to disclose his "unknown" potential (Johari's unknown quadrant) which is intangible both internally and externally. Such unleashed potentials explodes as "innovation" "Know- known Know what we know-but What we don't know, we do not know" Our paper focuses on unleashing the known humans but unrecognized in the society, by the unknown beliefs, perceived as “MARGINALISED COMMUNITY.” Among this community, we like to target more on the recognition of TRANSGENDERS (TG) in the society, which can be created by corporates as a part of their corporate social responsibility activities.

KEYWORDS: transgender, corporate social responsibility, change management.



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EURO ZONE CRISIS: FAR FROM BEING OVER

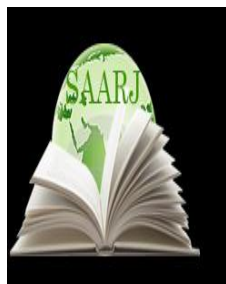
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ABSTRACT

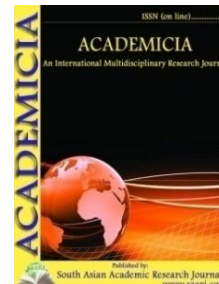
Eurozone crisis has become a phrase so common that every where you find the details. Every channel, newspaper, magazine is flooded with the information about the crisis. Investors heartbeat and markets indices going up and down in a rhythmic motion with every move taken regarding the crisis be it bailout packages, austerity measures, buying of bonds by European Central bank, referendum etc. Every one round the world is anticipating the extent of the crisis, the possible spillover from Greece to others in the zone and impact of crisis on the respective economy. The present paper attempts to study the root cause of the crisis, its controllability, the impact of austerity and bailout packages, possible impacts of Greece default and impact of crisis on India.

KEYWORDS: *Eurozone, Debt Crisis, Bailout, Austerity Measures, Greece.*



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**A STUDY OF ACCESSIBILITY, AVAILABILITY AND QUALITY OF
HEALTH SERVICES IN PUNJAB**

DR. HARINDER SINGH GILL*; POOJA KANSRA**

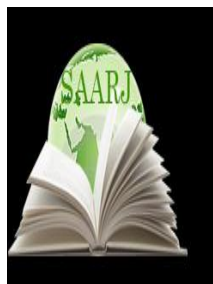
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ABSTRACT

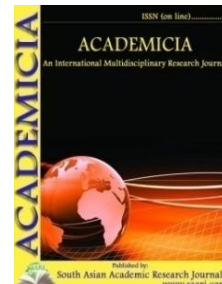
Health is wealth. Good health improves the capacity to learn and work, which vividly improves income and welfare at the household level even if the effects at the aggregate level may be harder to discern. In the present paper an attempt has been made to examine the accessibility, availability and quality of health care facilities in Punjab. The secondary data pertaining to health infrastructure of 20 districts in Punjab from the district level household and facility survey (DLHS-3) have been utilised. The data highlights the disparities over the districts in terms of availability and quality of health services in Punjab. In the healthcare there is shortage of water, electricity and other basic amenities. Despite a steady increase in the number of medical facilities in the country, there still remains a shortage of sub-centres, primary health centres, and community health centres in the country. Hence the need of the hour is to upgrade healthcare infrastructure in the state so to improve the quality and accessibility of public health care services in the Punjab.

KEYWORDS: Health infrastructure, household, disparities, Public health programme.



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**AN EVALUATION OF HRD PRACTICES IN
PRIVATE SECTOR SUGAR MILLS IN TAMIL NADU**

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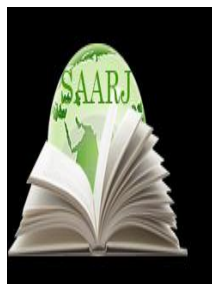
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ABSTRACT

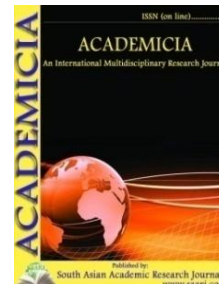
Human resources are the energies, skills, talents and knowledge of people which potentially can, and should be applied to production of goods and services. The route of human resources in management is that of all the 'M's in management, i.e. management of materials, machines, methods, money and motive, and the most important "M" is for man or human resources. Human resources should be utilized to the maximum possible extent in order to achieve individual and organizational goals. In organizations, results and productivity are directly proportional to the quantity and the quality of its human resources. Sugar Industry in Tamilnadu is an important agro-based industry next to textile industry. It plays a vital role in the economic development of the state particularly in rural areas. Keeping in mind the importance of human resource in organization, an attempt is made to study the evaluation of Human Resource Development Practices in Private Sector Sugar Mills in Tamilnadu. An interview schedule has been administered to study the HRD practices of the selected mills. The employees' satisfaction level is also considerably good. Even though, such HRD practices of the study sugar mills are to be continually monitored, strengthened and renewed.

KEYWORDS: HRD, Human resources, Organization, Sugar Mills.



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**PROFITABILITY ANALYSIS OF BANKS****DR. CHARANJEEV SINGH*; MRS. HARVANDNA**; DR. R.K. SHARMA*****

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ABSTRACT

Indian Public Sector Banks, besides fulfilling their function as a developer of society, are commercial organisations. Profit is considered the very reason for continued existence of every commercial organisation. Therefore, in this paper an attempt was made to compare the profitability of three Public Sector Banks, i.e., Punjab and Sind Bank, Punjab National Bank and State Bank of India by calculating various profitability ratios. An analysis of three years, i.e., 2008-09, 2009-10, 2010-11 was taken for the purpose of the study and it was found that in terms of profitability Punjab and Sind Bank was a low performer than the other two Banks.



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**PERCEPTION OF JAMMU AND KASHMIR
POLICE PERSONNEL ABOUT PROMOTION: A ZONAL STUDY**
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ABSTRACT

Police consists of human beings and not machines. The efficiency and effectiveness of any organization depends upon its human resources as they are the most important and active factors of production thus human resources to be handled very carefully with a purpose to motivate them. Promotion is one of the vital HRD practices which has a direct implication on the motivation level of employees working in organizations like police. The fairness of the promotion determines whether or not the organization will be able to retain the available reservoir of talented and experienced manpower. It is only a highly motivated police force which can tackle the law and order and the new emerging threats in terrorism hit states like Jammu and Kashmir.

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