

ACADEMICIA

ISSN (online) : 2249-7137

ACADEMICIA

An International
Multidisciplinary Research
Journal



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

ACADEMICIA

An International Multidisciplinary Research Journal

ISSN (online) : 2249 –7137

Editor-in-Chief : Dr. B.S. Rai

Frequency : Monthly

Country : India

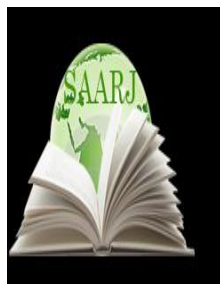
Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: academicia@saarj.com**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.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



SR. NO.	PARTICULAR	PAGE NO.
1.	MAINTAINING GEN X-GEN Y: A STUDY OF WORK-LIFE BALANCE DR. NAMITA RAJPUT, PREETI MARWAH, RITU BALLI, MONIKA GUPTA	1-16
2.	INDIA'S INTERNATIONAL TRADE IN SERVICES AND THE WTO DR. SHAHINA PERWEEN	17-33
3.	AN ANALYSIS OF EQUITY DERIVATIVES IN TWO DIFFERENT SECTORS OF NSE MARKET WITH REFERENCE TO SHAREKHAN AT SALEM K.LOGASAKTHI, P.JAYASHREE	34-52
4.	EVALUATION OF TELECOMMUNICATION SECTOR IN INDIA AFTER LIBERALISATION VIKAS THAKUR, YOGESH GUPTA	53-74
5.	NEURO-MARKETING: THE INDIVIDUAL, THE BRAIN AND THE BRAND SANDEEP BHASIN	75-82
6.	AN EMPIRICAL ANALYSIS OF DETERMINANTS OF INDIA'S EXPORT PERFORMANCE (1980-2008) DR. V.N. ATTRI, PRIYANKA SAHNI	83-95
7.	IMPACT OF GLOBAL FINANCIAL MELT DOWN ON MICRO, SMALL & MEDIUM ENTERPRISES IN INDIA PROF. DR. S.K.BARAL	96-106
8.	ICT IN TEACHING – LEARNING IN HIGHER EDUCATION GRISHMA MANIKRAO KHOBRADE	107-112
9.	TURNING EDUCATIONAL INSTITUTE INTO A LEARNING ORGANIZATION	113-122

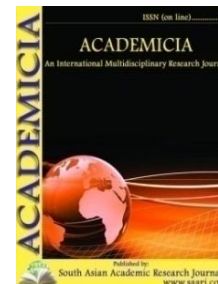
	DR. SANDHYA MEHTA	
10.	TEACHER BURNOUT IN RELATION TO AGE, TEACHING EXPERIENCE AND SELFPERCEIVED EFFECTIVENESS MUKTA GUPTA	123-127
11.	PERSPECTIVE TEACHERS' RESPONSIBILITY TOWARDS ENVIRONMENT DR. D. HASSAN, DR. V. TULASI DAS	128-138
12.	INTERNATIONAL HUMAN RIGHTS NORMS AND PRACTICES IN THE INDIAN CONSTITUTION HARISH CHANDRA	139-150
13.	CORPORAL PUNISHMENT IN INDIAN SCHOOLS: A MAJOR CONCERN RADHAKANTA GARTIA	151-163
14.	STUDY OF WORK LIFE BALANCE AND ITS NECESSITY IN EXECUTIVES' LIVES - (A STUDY AT THE TARGETED CORPORATE SECTORS IN AND AROUND NAGPUR) MRS. RUMI DASGUPT	164-172
15.	UNDERSTANDING "ADOLESCENTS"- THE ISSUES AND REMEDIES BIJAYALAXMI PANDA, LALIT MOHAN NAYAK, DR. VIVEK MAHESHWARI	173-193
16.	THE WAY OF FATE AND THE PROBLEM OF PAIN IN AUROBINDO'S EPIC 'SAVITRI' RENU	194-198
17.	ROLE OF CUSTOMER SERVICE IN SUPPLY CHAIN MANAGEMENT: A CRITICAL RESEARCH AND THEORETICAL FRAMEWORK SANJEEV LALHOTRA	199-207
18.	CLIMATE CHANGE AND FOOD PRODUCTION DR. S. KANCHANA RATNAM, T.T. RAJKUMAR	208-212
19.	A STUDY OF THE EFFECT OF PLYOMETRIC AND RESISTANCE TRAINING AND THEIR COMBINATION ON FLEXIBILITY OF STATE LEVEL ADOLESCENT MALE ATHLETES MANDEEP SINGH, DR. SUBHASH SEHGAL, MAHIPAL GAUR	213-219

20.	R. K. NARAYAN'S MORAL VISION WITH SPECIAL REFERENCE TO THE GUIDE DR. RITA DALAL, NIDHI MEHTA	220-225
21.	COMMUNITY POLICING: AN INDIAN EXPERIMENT WITH THIKRI PEHRA VIVEK THAKUR, R. K. SHARMA, BHAGWAN DASS BUDHIRAJA	226-236



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



MAINTAINING GEN X-GEN Y: A STUDY OF WORK-LIFE BALANCE

DR. NAMITA RAJPUT*; PREETI MARWAH; RITU BALLI***;
MONIKA GUPTA******

*Associate Professor,
Sri Aurobindo College (M).

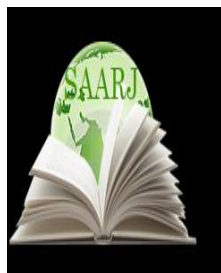
**Research Scholar,
CMJ Shilong.

***Research Scholar, BVIMR.

****Research Scholar, Delhi, India.

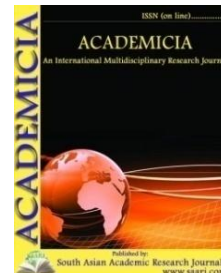
ABSTRACT

This study examined the work-life balance and organizational commitment of Generation X and Y employees in a selected Information Technology firm in India. The sample of 150 employees was used, comprising of different generations. Out of which 10 were excluded from the study because they were from the category of Baby Boomers which were out side of the scope of the study. Survey method was used which composed of two scales namely, work-life balance and the organizational commitment followed by semi-structured interviews to validate the aided interpretation of the survey results. Results which were calculated using correlation and ANOVA technique exhibit a significant effect of work-life balance on organizational commitment in totality. Similar results were obtained for generation X whereas they were insignificant for generation Y which means they don't consider work-life balance as a necessary factor to stay in the organization.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



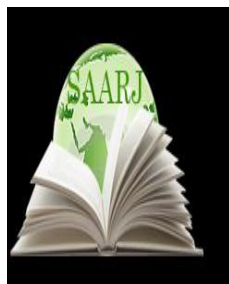
INDIA'S INTERNATIONAL TRADE IN SERVICES AND THE WTO

DR. SHAHINA PERWEEN*

*Women's College,
Department of Economics,
Aligarh Muslim University, Aligarh, UP, India.

ABSTRACT

India is a founder member of WTO. It has taken active interest in the deliberations of WTO. It has emerged as the leading voice of the developing world at various rounds of trade negotiations. India is a founder member of the GATT 1947, and its successor, the WTO, which came into effect on January 1, 1995, after the conclusion of the Uruguay Round of multilateral trade negotiations. India's participation in an increasingly rule based system in the governance of international trade is to ensure more stability and predictability, which ultimately would lead to more trade and prosperity for itself and the 153 other nations which now comprise the WTO. India is no longer a country producing goods and services for the domestic market alone. Indian firms are becoming and have to become global players. More than many other developing countries, India is in a position to wrest significant gains from globalization and the existence of WTO. The main purpose for the creation of the GATS was to create a feasible and reliable system of international trade rules, which ensured fair and equitable treat of all countries on the principles of non discrimination. It aims at stimulating trade and development by seeking to create a predictable policy environment wherein member countries voluntarily undertake to bind their policy regimes relating to trade in services.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**AN ANALYSIS OF EQUITY DERIVATIVES IN TWO DIFFERENT
SECTORS OF NSE MARKET WITH REFERENCE TO SHAREKHAN AT
SALEM**

K.LOGASAKTHI*; P.JAYASHREE**

*Assistant Professor,
VSA School of Management,
Uthamasolapuram, NH-47, Salem-10.

**VSA School of Management,
Uthamasolapuram, NH-47, Salem-10.

ABSTRACT

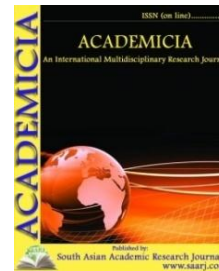
The equity derivatives market in India, though fairly young by international standards, is getting noticed. Many retail investors, however, shy away from it because they are not very clear about how to go about dealing in these equity instruments. These instruments give rise to many opportunities as well as challenges because there are some important differences between sectors like banking and FMCG are to be analyzed regarding its recent trends and forecasting investments in the cash market as opposed to that in derivatives. Equity derivatives can be on any sector like banking, MNC, IT, FMCG, energy etc,. In this research, the researcher has chosen two different the future with past three years trading statement. The aim of the research to help the investors to understand thoroughly about the equity derivatives, investment pattern, features of equities and risk and return of the equity derivatives in the current scenario. Through an analytical research, the position of the equity derivatives of banking and FMCG sector will draw out by the way, thus research will underline the way in which can formulate the pricing, volatility of equity instruments happened and also risk & return which is associated with it.

KEYWORDS: MNC-Multi-national corporation; IT- Information Technology; FMCG- Fast Moving Consumer Goods; NSE- Stock Exchange National; OTC-Over The Counter; RBI- Reserve Bank of India. S.S. Kantilal Ishwarlal Securities Limited (SSKI);BSE-Bombay Stock Exchange; MCX- Multi-Commodity Exchange; NCDEX-National Commodity Exchange.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**EVALUATION OF TELECOMMUNICATION SECTOR IN INDIA
AFTER LIBERALISATION**

VIKAS THAKUR*; YOGESH GUPTA**

*Lecturer,

Department of Humanities and Social Sciences,
NIT Hamirpur (H.P.) 177005, India.

**Associate Professor,

Department of Humanities and Social Sciences,
NIT Hamirpur (H.P.) 177005, India.

ABSTRACT

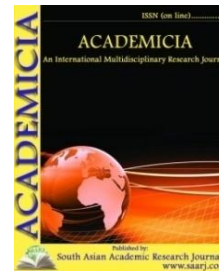
Indian economy has been recording impressive growth rates since 1991 due to some major reforms done in Indian history. This can be partly attributed to the multi-sector structural reforms aimed at enhancing productivity, efficiency and international competitiveness of the economy. India was a latecomer to market reforms, embarking on the process only in 1991. The need for a policy shift had become evident much earlier, as many countries in East Asia achieved high growth and poverty reduction through policies which emphasized greater export orientation, encouragement of the private sector, liberalization in the business policies etc. In the recent history the Telecommunications has been considered as the greatest tool for the socio-economic development of any nation. Due to the drastic growth in the information technology and telecommunication sector it has become the important factor for the growth of economy of any nation. Therefore the present study is an attempt to review the need for market reforms and the major reforms taken in the telecom sector, which had lead to increase in efficiency and growth. The first part of the paper is devoted to a brief background on the need for reforms, reforms taken up by the authorities from time to time. Second part of the paper mainly focuses on the evaluation of the performance of telecommunication sector with respect to the growth in number of connections, foreign direct investment, growth in the production of equipments and exports after the liberalization.

KEYWORDS: *Globalization, Liberalization, Privatization, TRAI, FDI.*



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**NEURO-MARKETING: THE INDIVIDUAL, THE BRAIN
AND THE BRAND**

SANDEEP BHASIN*

*Assistant Professor,
mity International Business School,
Noida, Uttar Pradesh, India.

ABSTRACT

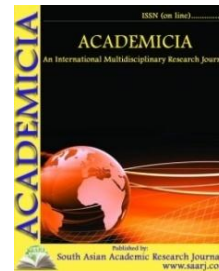
"I know I waste half the money I spend on advertising," the turn-of-the-century department store magnate John Wanamaker is reported to have said. "The problem is, I don't know which half." This was then. The new technology now promises to address this issue with better targeted conversations. It took relatively a long time for the marketers, especially after industrialization, to understand the power of marketing and related activities. Even as the manufacturers of goods and services established their marketing departments, the activities were restricted to communication, viz., designing of internal & external communication, Above-the-line and Below-the-line advertising and organizing events during the launch of the products. When the marketers were busy working on defining marketing strategies taking their vague market research findings and gut-feelings, a group of Neuroscientists were researching on understanding the working of human brain. These studies related to better understanding of our brain's decision making processes promises to have a direct impact on the 'why' of the product positioning and the 'how' of communication. Will understanding the human mind turn out to be a game changer for marketers? This paper explores how our marketing strategies will get sharper in their approach and reduce wastage with a deeper understanding of the working of the brain.

KEYWORDS: Neuromarketing, Marketing, Brain, Behavior, Decisions, Real-Time-Bidding, Nervous System.



Published by: South Asian Academic Research Journals

ACADEMICA:
An International
Multidisciplinary
Research Journal



**AN EMPIRICAL ANALYSIS OF DETERMINANTS OF INDIA'S EXPORT
PERFORMANCE (1980-2008)**

DR. V.N. ATTRI*; PRIYANKA SAHNI**

*Professor,

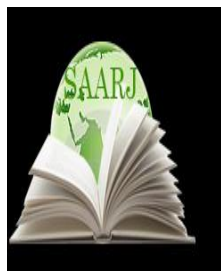
Department of Economics,
K.U. Kurukshetra, India.

**University Research Scholar,
Department of Economics,
K.U. Kurukshetra, India.

ABSTRACT

Exports have assumed a place of paramount importance in the development process of an economy. The aim of this paper is to try and identify the determinants of India's export performance at aggregate level during the period 1980-2008. It applies Ordinary Least Square (OLS) method to investigate the impact of demand and supply side factors on India's export performance. The results of study indicates that World demand (Demand Side) and Domestic demand (Supply side) are found to be statistically significant.

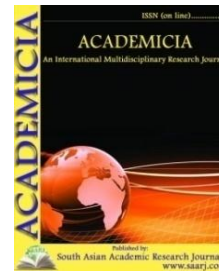
KEYWORDS: Real Effective Exchange rate, World Demand, Domestic Demand, Relative prices, Exports.



Published by: South Asian Academic Research Journals

ACADEMICIA:

An International Multidisciplinary Research Journal



IMPACT OF GLOBAL FINANCIAL MELT DOWN ON MICRO, SMALL & MEDIUM ENTERPRISES IN INDIA

PROF. DR. S.K. BARAL*

*Director,

Kushagra Institute of Information & Management Science (KIIMS),
Cuttack-753 011, Odisha, India.

ABSTRACT

The Global economy is blessed with a curse in disguise or more commonly known as "Integration". The economic turmoil that sprouted out of the developed economies had its spill-over effect causing a major setback to the industries of emerging economies and has eroded values both financially and economically. However, it may be noted that although the recessionary effect dented the demand of all business segments but major headwinds were seen in Micro, Small and Medium Enterprises (MSME). Global recession jolted the balance sheets of every industry and business segment, MSME's, who are majorly into manufacturing of generic products got confronted with reduced demand and pricing pressure. The Government's stimulus packages for generating demand and growth couldn't suffice in insulating the MSME sector from the meltdown. MSME faces huge competition from its larger counterparts, who are having huge cash balance on their balance sheets, enjoys economies of scale, expertise in every field, use of high end technology, better product mix, fully integrated business operations and most of all accessibility to easy and cheap source of funding. MSME is considered as the core segment of every economy as it has to its credit of generating the highest rate of employment growth contributes a major share in industrial production and exports and most of all nurturing innovative entrepreneurial talent. Further, it ensures creation and growth of money supply in urban as well as rural areas, thereby improving the purchasing power and per-capita income of the people. Hence, proper measures should be taken to safeguard MSME's from any financial sickness, adverse variations in operational activity and hostile takeovers on account of plunge in overall demand.

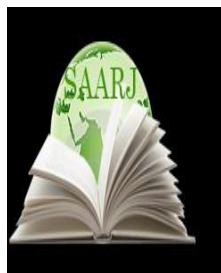
OBJECTIVE OF STUDY

The goal of this study was to investigate and lay down the following points as mentioned below:

- 1. Strategic importance of Medium and Small Scale Enterprises (MSME) in a developing economy (majorly in generation of revenue, employment and growth).*
- 2. The linkage of MSMEs with the mainstream industry and services sector.*
- 3. Drawing the attention towards MSMEs which is much ignored in global melt down era.*

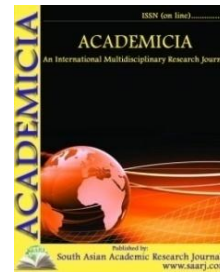
4. The cascading effect of global downturn both on the credit and operational efficiency of MSMEs.

5. Initiatives, support and suggestions under which the MSMEs can be insulated from the meltdown to a larger extent.



Published by: South Asian Academic Research Journals

ACADEMICA:
An International
Multidisciplinary
Research Journal



ICT IN TEACHING – LEARNING IN HIGHER EDUCATION

GRISHMA MANIKRAO KHOBRADE*

*Assistant Professor,
Department of English, N.S.S. Programme Officer,
Birla College, Kalyan, M.S., India.

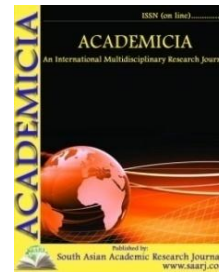
ABSTRACT

Information and communication technology (ICT) is a force that has changed many aspects of the way we live. ICTs in education and contemporary trends suggest that we will soon see large scale changes in the way education is planned and imparted. India today aspires to emerge as front-runner among the knowledge-based societies. The use of ICT in education lends itself to more student-centered learning settings. With the world moving rapidly into digital media and information, the role of ICT in education is becoming more and more important. We at our end are trying to extend teaching-learning through our college website & also through audio CDs. It is an age of science and technology. Education has varied from decade to decade and generation to generation. Our education has always been emphasized on the psychological and physical growth such as all round development. Every period in education system have different techniques for effective teaching. The influence of mass media on education is very authentic which made the world more vibrant and alive. So teacher must use innovative techniques to attract student's attention in the classroom. Teachers are likely to use several learning strategies and technologies to support a traditional learning method which has the power of technology to overcome the limitations of time, distance and resources.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**TURNING EDUCATIONAL INSTITUTE INTO A LEARNING
ORGANIZATION**

DR. SANDHYA MEHTA*

*Deputy Director,
Guru Nanak Institute of Mgt & Tech.,
Ludhiana, India.

ABSTRACT

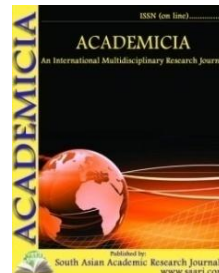
Educational institutes are the temples of learning and it is ironical to discuss the concept of learning organization in context of a place of formal learning. It does not merely focus on creating an environment and imparting learning to the students but puts a question mark on the learning of the teachers themselves. Do they feel the need and desire to learn and upgrade their knowledge and skills on a continual basis? The paper shall discuss the various stages of creating a 'learning organization' in an educational institute.

KEYWORDS: *learning organization, teachers, unlearn.*



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**TEACHER BURNOUT IN RELATION TO AGE, TEACHING
EXPERIENCE AND SELFPERCEIVED EFFECTIVENESS**

MUKTA GUPTA*

*Assistant Professor,
Guru Harikishan College of Education,
Jagadhri, Haryana. India.

ABSTRACT

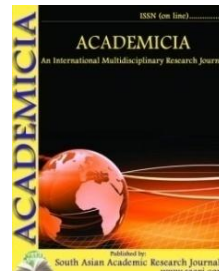
Commercialization of education has compounded the role of teacher in education. In an attempt to survive, a teacher may struggle to handle many tasks at a time. The heavy pressures lead to the burnout in teachers. Burnout is state of depression which affects the efficiency of teachers. So, it becomes necessary to know the factors which affect burnout and how to curb it. This study was conducted with three variables age, teaching experience and teacher effectiveness in mind.

KEYWORDS: *Burnout: Demotivational state of teacher, Age: chronological age in years, Teaching Experience: Years of service put in teaching profession, Teacher Effectiveness: characteristics of teacher as measured by teacher effectiveness scale by Kumar and Mutha.*



Published by: South Asian Academic Research Journals

ACADEMICA:
An International
Multidisciplinary
Research Journal



**PERSPECTIVE TEACHERS' RESPONSIBILITY TOWARDS
ENVIRONMENT**

DR. D. HASSAN*; DR. V. TULASI DAS**

*Department of Education,
A.N.U. Ongole Campus, Ongole.

**Department of HRM,
Acharya Nagarjuna University,
Guntur-522 510, A.P., India.

ABSTRACT

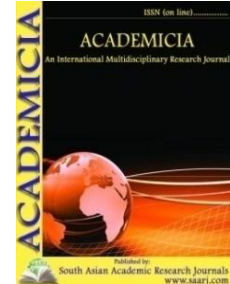
In today's world we are all concerned about the environment. It's a very important to look how we can reduce our impact on our planet. Local communities depend on ecosystems for their livelihood and therefore the people must be given the responsibility to take care of them and apply conservation methods to protect them. Teacher can play pivotal role in this direction. Prospective teachers are the future teachers of the nation. So, they should have the knowledge, understanding and action to protect the environment. Prospective teachers' responsibility plays an important part in preserving environmental values among students. Keeping in view the discussion made in the preceding paragraph, the researcher made an attempt to study the environmental responsibility among prospective teachers. The study was conducted in Prakasam district of Andhra Pradesh. The sample of the study comprises 100 prospective teachers of Prakasam District. For the selection of sample multistage stratified random sampling technique was adopted. The data were analyzed by using mean, S.D., 't' test techniques.

KEYWORDS: Prospective Teachers, Environment, Responsibility.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**INTERNATIONAL HUMAN RIGHTS NORMS AND PRACTICES IN THE
INDIAN CONSTITUTION**

HARISH CHANDRA*

*Center for International Politics,
Organizations and Disarmament.,
School of International Studies,
Jawaharlal Nehru University (JNU),
New Delhi – 110067, India.

ABSTRACT

When we speak of Human Rights in general terms, we speak of certain basic rights guaranteed to all individuals, regardless of local jurisdiction and other factors such as ethnicity and nationality. It must be understood that a formal definition of Human Rights has not been universally made or accepted by different social scientists. For this reason, the term has come to acquire different meaning in different local jurisdictions, resulting in differential application. According to Forsythe, “Human Rights are widely considered to be those fundamental moral rights of the person that are necessary for a life with human dignity. Human Rights are thus means to a greater social end, and it is the legal system that tells us at any given point in time whose rights are considered most fundamental in society. Even if Human Rights are thought to be inalienable, a moral attributes of person that the state cannot contravene, Rights still have to be identified-that is, constructed- by human beings and codified in the legal system. While human rights have a long history in theory and practice, it was the American and French revolutions of the eighteenth century that sought to create national nationally politics based on broadly shared Human Rights. Despite the rhetoric of universality, however, Human Rights remain essentially a national matter, to be accepted or not, until 1945 when they were recognised in global international law” (Forsythe 2000: 3).

Donnelly gave his own idea about Human Rights to assure that “list of Human Rights are based only loosely on abstract philosophical reasoning and a priori moral principles. They emerged instead from the concrete experiences, especially the sufferings, of real human being and their political struggles to defend or realise their dignity. International recognised human rights reflect a politically driven process of social learning” (Donnelly 2003: 57).



Published by: South Asian Academic Research Journals

ACADEMICA:
An International
Multidisciplinary
Research Journal



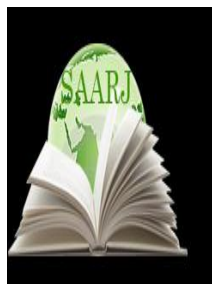
**CORPORAL PUNISHMENT IN INDIAN SCHOOLS:
A MAJOR CONCERN**

RADHAKANTA GARTIA*

*Senior Research Fellow (UGC),
Department of Education,
Kurukshetra University, Kurukshetra, India.

ABSTRACT

Once universally accepted, the use of corporal punishment is now controversial, questioned by social scientists, policy makers, and the general public alike. In case of India, this moral conundrum has become more debatable as in some cases the brutal treatments lead to death of innocent children. A Plan India study on the impact of corporal punishment confirmed that corporal punishment has become a regular feature in the life of children in schools. According to Jayant Jain, president for the Forum Fairness in Education, about 60 percent of the teachers still use corporal or verbal forms of punishment but these cases go unreported. Corporal punishment is defined as “the intentional infliction of pain or discomfort and/or use of physical force upon a student in order to stop or change behaviour” (National Association of School Psychologists). Corporal punishment is the intentional infliction of physical pain as a method of changing behaviour. It may include methods such as hitting, slapping, punching, kicking, pinching, shaking, use of various objects (paddles, belts, sticks, or others), or painful body postures (National Association of School Nurses, 2000). Hyman states that “corporal punishment in the schools is the infliction of pain or confinement as a penalty for an offence committed by a student” (Hyman, 1990:10)



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**STUDY OF WORK LIFE BALANCE AND ITS NECESSITY IN
EXECUTIVES' LIVES - (A STUDY AT THE TARGETED CORPORATE
SECTORS IN AND AROUND NAGPUR)**

MRS. RUMI DASGUPT* Dr. AMISHI ARORA**

*Research Scholar,
Nagpur University, Nagpur - 440022. *

*Director, DMIMS, Nagpur,
Maharashtra, India.

ABSTRACT

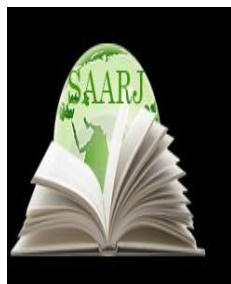
The nature, characteristics of Indian business scenario have been changing drastically due to globalization, liberalization, high degree of competitiveness and change in paradigms of the customers, work culture of the business organizations. The present research study deals with the WORK LIFE BALANCE of the corporate level employees in different corporate sectors in order to determine the level of their work life balance which is having very high importance on their total wellbeing and hence their productivity and entire business growth. Work-life balance is about people having a measure of control over when, where and how they work. It is achieved when an individual's right to a fulfilled life inside and outside paid work is accepted and respected as the norm, to the mutual benefit of the individual, business and society. Striking a balance between professional and personal commitments is a common dilemma for many of today's workers. Organizations believe in providing a balanced life for their employees as they know that today's knowledge workers are less concerned about just financial security which earlier bound them to their employers. But they are definitely drawn towards employers who possess the brand of caring for their employees' well-being personal as well as professional. This kind of approaches have already entered in the Indian industries, some of them already started some measures for the balance in work as well as personal life. The Indian executives having work life imbalance started to realize the necessity of work life balance in their lives.

OBJECTIVE

The nature, characteristics of Indian business scenario have been changing drastically due to globalization, liberalization, high degree of competitiveness and change in paradigms of the customers, work culture of the business organizations. The present research study deals with the WORK LIFE BALANCE of the corporate level employees in different corporate sectors in

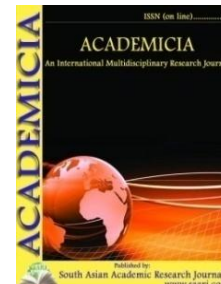
order to determine the level of their work life balance and also to find out their feelings regarding necessity of work life balance in their lives.

KEYWORDS: *Working Life, Personal Life, Work Life Balance, Employees' Well Being, Necessity of Work Life Balance.*



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



UNDERSTANDING “ADOLESCENTS”- THE ISSUES AND REMEDIES

BIJAYALAXMI PANDA*; **LALIT MOHAN NAYAK**;** **DR. VIVEK**
MAHESHWARI***

*Assistant Professor,
Department of Social Work,
Jain Vishva Bharati University,
Ladnun, Rajasthan, India.

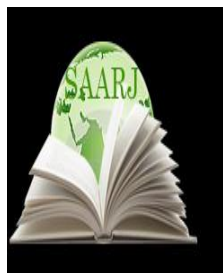
**Research Officer,
Institute of Health Management Research,
Jaipur, Rajasthan, India.

***Assistant Professor,
Department of Psychology,
Jain Vishva Bharati University,
Ladnun, Rajasthan, India.

ABSTRACT

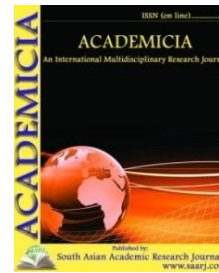
Adolescent is considered as a bridging period from childhood to adulthood. Biological, cognitive, moral, as well as social development occurs during this period. It can be identified as one of the vulnerable period of life when various health problems may be seen. Adolescents in India, account for one-fifth of the total population and are a significant human resource that needs to be given ample opportunity for holistic development towards achieving their full potential. This article based on meaning, characteristics, developmental changes, different kinds of health and nutritional problems. The article focused on schemes and programmes which are implemented to overcome the issues and problems. It also mentioned different dimensions of quality health services for adolescent, role of NGOs and some suggestion for the improvement of quality health care services for adolescents friendly.

KEYWORDS: *Adolescent, Biological, Cognitive, Counselling, Quality health care.*



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



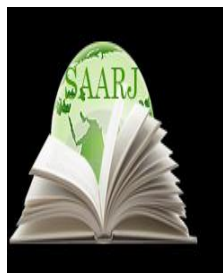
**THE WAY OF FATE AND THE PROBLEM OF PAIN IN
AUROBINDO'S EPIC 'SAVITRI'**

RENU*

*Research Scholar,
Department of English,
CMJ University, Meghalaya, India.

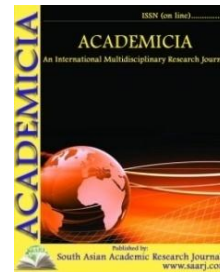
ABSTRACT

Sri Aurobindo was a great philosopher but his Philosophy is not a fine product of his profound intellect, it has grown out of his life experience. His experiences of various sort resulted in permanent realization in his consciousness. He denied that he was a philosopher. It is correct as he never wrote any philosophy as such and his philosophy is not the result of any deliberate attempt to write out any philosophy. It can be asserted that Sri Aurobindo in the process of his spiritual sadhna or meditation or practices and disciplines, perceived certain truths, experienced particular conditions of consciousness, penetrated beyond the multiple veils of physic phenomena and found himself in the presence of the eternally evolving spiritual person in his infinite power and super abundant joyful play. The gist of his philosophy is that it establishes the oneness of the Absolute or Brahman without denying the reality of the world. Savitri is poetry and philosophy and is based on Sri Aurobindo's own yogic experiences and realization. Savitri is the answer to our 'existential' problem, to our fate, problems of pain and their solutions. Yoga leads to right knowledge and right knowledge makes right action possible. Savitri is an example of a woman who bravely faces the existential problem and masters it. She is the redeemer of her husband and of the world. So efforts are but here to find out the way of fate and the problem of pain in human life by studying Sri Aurobindo's epic Savitri and thereafter its solutions as well.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**ROLE OF CUSTOMER SERVICE IN SUPPLY CHAIN MANAGEMENT: A
CRITICAL RESEARCH AND THEORETICAL FRAMEWORK**

SANJEEV LALHOTRA*

*Ph.D Research Scholar,
The Business School,
University of Jammu, India.

ABSTRACT

This paper explored the customer service aspect in supply chain management. As firms' increase their participation in a global economy, developing an understanding of supply chain management issues and opportunities in a global context becomes increasingly important. This study has been exploring the dimension of Customer service management which includes the customer service strategy and the relationship marketing with the customer of the firm's (i.e., B to B). The conceptual method is used to evaluate these dimension which incorporate various finding for these dimension. The study shows the implication of these finding in the small and medium enterprise (SME's) and presented a framework for purchasing transport services to enable small and medium size enterprises (SMEs) to improve relationships with logistics service providers (LSPs) and enhance their own competitive advantage and profitability.

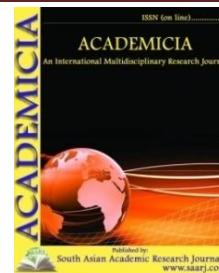
KEYWORDS: *SME's, Supply Chain Management and Customer Service.*



Published by: South Asian Academic Research Journals

ACADEMICIA:

An International Multidisciplinary Research Journal



CLIMATE CHANGE AND FOOD PRODUCTION

DR. S. KANCHANA RATNAM*; T.T. RAJKUMAR**

*Assistant Professor.

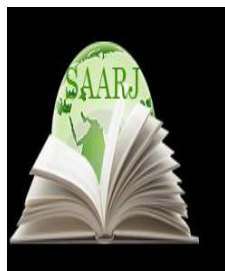
**Ph.D Scholar,

Member of Madras Management of Association (MMA).

ABSTRACT

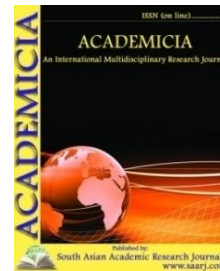
All of us know that food production depends on availability of water. Paddy and sugarcane require plenty of water for its cultivation. If availability of water is abundant the yield of these crops will be phenomenal. They are called 'nanjai' crops in Tamil. There are other crops like maize, ragi, etc. These crops require less water. They are called 'punjai' crops. Therefore it is quite obvious that any crop requires timely supply of water. However, water availability depends on climate. Of late, due to green house effect climates the world over are changing. These days the climate has become unpredictable. It has become erratic. Some time there is unprecedented down pour flooding the agricultural land and thus destroying the crops and other times there is drought. Such climatic condition affects food production to a great extent. Climate change is set to do far worse damage to global food production than even the gloomiest of previous forecasts, according to studies presented at the Royal Society in London, UK. Agriculture is highly sensitive to climate variability and weather extremes, such as droughts, floods and severe storms. The forces that shape our climate are also critical to farm productivity. Human activity has already changed atmospheric characteristics such as temperature, rainfall, levels of carbon dioxide (CO₂) and ground level ozone. The scientific community expects such trends to continue. While food production may benefit from a warmer climate, the increased potential for droughts, floods and heat waves will pose challenges for farmers. Additionally, the enduring changes in climate, water supply and soil moisture could make it less feasible to continue crop production in certain regions. Most researchers believe that higher temperatures and droughts caused by climate change will depress crop yields in many places in the coming decades. The main drivers of agricultural responses to climate change are biophysical effects and socio-economic factors. Crop production is affected biophysically by meteorological variables, including rising temperatures, changing precipitation regimes, and increased atmospheric carbon dioxide levels. Biophysical effects of climate change on agricultural production will be positive in some agricultural systems and regions, and negative in others, and these effects will vary through time. Socio-economic factors influence responses to changes in crop productivity, with

price changes and shifts in comparative advantage. The power of this lies, in coupling of biophysical (yield functions) and socio-economic methods, yielding answers that are otherwise impossible to elaborate when using the two approaches separately. The paper discusses in detail the current climate change, international concern for climate change, its strong effect of food production and the concern for food security.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**A STUDY OF THE EFFECT OF PLYOMETRIC AND RESISTANCE
TRAINING AND THEIR COMBINATION ON FLEXIBILITY OF STATE
LEVEL ADOLESCENT MALE ATHLETES**

MANDEEP SINGH*; DR. SUBHASH SEHGAL; MAHIPAL GAUR*****

*Research Scholar,
Manav Bharti University,
Solan, H.P., India.

**Department of Physical Education,
M.L.N.College, Yamunanagar,
Haryana, India.

***The Millennium School,
Panipat, Haryana, India.

ABSTRACT

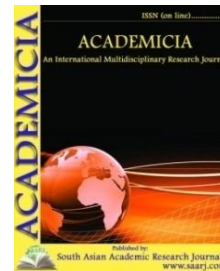
Plyometrics is the combined reaction of, first a neural event followed quickly with a muscular contraction. Plyometrics was being incorporated into any sport that benefited from the explosive power it created. Resistance training is a form of strength training in which each effort is performed against a specific opposing force generated by resistance. The objective of the present study is to ascertain the effects of plyometrical and resistance training and their combination on flexibility of state level adolescent male athletes. So experimental method was used is the study. The present study was conducted on athletes studying in school of Ambala city from 13 to 18 years. As per the requirement of the study the players have been divided into three groups. i.e., control group and experimental group 1, and, experimental group 2. These subjects will be the players who have participated at state level competitions in athletes and each group comprised of 66 subjects. All the instruments to be used in this investigation should be found to be quite precise and reliable. For plyometric training the researcher is going to use the following instruments. i.e. medicine ball, skipping ropes and wooden boxes of different size. For resistance training the researcher is going to use the following instruments. i.e. bar-bell, rubber plates of different weights, fixed bar (for pull-ups), adjustable bench (for bench press) and mats (for sit-ups). For testing the statistical significance of the difference between the group means and Analysis of co-variance (ANCOVA) test was employed and further to access the significant improvement Level of Significant Difference (LSD)

Test has been employed. To test the proposed hypothesis the level confidence chosen was at 0.05 level of significance. The results show that plyometric training is better than resistance as well as combination to improve flexibility.



Published by: South Asian Academic Research Journals

ACADEMICA:
An International
Multidisciplinary
Research Journal



**R. K. NARAYAN'S MORAL VISION WITH SPECIAL
REFERENCE TO THE GUIDE**

DR. RITA DALAL*; NIDHI MEHTA**

*Associate Professor and Head,
Department of English, University College,
Kurukshetra University, Kurukshetra, India.

**Research Scholar.

ABSTRACT

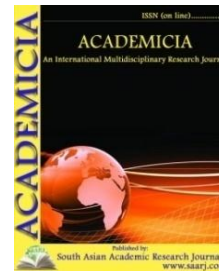
R.K. Narayan is one of the most important novelists of India along with Mulk Raj Anand and Raja Rao. The three were colossal figures of their generations who put Indian Literature in English on the world map. R.K. Narayan's novels show his keen observations about Indian social life. The current paper concentrates on his novel The Guide which has also been made into a successful film by Dev Anand. The paper shows how Narayan uses the characters of Rosie and Raju to bring home the point that criminality never pays.

KEYWORDS: *Raju, Rosie, social, criminal, life, weakness, lavish.*



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



COMMUNITY POLICING: AN INDIAN EXPERIMENT
WITH THIKRI PEHRA

VIVEK THAKUR*; R. K. SHARMA; BHAGWAN DASS BUDHIRAJA*****

*Research Scholar,
Centre for Police Administration,
Panjab University, Chandigarh, India.

**Professor,
Department of Public Administration,
University School of Open Learning,
Panjab University, Chandigarh, India.

**Director,
Kamla Lothia College, Ludhiana, India.

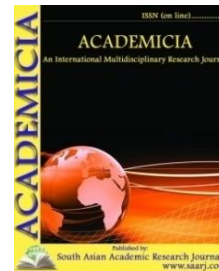
ABSTRACT

In most simplest way, Community Policing can be defined as the process of involving people through their participation in policing. The multi dimensional role of police and the increased expectations of the people from the police are the reason behind the origin of this concept. Police no longer treated as the sole guardian of law and order in the society, therefore, the onus to protect and secure themselves has been transferred to the community through this approach. In fact through Community Policing the citizens are involved into the process of policing themselves. The age old Indian experiment of 'Thikri Pehra' resulted in controlling, preventing and checkup the crime in the local settings. The concept and philosophy of Thikri Pehra lies in the theme that People of the area in turn will take control of the security of their area by way of patrolling at night or if required in the day time as well. The concept of thikri pehra in villages is to involve villages in organized groups armed mainly with sticks and occasionally with spears and swords and a sprinkling of guns if anyone has a license for one, formed whenever there is an upswing in crime. They patrol the village at night. The Village Patrol Act of 1918, as applicable in Punjab empowers the District Magistrate to direct villages for patrolling. However, many times villagers themselves resort to this without any formal orders. There are several examples and cases which have strengthened forcefully the utility of Thikri Pehras in the operations of Community Policing. In this paper effort has made to study the importance of Thikri Pehra (Usually Night Patrolling) in the maintenance of order in society and also to provide security to the community of the area.



Published by: South Asian Academic Research Journals

ACADEMICIA:
An International
Multidisciplinary
Research Journal



**BIONIC EYE TECHNOLOGY:
AN ADVANCED VERSION OF ARTIFICIAL VISION**

HARDEEP SINGH*; BIKRAM PAL SINGH; JASPREET KAUR*****

*Assistant Professor,
Training & Placement Officer, Department of Training & Placement,
Ferozepur College of Engineering & Technology (FCET),
Ferozepur, Punjab, India.

**Assistant Professor,
Training & Placement Officer, Department of Training & Placement,
Global Institutes, Amritsar,
Punjab, India.

***MTech Scholar,
Department of Electronics and Communication Engineering,
Amritsar College of Engineering and Technology (ACET),
Amritsar, Punjab, India.

ABSTRACT

Blindness is the most feared of all human ailments. Crossing busy roads can be a challenge for people with good vision. For blind people, it is a perilous activity. Technology has done wonders for the mankind. We have seen prosthetics that helped overcome handicaps. Bio medical engineers play a vital role in shaping the course of these prosthetics. Now it is the turn of Artificial Vision through Bionic Eyes. Researches working for the Boston Retinal Implant Project have been developing a Bionic eye implant that could restore the eye sight of people who suffer from age related blindness. The implant is based on a small chip that is surgically implanted behind the retina, at the back of the eye ball. Chips-designed specifically to imitate the characteristics of the damaged retina, the cones and rods of the organ of sight are implanted with a microsurgery. An ultra-thin wire strengthens the damaged optic nerve; its purpose is to transmit light and images to the brain's vision system, where it is normally processed. Other than the implanted chip and wire, most of the device sits outside the eye. The users would need to wear special eye glasses battery-powered camera and a transmitter, which would send images to the chip implanted behind the retina. The new device is expected to be quite durable, since the chip is enclosed in a Titanium casing, making it both water-proof and corrosion-proof. The researches estimate that the device will last for at least 10years inside the

eye. There is hope for the blind in the form of Bionic Eyes. This technology can add life to their vision less eyes.

KEYWORDS: *Artificial vision, Blindness, Eye, Retina, Technology.*

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 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

Categories

- 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