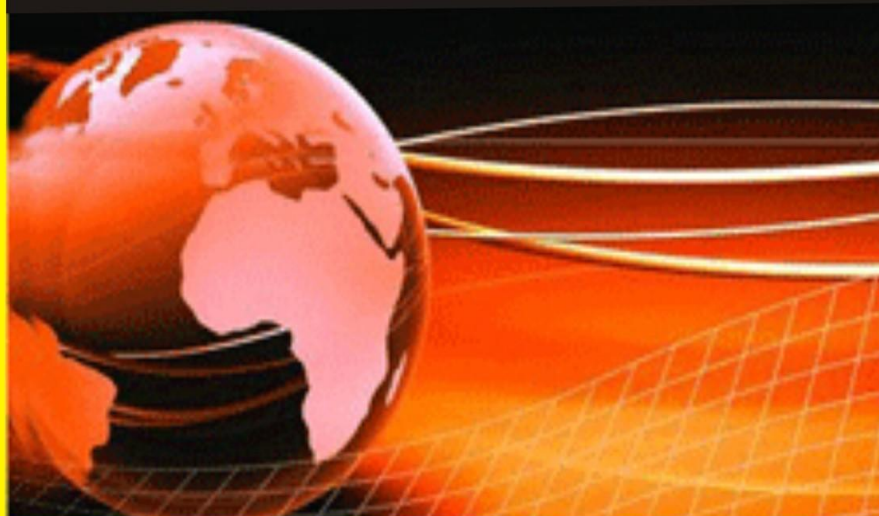


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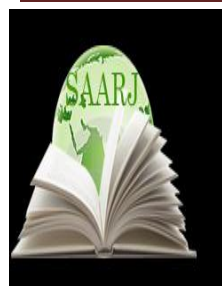
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SR. NO.	PARTICULAR	PAGE NO.
1.	FAMILIES OF PERSONS WITH MENTAL RETARDATION: SOME ISSUES Dr. Satish Kumar	1-10
2.	A STUDY ON TRAINING AND DEVELOPMENT SYSTEM IN ANDRA PRAGATHI GRAMEENA BANK, KADAPA Dr. K.V.S.N Jawahar Babu, Dr. Puli Subramanyam, M. Naga Sulochana	11-21
3.	COMPARISON OF SPEED AND STRENGTH OF RURAL AND URBAN SCHOOL HOCKEY BOYS Geeta Thakur, Rupinder Singh	22-27
4.	QUALITY OF WORK LIFE AND WORK PERFORMANCE IN NLC LIMITED – AN EMPIRICAL STUDY Dr. R. Srinivasan, Mrs. R. Latha	28-34
5.	SOCIAL JUSTICE IN INDIA Dr. Bibekananda Chhotroy, Dr. Suresh Chandra Nayak	35-42
6.	PROCRASTINATION BEHAVIOR AND LIFE ROUTINES AMONG STUDENTS IN KERALA Dr. K. Manikandan, Sebin. P	43-52
7.	STATUS OF WOMEN: AN APPROACH TO THE ELEVENTH FIVE-YEAR PLAN G. Murugavel, Dr. S. Allah Baksh	53-56
8.	QUEST FOR IDENTITY AND HISTORY: A BLACK FEMINIST ANALYSIS OF ALICE WALKER'S THE COLOR PURPLE Dr. Gurdev Singh	57-64
9.	EMPLOYEE PERCEPTIONS ON LEADERSHIP STYLES IN LIC AND RELIANCE INSURANCE: A CASE STUDY H. Hema Lakshmi, Prof. P. R. Sivasankar, P.V.V. Kumar	65-83
10.	MOBILE BANKING: ITS GROWTH, AWARENESS AND PERCEPTION OF CUSTOMERS IN THE PUBLIC SECTOR BANKS (PSBs) Dr. S. Sudalaimuthu, Mr. B. Angamuthu	84-100
11.	KNOWLEDGE SHARING: A CONTEMPORARY REVIEW OF LITERATURE IN CONTEXT TO INFORMATION SYSTEMS DESIGNING Sandeep Kautish	101-114

12.	FOOD SECURITY AND POVERTY ALLEVIATION THROUGH PUBLIC DISTRIBUTION SYSTEM – A CASE STUDY IN MYSORE DISTRICT Dr. K. Sivachithappa, Narayana. N	115-124
13.	GLOBAL TURBULENCE: INDIA'S PREPAREDNESS Dr. Anurag B. Singh, Ms. Priyanka Tandon	125-137
14.	FOREIGN DIRECT INVESTMENT – OPPORTUNITIES AND CHALLENGES FOR INDIA Prof. Dr. S.K. Baral	138-154
15.	HEALTH ANXIETY AMONG PATIENTS WITH DIABETES, HYPERTENSION AND CORONARY ARTERY DISEASE (CAD) Sabiha Baby, M. Ilyas Khan, Shadab A. Khan	155-167
16.	COMPETITIVENESS OF INDIAN TOURISM IN GLOBAL SCENARIO Dr. Prof Ravinder Vinayek, Archana Bhatia, Nee Malhotra	168-179
17.	EMERGENCE OF INTEGRATED REPORTING – A NEED OF THE GREEN ENVIRONMENT AND THE SOCIETY Dr. Anita Sharma	180-196
18.	AN ANALYSIS OF PATTERN AND GROWTH OF FERTILIZER CONSUMPTION IN INDIA (1980 – 81 TO 2009 – 10) G Jayanthi, Dr. Sherley Thomas, Benny J. Godwin	197-212
19.	FDI IN MULTI-BRAND RETAILING IN INDIA: MORE BAD THAN GOOD? Dr. H.Ramakrishna	213-221
20.	GENDER COMPOSITION AND DIRECTOR DIVERSITY AFFECT CORPORATE SOCIAL RESPONSIBILITY AND PROFITABILITY: AN ECONOMETRIC STUDY Dr. Namita Rajput, Ms. Parul Chopra, Mrs. Akanksha Khanna	222-232
21.	THE IMPACT OF CAPITAL INTENSITY & TANGIBILITY ON FIRMS FINANCIAL PERFORMANCE: A STUDY OF SRI LANKAN BANKING & INSURANCE COMPANIES LISTED IN COLOMBO STOCK EXCHANGE Gamlath G R M, Rathirane Y	233-247
22.	MAINSTREAMING RURAL ODISHA THROUGH CONNECTIVITY (A CASE STUDY ON PRADHAN MANTRI GRAMYA SADAK YOJANA) Dr. B. Chandra Mohan Patnaik*; Mr. Manmohan Patnaik	248-271
23.	THE VARDDHANA HOUSE OF AULIKARAS Dr. Moirangthem Pramod	272-280
24.	ROLE OF COMPUTER TECHNOLOGY IN OPEN DISTANCE LEARNING (ODL) Dr. Sarah Nasreen	281-284



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**FAMILIES OF PERSONS WITH MENTAL RETARDATION:
SOME ISSUES****Dr. Satish Kumar***

*Assistant Professor,
Department of Social Work,
Central University of Rajasthan,
India.

ABSTRACT

The phenomenon of mental retardation has been known for millennia. It has been observed that phenomenon has a complex nature and not understood by various section of the community such as parents, family, professional etc. There have been a lot of misconceptions and wrong practices seen across the society. Commonly held attitude is that having a mentally retarded child is traumatic. Although the birth of a mentally retarded child usually requires some adjustment on the part of the parents, the reactions attributed to parents may be exaggerated and one still not well understood.

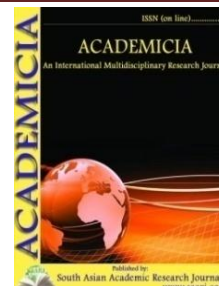
A child with mental retardation shows a condition of incomplete or less than normal mental development. Poor educability, in most of the cases, leads to the problem of social inadequacy and immaturity and the consequent social maladjustment. Both these problems are accompanied by non acceptance or rejection at the hands of his parents and siblings and foster a sense of insecurity in the child. Other factors are feeling of intense guilt in parents and an atmosphere of frustration, conflict and unhappiness in the home. If these parental feelings and attitudes persist, all efforts to improve the functioning of the child with mental retardation will remain useless. It is recognized by the professional that human attention and proper guidance and counselling should be given to the parents to change their attitudes and accept their children with disability.



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**A STUDY ON TRAINING AND DEVELOPMENT SYSTEM IN ANDRA
PRAGATHI GRAMEENA BANK, KADAPA****Dr. K.V.S.N Jawahar Babu***; **Dr. Puli Subramanyam****;
M.Naga Sulochana****Principal,
KMM Colleges,
Tirupati, India.**Assistant Professor,
KMM Institute of Postgraduate Studies,
Tirupati, India.***Assistant Professor,
Alhabeeb College of Engineering and Technology,
Tirupati, India.**ABSTRACT**

Training can be introduced simply as a process of assisting a person for enhancing his efficiency and effectiveness to a particular work area by getting more knowledge and practices. Also training is important to establish specific skills abilities and knowledge to an employee. For an organizational growth and profit are also dependent on the in part of the training. But the training is not a core of organization development. It is a function of the organizational development.

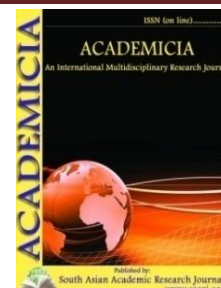
The Andhra pragathi grameena bank sponsored by Syndicate Bank in the state of A.P came into existence on 1 st June, 2006 after amalgamation of 3 RRBs namely Rayalaseema Grameena Bank (Established on 6 th August, 1976), Sree Anatha Grameena Bank (Established 1.11.1979) and Pinakini Grameena Bank (Established on 11.06.1982) into a single entity as APGP by notification of Government of India 1st June ,2006 with it's Head office at Kadapa.



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**COMPARISON OF SPEED AND STRENGTH OF RURAL AND URBAN
SCHOOL HOCKEY BOYS****Geeta Thakur*; Rupinder Singh****

*Assistant Professor,
Akal College of Physical Education,
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Sangrur, Punjab, India.

**Assistant Professor,
Gobindgarh Public College,
Alour, India.

ABSTRACT

OBJECTIVES: *To find out the difference in motor fitness components, i.e speed and strength between urban and rural hockey players.*

BRIEF: *The purpose of this study was to compare these fitness components between Rural and Urban School Hockey Boys. Subjects (N=100) hailed 50 (fifty) boys each from Rural and Urban areas high and senior secondary schools. The data is collected under Speed and Strength Test Battery which consists of four sub-tests Standing Broad Jump, Standing Shot Put, Sit Ups, 40 Mtrs Sprint. The value of mean and standard deviation of all the tests were computed by applying T-test at 0.05 level of significance. The Hockey players of Rural and Urban Schools are almost same in speed and strength. In speed significant difference was observed whereas in strength non-significant difference was observed between rural and urban school hockey boys.*

CONTRIBUTION TO THE SOCIETY: *This study will be helpful to the coaches and trainers for designing of Conditioning Programme to improve Motor Fitness of Hockey Players.*

RECOMMENDATIONS: *Coaches and trainer should conduct periodical tests of speed, strength, endurance and agility of the players to evaluate the effectiveness of their conditioning program.*

KEYWORDS

RURAL: *A village or Town is recognized as the basic area of habitation*

URBAN: *The cities, which are defined by the bureau of the censuses as all central cities with population of 50000 and more.*

SPEED: *Speed is the ability or capacity of an individual to perform successive moments of the same patten at a fast rate or even in one single movement whole speed would be an innate quality.*

STRENGTH: *It is the ability to overcome resistance or to act against resistance.*



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**QUALITY OF WORK LIFE AND WORK PERFORMANCE IN NLC
LIMITED – AN EMPIRICAL STUDY**

Dr. R. Srinivasan*; Mrs. R. Latha**

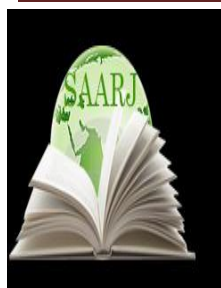
*Associate Professor,
PG & Research Department of Corporate Secretaryship,
Bharathidasan Government College for Women,
Puducherry, India.

**Research Scholar,
Singhanian University,
Jhunjhunu, Rajasthan, India.

ABSTRACT

The focus of this paper concerns a study of the quality of work life (QWL) for the employees of Neyveli Lignite Corporation Limited (NLC). The aim of this paper is to determine whether and how the QWL affects the job satisfaction and employees work performance. The QWL is the degree to which the employees feel a comfortable and enjoyable work life in the organization. The QWL refers to the level of satisfaction, motivation, involvement and commitment in which individuals experience with respect to their work. This study has been undertaken at NLC Limited to understand the factors Viz, nature of job, pay and compensation, Human Resource Development, Human Relations, Working conditions, Welfare measures, Grievance procedure and Promotional policy related to Productivity and performance.

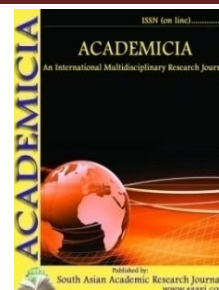
KEYWORDS: *Job Satisfaction, Productivity, Quality of work Life, Work Performance.*



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**SOCIAL JUSTICE IN INDIA****Dr. Bibekananda Chhotroy***; **Dr. Suresh Chandra Nayak****

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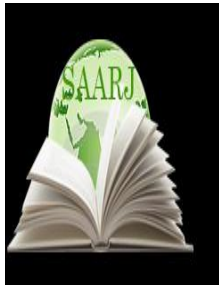
**Assistant Professor,

Faculty of Media Studies,
Manav Rachna International University,
Faridabad, NCR Delhi, India.

ABSTRACT

The quest for social justice began with the famous slogan of the French revolution “Liberty, Equality and Fraternity – although seeds of social justice may be found in the theory of distributive justice propounded by Aristotle. The concept of social justice is primarily based on the idea that all men are equal in the society. It also means the absence of privileged class in the society. The concept of justice essentially emphasizes on distribution of resources and equalization of social arrangements and social conditions to promote equal opportunity and enjoyment of freedoms for all of necessity, therefore, affirmative action for protection of weaker section would become core elements of social justice. The basic hypothesis of the paper is that, social justice in India remains neglected, because we have been half-hearted in our reforms. The paper throws light on various aspects of the problem such as Human Development and social justice, inequality in plenty, capitalism and Greed, Corruption, Illicit money, social justice and judicial activism and conclusion.

KEYWORDS: *capitalism, judicial activism, illicit money, social justice, human development, corruption etc.*



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**PROCRASTINATION BEHAVIOR AND LIFE ROUTINES AMONG
STUDENTS IN KERALA**

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Department of Psychology,
Calicut University,
Kerala, India.

**Department of Psychology,
Calicut University,
Kerala, India.

ABSTRACT

The purpose of the study is to investigate the procrastination behavior of students in relation to certain life routines such as studying daily, doing assignments properly, punctuality in studies, waking up the morning for studies, completing studies before sleeping, etc., and also with some demographic variables. The participants were 560 students studying at different educational institutions (SSLC to Post graduation) from Kerala state, India including both boys and girls. Their age ranges from 14 to 24. The analysis revealed that there exist significant interaction between sex and class of study on procrastination and exist significant difference between males and females on the variable procrastination. It also revealed that the life routine of the students has a significant association with procrastination behavior.

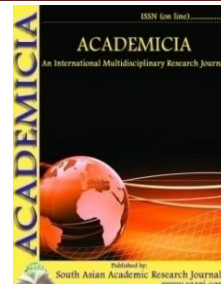
KEYWORDS: *Life routines, Procrastination behavior, Students, Sex, Class of study.*



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**STATUS OF WOMEN: AN APPROACH TO THE ELEVENTH
FIVE-YEAR PLAN**

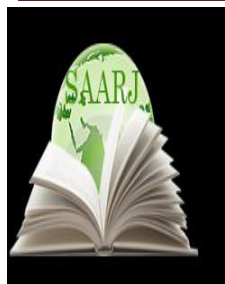
G. Murugavel*; Dr. S. Allah Baksh**

*Ph.D Research Scholar,
Department of Sociology,
Annamalai University,
Tamilnadu, India.

**Assistant Professor,
Department of Sociology (DDE),
Annamalai University,
Tamilnadu, India.

ABSTRACT

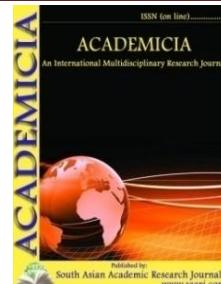
The Eleventh Plan will address these problems by looking at gender as a crosscutting theme. It will recognize women's agency and the need for women's empowerment. At the same time it will ensure the survival, protection, and all-round development of children of all ages, communities and economic groups. Therefore, this paper aims to focus on status of women: an approach to the eleventh five year plan.



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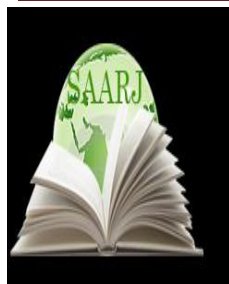
**QUEST FOR IDENTITY AND HISTORY: A BLACK FEMINIST
ANALYSIS OF ALICE WALKER'S THE COLOR PURPLE**

DR. GURDEV SINGH*

*Assistant Professor,
Jat College,
Kaithal, India.

ABSTRACT

The Color Purple unfolds the panorama of black female reality of neo-slavery period that takes shape in the smithy of black male brutality towards black females, racial/ patriarchal oppression and misogynist assumptions. The novel focuses on the process of the self-discovery of an unlettered black southern woman. The black feminist analysis reveals how black female radicalism, embracing of womanism, exploration of black heritage and resultant self-determination bring to fruition Celie's quest for identity and history.



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**EMPLOYEE PERCEPTIONS ON LEADERSHIP STYLES IN LIC AND
RELIANCE INSURANCE: A CASE STUDY****H. Hema Lakshmi*; Prof. P. R. Sivasankar**; P.V.V. Kumar*****

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**Professor & HOD,
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Department of Commerce,
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***Assistant Professor,
Department of MBA,
St. Ann's College of Engineering and Technology,
Chirala, Andhra Pradesh, India.

ABSTRACT

In the global era since there is a lot of awareness among the people and among the employees especially in the organizations they should be treated carefully, motivated and influenced in the work situation. At present the success and failure of organizations is attributed to the effectiveness of leaders in the organizational setting. The present study focuses on how the employees in public sector (LIC) and private sector (Reliance Insurance) perceive their leaders, their leadership styles and differences in leadership in both the sectors. Among the different districts of Andhra Pradesh, the Coastal Districts of Guntur, Krishna, Nellore and Prakasam have been purposively selected for the present study. There are 10 branches of LIC in Guntur district, 11 branches of LIC in Krishna district, 7 branches of LIC in Nellore district and 6 branches of LIC in Prakasam district. There are 8 branches of Reliance Insurance in Guntur district, 9 branches of Reliance Insurance in Krishna district, 6 branches of Reliance Insurance in Nellore district and 6 branches of Reliance Insurance in Prakasam district. The employees of both LIC and Reliance Insurance have been selected by adopting stratified random sampling technique. The sample size for the present study is 300. The tools for data analysis are weighted mean, T-test, F-test ANOVA, discriminant analysis, canonical correlation and standard matrix.

KEYWORDS: *globalization, leadership, leadership styles, perception, teamwork.*



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**MOBILE BANKING: ITS GROWTH, AWARENESS AND PERCEPTION
OF CUSTOMERS IN THE PUBLIC SECTOR BANKS (PSBs)****Dr. S. Sudalaimuthu*; Mr. B. Angamuthu****

*Reader,

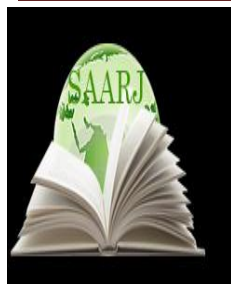
Department of Banking Technology,
School of Management, Pondicherry University,
Pudhucherry, India.

**Research Scholar,

Department of Commerce,
Bharathiar University,
Coimbatore, Tamil Nadu, India.**ABSTRACT**

Banking sector of India has designed and offered various information technology-oriented financial products and services like ATMs, Tele-banking, internet banking, card banking, M-Banking. Among the various technology-enabled services, M-banking service is more convenient than other services but it is not easy to implement because it has some issues related to security, privacy, mobile phone compatibility and customer awareness. So, the progress of m-banking in India takes place slowly. The present analytical and empirical research design carry out with the purpose to find out the growth of M-Banking and customers' awareness of M-Banking & expectations under M-Banking. Sampling banks and customers are selected using purposive sampling method. Secondary data were used to measure the growth of M-Banking with respect to volume and value of M-Banking transaction using trend analysis and data collected from May'09 to Jul'12. It is reported that actual volume of M-Banking in the PSBs has high growth compared with expected growth from Sep'11 to July'12. Further, actual value of M-Banking in the PSBs is highly growing than the expected growth from Dec'11 to Jul'12. Further, Primary data was collected through the questionnaire from bank customers in Tamilnadu regarding perception towards M-Banking. It is reported that nearly half of the customers have awareness of M-Banking. Awareness of customers in the PSBs is connected with their educational qualification, place of living and frequency of bank visit. Finally, bank customers are expecting education about M-Banking, effective and efficient services of M-Banking from the bankers.

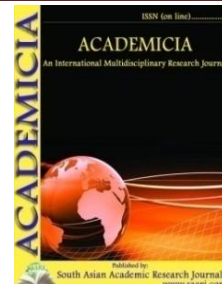
KEYWORDS: Information technology, Mobile banking, Internet banking, ATMs, Tele-banking, Card banking.



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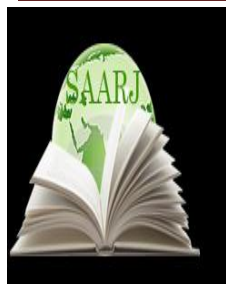
**KNOWLEDGE SHARING: A CONTEMPORARY REVIEW OF
LITERATURE IN CONTEXT TO INFORMATION SYSTEMS
DESIGNING****SANDEEP KAUTISH***

*Research Scholar,
Bhagwant University,
Ajmer, India.

ABSTRACT

Knowledge sharing has become one of the areas which attract researchers from different fields. This paper is an attempt to explore available literature on the emerging concept of knowledge sharing. The paper starts with revealing and categorizing the studies which have been conducted in the concern research area. Further, main areas are been identified in the field of knowledge sharing. Relationship of knowledge sharing with information Communication Technology (ICT) has also been redefined with relation to information systems designing. This paper is a part of doctoral research thesis of the author and discusses the scope, trends and literature of the field of knowledge sharing.

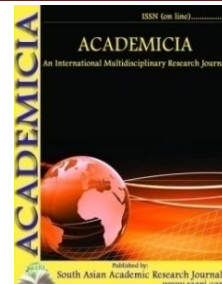
KEYWORDS: *Knowledge sharing, Information Communication Technology (ICT), Knowledge management.*



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**FOOD SECURITY AND POVERTY ALLEVIATION THROUGH
PUBLIC DISTRIBUTION SYSTEM – A CASE STUDY IN MYSORE
DISTRICT****Dr. K. Sivachithappa*; Narayana. N****

*Principal Investigator,
UGC Major Research Project,
Department of Economics,
University of Mysore,
Mandya, India.

**Research Scholar,
Department of Economics,
University of Mysore,
Mysore, India.

ABSTRACT

Public Distribution System (PDS) evolved as a major instrument of the Government's economic policy for ensuring availability of food grains to the public at affordable prices as well as for enhancing the food security for the poor. It is an important constituent of the strategy for poverty eradication and is intended to serve as a safety net for the poor whose number is more than 330 million and are nutritionally at risk. PDS with a network of about 4.99 lakh Fair Price Shops (FPS) is perhaps the largest distribution network of its type in the world. An attempt is made in this paper to analyse the role of public distribution system in food security and poverty alleviation in Mysore district. The PDS is made a positive impact on the livelihood security of weaker sections of the society in the study area.

KEYWORDS: Food security, Public Distribution and Weaker Sections.



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**GLOBAL TURBULENCE: INDIA'S PREPAREDNESS****Dr. Anurag B. Singh*; Ms. Priyanka Tandon****

*Associate Professor,
Department of Management Studies,
LDC Institute of Technical Studies,
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**Assistant Professor,
LDC Institute of Technical Studies,
Allahabad, Uttar Pradesh, India.

ABSTRACT

An Indian Economy is surrounded by number of factors such as internal and external factors. Some of them are unpredictable or uncontrollable while others are controllable by any organization or economy. The unpredictable and swift changes in an organization's external or internal environment or in an economy are that affect its performance is known as Global Turbulence. Late 20th Century was global turbulent environment for global economy and Indian economy as well due to rapid growth in technology. Year 2008 was one of the special turbulent periods for Indian economy. In this paper, we had discussed about how year 2008 became global turbulent year for India and what strategies it adopted to prepare. However, as the financial crisis morphed in to a full-blown global economic downturn, India could not escape the second round effects. The global crisis has affected India through three distinct channels: financial markets, trade flows, and exchange rates. The reversal in capital inflows, which created a credit crunch in domestic markets along with a severe deterioration in export demand, contributed to the decline of gross domestic product (GDP) by more than 2 percentage points in the fiscal year 2008–2009. Methodology used is descriptive research study. The data is collected through secondary sources such as conference papers, discussion paper, RBI reports etc. The study revealed that Indian economy had minor impact of Sub-prime crisis originated in US 2008 which became global financial crisis. The reason behind this is efforts taken by governments and central banks all over the world, the Government and the Reserve Bank of India took aggressive countercyclical measures, sharply relaxing monetary policy and introducing a fiscal stimulus to boost domestic demand. However, this paper argues that with very limited fiscal maneuverability and the limited traction of monetary policy, policy measures to restore the Indian gross domestic product growth back to its potential rate of 8–9%.

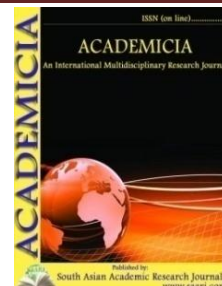
KEYWORDS: *Sub-prime crisis, RBI, turbulence, GDP, monetary policy, cash crunch.*



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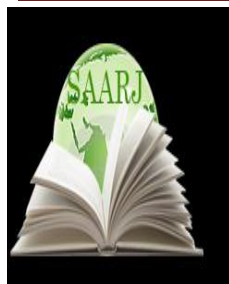
**FOREIGN DIRECT INVESTMENT – OPPORTUNITIES AND
CHALLENGES FOR INDIA****Prof. Dr. S.K. Baral***

*Director,

Kushagra Institute of Information & Management Science (KIIMS),
Cuttack, Odisha, India.**ABSTRACT**

India, the capital deficient country needs more capital from outside the country. Capital is one of the significant elements of factors of production. The industrial development of any country fundamentally depends on the availability of capital. Because of shortage of capital, particularly, underdeveloped and developing countries need more capital for their survival and technology for competing with other countries. Inadequacy of capital is a foremost obstacle for industrial growth of developing nations. The role of Foreign Direct Investment (FDI) is very much a significant in the economic development the country. The amount of FDI, compared to China and other developed countries is quite less. The Indian Government has reviewed policy to attract more FDI and these policy measures boosted the FDI inflows and out flows. But in the recent years, the amount of FDI has been declining. The procedures for FDI approval, environmental clearance, legal aspect, etc., are time consuming. In this paper attempt is made to analyze the direction and impact of FDI on the Indian economy. The study is based on the secondary data and information.

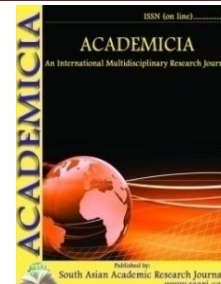
KEYWORDS: Capital, FDI, Collaboration, Policy Framework, Transformation, Procedures, Environmental.



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**HEALTH ANXIETY AMONG PATIENTS WITH DIABETES,
HYPERTENSION AND CORONARY ARTERY DISEASE (CAD)****Sabiha Baby*; M. Ilyas Khan**; Shadab A. Khan*****

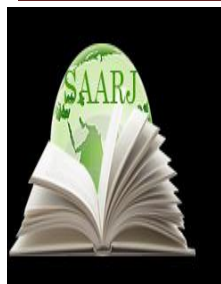
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ABSTRACT

“Health anxiety”, which may also influences illness behavior, refers to a concern about health in the absence of pathology or excessive concern when there is some degree of pathology. Research evidence is consistent with the notion that high levels of health anxiety among patients with disease represent a poorer prognostic indicator. The present attempt is to examine the role of health anxiety among patients with diabetes, hypertension and Coronary Artery Disease (CAD). The data sample consisted of 90 patients. 30 diabetic (15 males and 15 females); 30 hypertensive (15 males and 15 females) and 30 CAD (15 males and 15 females). These patients were those who were diagnosed by physicians and cardiologists. Health Anxiety Questionnaire (HAQ) was used to measure the health anxiety among the patients. HAQ is comprised of four sub-scales which measure various dimensions such as health worry and preoccupation, fear of illness and death, reassurance seeking behavior and interference with life. This scale has 22 questions and it is a four point Likert Scale. Kruskal Wallis (non-parametric test) applied to analyze the data. Result indicates that, there were no significant differences among the mean ranks of diabetic, hypertensive and CAD male patients on all the dimensions of health anxiety. Similarly, significant differences were not found among the mean ranks of diabetic, hypertensive and CAD female patients on health anxiety dimensions, whereas significant differences were found on reassurance seeking behavior. Finally concluded that health anxiety predicts treatment outcome with health anxious patients having poorer prognosis.



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**COMPETITIVENESS OF INDIAN TOURISM IN GLOBAL SCENARIO****DR. PROF RAVINDER VINAYEK*; ARCHANA BHATIA**; NEE MALHOTRA*****

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**Associate Professor,

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FBD, India.

***HEAD & DEAN,

Department of Commerce,

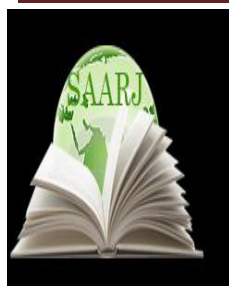
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ABSTRACT

In the current century travel and tourism is the world's highest growth sector. There has been an unprecedented growth in the world's foreign tourist arrivals and foreign tourism receipts. The paper focuses on the standing of India's foreign tourist arrivals and foreign tourism receipts at global level and the competitiveness of Indian tourism industry in the global context and thereby suggests measures to Ministry of tourism, Government of India to boost foreign tourist arrivals. The statistics in the paper are based on secondary information collected from the official website of Ministry of tourism, Government of India, United Nations World Tourism Highlights (UNWTO) 1990-2011 and different journals and books. Besides this the suggestions offered to the ministry of tourism are compiled from the qualitative aspect of responses in the questionnaire of my Ph.D research work and also from secondary sources. The researcher concludes that globally, India is very poorly placed when it comes to foreign tourist arrivals and foreign exchange earnings. Moreover the destination competitiveness of India is by and large adversely affected by poor man made attractions. Thus to enhance India's ranking as a global tourist destination, efforts have to be made in this line in particular. In this way India could better utilize its blessed natural factors and thereby increase the number of foreign visitors.

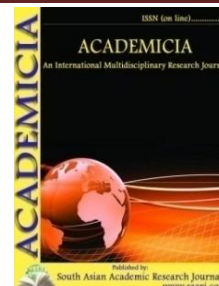
KEYWORDS: competitiveness, foreign tourism receipts, foreign tourists arrivals, tourism.



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**EMERGENCE OF INTEGRATED REPORTING – A NEED OF THE
GREEN ENVIRONMENT AND THE SOCIETY****Dr. Anita Sharma***

*Associate Professor,
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ABSTRACT

Emergence of Integrated Reporting (IR) is the need of the environment and the society as a whole to enable businesses to present environmental, social or ethical information, alongwith the financial, strategic, and governance information within an annual report. It is to be emphasized over here that while many of the companies are producing substainability report along with the financial report but it is not very descriptive to draw conclusions as no clear directions are there but what is needed is to have a one report describing in detail the actual impact of the business on environment and stakeholders as well. This requirement can easily be fulfilled by Integrated reporting as it will allow organizations to release more inclusive and useful reports on all aspects of performance, including environmental, social, and governance, as well as economic, in a concise and user friendly format. This information will allow organizations to provide an assessment of the long-term viability of an organization, as well as meet the needs of investors and other stakeholders. Integrated reporting increases the transparency of the organization, highlighting the issues and the impacts towards governance and structure. The Present paper makes an attempt to discuss the reasons that when we have financial reporting as well as the substainability reporting then why integrated reporting is needed at all and this is done by defining the meaning of Financial reporting, substainability reporting and Integrated Reporting; the emergence of Integrated Reporting, the differences between traditional reporting and Integrated Reporting, the opportunities which will be received, the challenges to be faced through its implementation and the present status of integrated reporting.

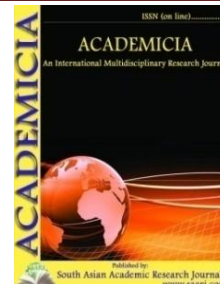
KEYWORDS: *Integrated Reporting, International Integrated Reporting Committee, Financial Reporting, and Substainability Reporting.*



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**AN ANALYSIS OF PATTERN AND GROWTH OF FERTILIZER
CONSUMPTION IN INDIA (1980 – 81 TO 2009 – 10)****G JAYANTHI*; DR. SHERLEY THOMAS**; BENNY J. GODWIN*****

*Research Scholar,
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Coimbatore, India.

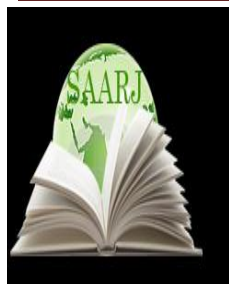
**Assistant Professor,
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**Research Scholar,
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ABSTRACT

This article explores the pattern and growth of fertilizers consumption in India over the past three decades (1980 – 81 to 2009 – 2010). The country has emerged not only the third largest users of fertilizers but also serves as an example for the development world as to what can be achieved through use of improved agricultural practices. About 50% of the production of agriculture crops can be attributed to fertilizer application. Fertilizer consumption is one of the important elements of the agricultural growth strategy. Consumption of fertilizer in India has been growing vigorously. The study utilizes the secondary data which was collected from the published statistical reports. Future trends on fertilizer consumption expected an appreciable growth in India. For this study it could be compiled that agricultural production has increased considerably, with the application of modern input mix viz., fertilizers, high yielding varieties of seeds, better irrigation facilities credit facilities etc. fertilizer has played a significant role in enhancing agriculture, production and productivity.

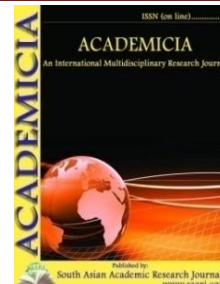
KEYWORDS: *Fertilizers consumption pattern, subsidies, imports and agro fertilizers.*



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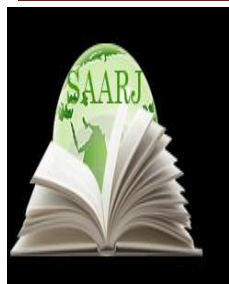
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**FDI IN MULTI-BRAND RETAILING IN INDIA: MORE BAD THAN GOOD?****Dr. H. Ramakrishna****Associate Professor & Co-Ordinator,
Department of CommerceSmt. Saraladevi Sathishchandra Agarwal Government First Grade College,
Bellary, Karnataka, India.**ABSTRACT**

Despite the opposition from its own partners, the congress led UPA government at last, has approved the FDI in multi-brand retailing. The most sensitive sector of India i.e, retailing has been opened for FDI. Arguments, debates, seminars and discussions, strikes and lockouts, are going on across the country to take back the decision of allowing FDI in Indian retailing. Though the MNC retail giants bring more benefits to India, but these will be available in the long run. This sector is already being neglected by the government. At the same time, this sector is suffering from major drawbacks. A comprehensive and well structured regulatory body to monitor the activities of retail giants is the need of the hour. Indian retail sector is being under the control of unorganized sector. Indian consumer is not getting the goods and services as per his expectation on the other hand the producers (farmers) are also not getting a handsome returns for their efforts. Thus, with the aim of satisfying the needs of both the stakeholders in retailing. This sector has been opened for FDI. The government is expecting good results in the form of increase in the employment opportunities, good returns for the farmers, 100% satisfaction to the consumers. We can't expect all these results all of a sudden. This requires a time gap. Mean while, Indian retailers should be educated in this regard. Rather, he should be well trained in retail marketing. At the same time, organized retailers should take part in the nation building activities, rather than keep eye on repatriation of capital and profit to the home country. Development of the back end infrastructure and good marketing network is the need of the hour. Both the organized and unorganized retailers should take active participation in the nation building activities and it is the duty of the government to create this type of environment for the both players. The pros and cons of allowing FDI in multi-brand retailing has been analyzed in this paper in detail.

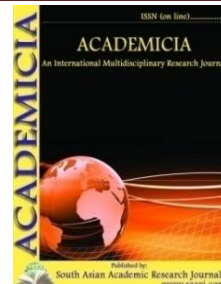
KEYWORDS: FDI, India, multi-brand, retail.



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**GENDER COMPOSITION AND DIRECTOR DIVERSITY AFFECT
CORPORATE SOCIAL RESPONSIBILITY AND PROFITABILITY:
AN ECONOMETRIC STUDY****Dr. Namita Rajput*; Ms. Parul Chopra**; Mrs. Akanksha Khanna*****

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**Research Scholar,
CMJ, Shillong University.

***Research Scholar,
IGNOU, India.

ABSTRACT

This study scrutinizes the relationship between communal transparency, ethical orientation of Fortune 500 companies, the number of females represented on the board of directors as reported in the 2012 annual report data and their profitability. The judgment was mainly based on whether the firm was listed on either (both) Ethisphere Magazine's 2012 'World's Most Ethical Companies' or (and) Corporate Responsibility Magazine's 2012 '100 Best Corporate Citizens List (a sample of 56 companies were taken). To have an Indian view sample of BSE companies (17 companies) are taken on the same parameters. Our results indicate that, as the number of women directors' increases, the probability of a corporation appearing on these lists increases and which leads to rise in profitability of those companies which have high CSR ratings.

KEYWORDS: *Ethical orientations, Corporate reputation, Market performance, Gender diversity.*



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**THE IMPACT OF CAPITAL INTENSITY & TANGIBILITY ON FIRMS
FINANCIAL PERFORMANCE: A STUDY OF SRI LANKAN BANKING &
INSURANCE COMPANIES LISTED IN COLOMBO STOCK EXCHANGE****GAMLATH G R M*; RATHIRANEE Y****

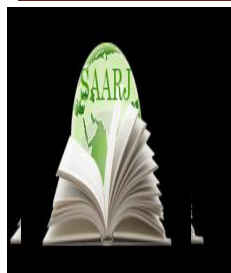
*Project Accountant,
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Central Environmental Authority.

**Senior Lecturer,
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University of Jaffna.

ABSTRACT

Capital intensity indicates how much money is invested to produce one rupee of sales revenue. Business tangible properties or tangible assets are real things that a company has such as buildings or equipment. Capital intensity and tangibility has the vital role in the firms' financial performance. This paper addresses to explore the impact of capital intensity and tangibility on the firms' financial performance. For the purpose of analyzing data in this research, the sample was selected on the availability of data in range from 2007 to 2011, for banking and insurance companies listed in Colombo Stock Exchange (CSE). Capital intensity is represented by the capital intensity ratio which is calculated by dividing the Total assets by the sales and the Tangibility is represented by the Total Debt Ratio and Debt to Equity Ratio. The financial performance of the firm represented by the Profit Margin (PM), Return on Assets (ROA) and Return on Capital Employed (ROCE). To find out the association and impact of the variables the correlation and regression analysis has been made by using Statistical Package for Social Science (SPSS). The findings of this study revealed that there is a significant relationship between the Capital Intensity and tangibility and the financial performance. It means that the firm's capital intensity and tangibility increases it will significantly affect to increasing firm's financial performance and future stability, and the financial managers always act to increase firm's value in order to maximize the shareholders wealth.

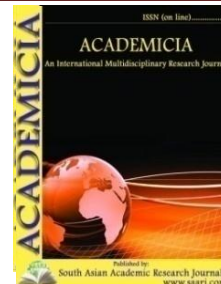
KEYWORDS: Capital Structure Decisions, Capital Intensity, Tangibility, Financial Management.



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**MAINSTREAMING RURAL ODISHA THROUGH CONNECTIVITY**
(A CASE STUDY ON PRADHAN MANTRI GRAMYA SADAK YOJANA)**Dr. B. Chandra Mohan Patnaik***; **Mr. Manmohan Patnaik****

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**Research Scholar,
CMJ University, India.

ABSTRACT

Rural development is a subset of the broader term development; Development is a universally cherished goal of individuals, families, communities and nations all over the world. Development is also natural in the sense that all forms of life on planet earth have an inherent urge to survive and develop. When applied to human beings, it means unfolding or opening up their potential powers. The term development implies a change that is desirable. But, generally speaking, development could be conceptualized as a set or vector of desirable societal objectives or a development index, which does not decrease over time. In this paper we make an attempt to give clear picture of the success of Pradhan mantri gramya sadak yojana (PMGSY) especially in the case of rural area.

KEYWORDS: PMGSY, empowerment, connectivity, development.

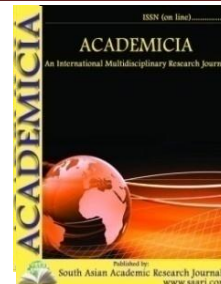


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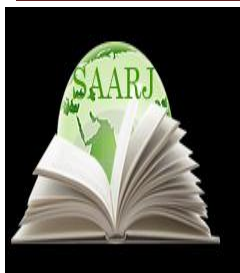
THE VARDDHANA HOUSE OF AULIKARAS

Dr. Moirangthem Pramod*

*Assistant Professor,
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Chandigarh, India.

ABSTRACT

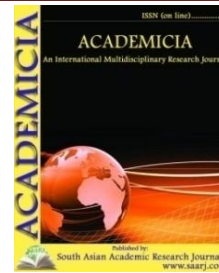
Scholars were not aware of the Varddhana ruling house of Aulikaras¹ till the discovery of Risthal stone inscription. Even after the discovery of three inscriptions of Yaśodharman in the last quarter of the nineteenth century, and in spite of a specific use of the phrase Aulikara-lāñchhanah for Yaśodharman in one of the inscriptions, scholars could not link him with another ruling house popularly known as the Varman branch² of the ruling Aulikaras as the names of all the kings of this family end in 'varman'. Nilakantha Sastri remarks, "Yaśodharman of Malwa stands alone without predecessors or successors."³ R.C. Majumdar also states, "he rose and fell like a meteor between AD 530 and 540 and his empire perished with him."⁴ But with the discovery of Risthal stone slab inscription dated Mālava Saṃvat 572 in 1983, came to light an entire new line of six Aulikara rulers, and the last of them, namely Prakāśadharman, was apparently the predecessor of Yaśodharman Vishṇuvarddhana. It has set to rest all the speculation about the ancestry of Yaśodharman. Now scholars generally accept that he belonged to the line of Aulikara rulers mentioned in the Risthal stone inscription, which is different from that of the Varman branch of the Aulikaras. The relationship between these two ruling families has become a hotly debated topic among scholars. None of the two houses has any name which is common in their respective genealogies and there is no specific evidence to establish a direct link between the two, except that these two houses belonged to the same Mālava stock and both houses had the same family appellation, 'Aulikara', which both of them have used at least once in their inscriptions. It thus appears, at least in the present state of our knowledge that the two Aulikara houses were not related to each other in any way except that they belonged to the same clan.



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ROLE OF COMPUTER TECHNOLOGY IN OPEN DISTANCE LEARNING (ODL)

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ABSTRACT

There is a revolution in the availability of technology. Revolutions like industrial revolution, green revolution have changed the economy beyond imagination. Technological revolution is invading the minds of people so fast that rarely one can escape from its attack. Technology includes mass media like radio, television and computers. All these devices are called as Information and Communication Technologies (ICTs). The use of ICTs is so phenomenal that they have reached the remotest villages and even illiterates have awareness of availability of the technology which can connect them to people, places not only in India but abroad. ICTs have attracted the attention of policy makers and administrators of India. This is evident from the fact that ICTs enabled learning facility is provided to school children in almost all the states of India. Browsing the Internet has become more a necessity than a luxury as a tool of learning. The use of ICTs in a big way in educational setting is breaking geographical barriers to reach the learners at distance. Relevance of ICTs is more as a service provider and as a tool of teaching-learning in ODL system than in conventional system because distance teaching universities mandate is to provide access to higher education and taking education at the door step of the learners. The role of the new ICTs in higher education as a tool of instruction providers is growing rapidly. Earlier very few people could have anticipated or even visualized the through explosion of information and communications world-wide over the internet and its impact in every walk of life. India realized that it must adjust quickly to this new imperative or risk exclusion from the global economy. The country has observed that the very technology that is forcing these changes also offers opportunities for solutions to many of these concerns. This policy is helping the country's education system to leapfrog directly into the information age. The explosion of the free educational resources available on the internet, the lessons learned from the experiences in class rooms in developed nations, advances in space and satellite technologies allowing for greater reach into remote rural areas, dramatic declines in prices for

computers, all these contribute to quality education and learning outcomes moving the next generation into a global knowledge era.

KEYWORDS: *Computer, Communication, Information, Technology, Internet, Open Distance Learning*

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