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VISION

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

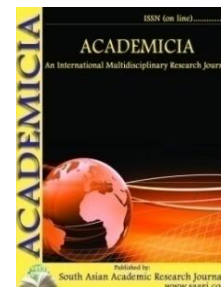


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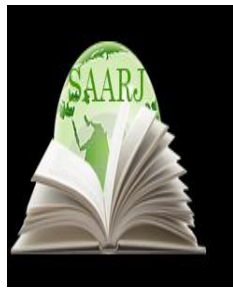
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LITERATURE REVIEW ON ROLE OF VOLUNTEERISM IN DEVELOPING EMPLOYABILITY AMONG STUDENTS IN HEIs

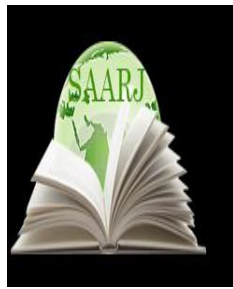
Prof. Shivaji Shriram Dhawad*

*Assistant Professor,
Central Institute of Business Management Research & Development,
Nagpur, Maharashtra, India.

ABSTRACT

This review of literature aims to examine the benefits of student volunteering and its impact on future employability. The study highlights several best practices at international universities that encouraged student volunteering and/ or institutionalized service-learning. The study also investigates the employability skills demanded by employers and whether volunteering equips students with enhanced skills. The study will identify whether employers consider volunteering in their hiring decision.

KEYWORDS: *Volunteerism, Volunteer, Employability, Skills.*



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AN EXPLORATORY STUDY ON SHOPLIFTING IN GROCERY STORES

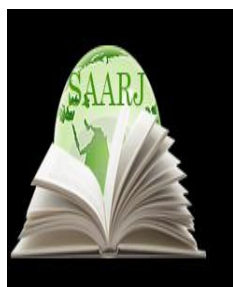
Pooja Sehgal Tabeck*

*Assistant Professor,
Amity Business School,
Amity Univeristy,
Noida, India.

ABSTRACT

The Indian retail industry is currently the transitional phase. It is witnessing widespread changes. From the initial passing of FDI in the single brand retail format to the latest law amendments allowing FDI in the multi brand retail outlets. The industry is liberalizing. It is opening doors to avenues of greater investment. The economy is attracting big foreign players who are bringing a whole new shopping experience and a great deal of much developed expertise in providing a world class shopping experience. This modernization of the retail sector has brought with itself the advancements and the inherent problems alike, while India presents itself as a large market full of opportunity to these emerging retailers. It represents significant challenges as well given that much of the Indian retailers lack the expertise that is possessed by the foreign retailers in carrying the business. One of the major challenges is the high shrink rate that is witnessed by the retailers. The flipside to this lucrative trade will grow as any retailer's business expands. Even the best of retailers regard shrinkage as one of the hardest to prevent losses. Modern crimes have emerged and all of them, from the simplest shoplifting incidences to the more Organized Retail Crimes, eat into the profitability of the retailers. Retailers spend huge sums of money to establish tech security systems, setting up loss prevention departments, imparting training to its employees. In this study researcher examines the one of the major component of shrinkage i.e. shoplifting. Focusing on shoplifting the researcher observed different methods of shoplifting by shoppers at grocery stores, the study also focus on gaps in store design, security measures, etc. which turns a retail store into shoplifting zone.

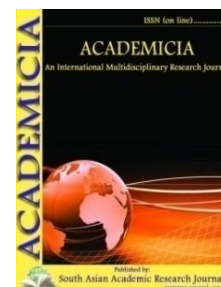
KEYWORDS: Shoplifting, Grocery stores, Retail.



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**PROFESSIONAL COMMITMENT OF GOVERNMENT SENIOR
SECONDARY SCHOOL TEACHERS IN RELATION TO
THEIR ATTITUDE TOWARDS TEACHING**

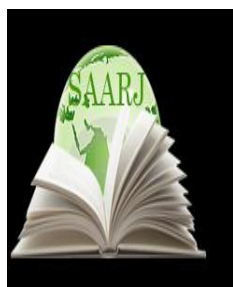
Dr. Ram Mehar*; Suruchi**

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**Research Scholar (JRF),
Department of Education,
Panjab University,
Chandigarh, India.

ABSTRACT

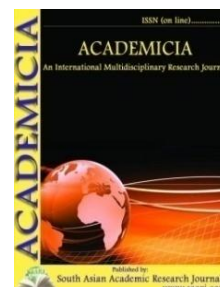
The present study investigates the professional commitment of government senior secondary school teachers in relation to their attitude towards teaching. The study consisted of 100 government senior secondary school teachers both male and female. Data was collected with the help of professional commitment scale by Kaur, Ranu and Brar (2011) and teacher attitude inventory by Ahluwalia (1971). The data obtained was analysed statistically with the help of mean, SD, t-ratio and correlation was used to arrive at the following conclusions: (i) There was significant difference between professional commitment of male and female teachers, (ii) There was significant difference between attitude towards teaching of male and female teachers, (iii) There was positive and significant relationship between professional commitment and attitude towards teaching of male teachers, (iv) There was positive and significant relationship between professional commitment and attitude towards teaching of female teachers, (v) There was positive and significant relationship between the professional commitment and attitude towards teaching of total sample.



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GREENER HOSPITALS: EMERGING TREND

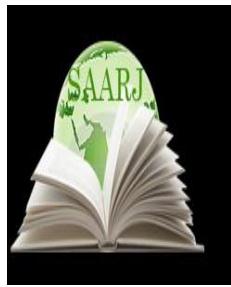
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ABSTRACT

Over the past few years, regulatory agencies and local communities have pushed for greater environmental controls within the healthcare setting. Green Hospital concept will play an important part in the curative process in time to come. Hospital of tomorrow will now focus on wellness and be transformed in to welcoming spaces to get well. In fact it was recently reported by market research firm SBI Energy, that green building renovation are set to increase significantly through 2015. From energy conservation to the proper disposal of medical waste and the safe handling of highly potent pharmaceuticals, healthcare facilities are discovering that the adage “do no harm” is applicable not only to their patients but to the natural environment and communities around them. This study makes an attempt to aware about the term “Green hospital” and its strategies for controlling environmental protection.

KEYWORDS: *concept of Green Hospital, strategies & Benefits of Green Hospitals.*



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CARBON CREDIT ACCOUNTING: A BUDDING ISSUE

Dr. Sushma Bareja*; Ms. Jyotsna**

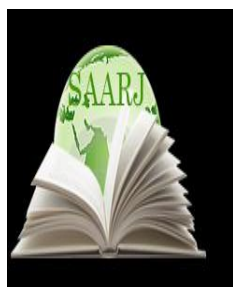
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**Research Scholar,
Department of Commerce,
University of Delhi,
Delhi, India.

ABSTRACT

One of the most significant global level socio-political, technological and economic issues being faced by one and all, including corporate world is regarding the causes and consequences of Global Warming (GW). One of the major reasons for GW is the failure of ozone layer to protect the earth's atmosphere from ultra-violet rays. This failure is because of industrial pollution and some substances being emitted in the atmosphere by virtue of human activities like combustion of fossil fuels, deforestation etc. Due to these, there are many unusual changes in the climatic conditions like species loss, floods, earthquakes, droughts, frequent storms, crops failure, scanty rainfall, rising sea levels disappearing of islands and coastal areas and many other irreparable damages. In this paper, an attempt has been made to know why carbon accounting is becoming a necessity for survival and a tool for sustainable development.

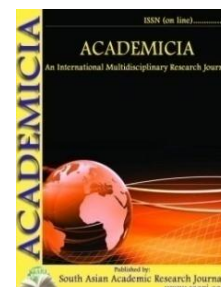
KEYWORDS: Carbon Credit, Carbon Credit Accounting (CCA), Carbon Trade, Global Warming, Kyoto Protocol.



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LEARNING OF MATHEMATICS AS AN ANATHEMA TO SECONDARY SCHOOL STUDENTS

Vineesha. V.*; Dr. Baiju K Nath**

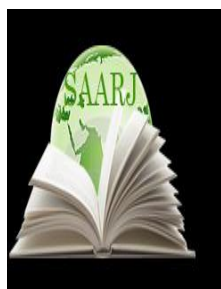
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**Assistant Professor,
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Kerala, India.

ABSTRACT

Mathematics is the basis for everything and the physical world can be understood through Mathematics. According to National Curriculum Framework 2005, access to quality Mathematics education is the right of every child. Contrary to the present scenario of the learning Mathematics is entirely different. In our country Mathematics is considered as a hard nut to crackle as far as a secondary school student is considered. Many students hate mathematics and failed miserably in the subject. This paper attempts to find out the reasons for secondary school students abhorrence to Mathematics discipline. Attempts are made to identify the major problems faced by secondary school students in learning mathematics and through this paper it is tested that whether there is any significant difference in the problems faced by students based on the type of management of school, as well as gender. A survey was conducted using a questionnaire, consisting of 20 problem areas on a sample of 250 students from 4 secondary schools of Kozhikode and Malappuram districts of the state of Kerala, India. Estimation of percentage and test of significance of difference in percentages were calculated. The serious issues pointed out by students are; Lack of basic knowledge in Mathematics, Negative attitude towards the subject due to the faulty advice given by the elders, Improper functioning of Mathematics club and Speedy completion of topics due to loss of academic days.

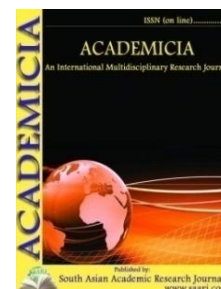
KEYWORDS: *Mathematics, Learning, Secondary level, Difficulty in mathematics learning, Students problems.*



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EFFECT OF COMPUTER BASED INSTRUCTIONS (CBI) ON ACHIEVEMENT IN SOCIAL SCIENCES OF IX CLASS STUDENTS

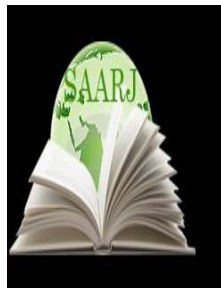
Dr. Gurkirat Kaur*

*Associate Professor,
Faculty of Education,
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ABSTRACT

When computer delivers some instructional material (Taylor, 1980) then this solution is termed Computer Based Instructions. Computer-based instruction is any curricula in which students interact with a computer as a key element of the learning process. The present study examined the effect of computer based instruction on academic achievement of students of Social Studies of IX class. The present study was conducted by employing quasi experimental post test design of research with a sample of 60 students. The present study indicated no significant difference between mean achievement in social science of Standard IX students who were taught through Computer Based Instructions and Lecture Method.

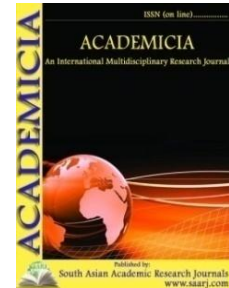
KEYWORDS: *Computer Based Instructions, Social Studies, Lecture Method, Achievement.*



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CUSTOMER RELATIONSHIP MANAGEMENT IN INDIAN BANKING SECTOR

Dr. N. Ratna Kishor*; Kumba Nagamani**

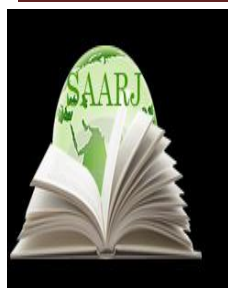
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**Research Scholar,
Department of Commerce & Business Administration,
Acharya Nagarjuna University,
Guntur, A.P., India.

ABSTRACT

Nowadays, many businesses such as banks, insurance companies, and other service providers realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers retain existing ones and maximize their lifetime value through providing need based services in the changing economic scenario. At this point, close relationship with customers will require a strong coordination between IT and marketing departments to provide a long-term retention of selected customers/segmented customers. This paper deals with the role of customer Relationship Management in banking sector and the need for Customer Relationship Management to increase customer value and customer base by using some analytical methods in CRM applications. CRM is a sound business strategy to identify the bank's most profitable customers and prospects, and devotes time and attention to expanding account relationships with those customers through individualized marketing, reprising, discretionary decision making, and customized service – all delivered through the various sales channels that the bank uses. Customer relationship management is a broad approach for creating, maintaining and expanding customer relationships. CRM is the business strategy that aims to understand, anticipate, manages and personalizes the needs of an organization's current and potential customers. At the heart of a perfect strategy is the creation of mutual value for all parties involved in the business process. It is about creating a sustainable competitive advantage by being the best at understanding, communicating, and delivering and developing existing customer relationships in addition to creating and keeping new customers. So the concept of product life cycle is giving way to the concept of customer life cycle focusing on the development of products and services that anticipate the future need

of the existing customers and creating additional services that extend existing customer relationships beyond transactions.

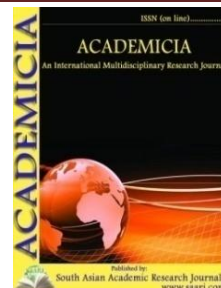
KEYWORDS: *Customized services, Customer life cycle, customer satisfaction, client interaction.*



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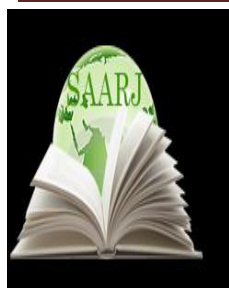
TEACHER EDUCATION: ISSUES AND CONCERNS

Shuchita Mahajan*

ABSTRACT

This paper aims to discuss and analyze the issues and concerns related to teacher education in India. Despite of India's commitment towards universalization of elementary education (UEE) and implementation of various flagship schemes like Sarva Shiksha Abhiyan (SSA), Rashtriya Madhyamik Shiksha Abhiyan (RMSA) and mid day meal scheme, the quality of education in India is unsatisfactory in terms of teaching learning environment and learning achievements. The present paper is divided in 2 sections. Section 1 deals with the current issues and concerns of teacher education namely shortage of qualified and trained teachers, poor state of teacher education institutes, weak teacher education curriculum and low status of teachers. Section 2 states some structural and curricular changes that will ensure success in teacher education.

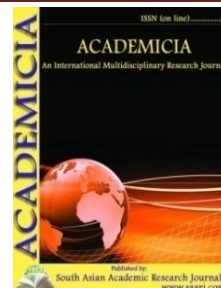
KEYWORDS: *quality education, school education, teacher education.*



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**POLICY IMPLICATION OF JURGEN HABERMAS
CONCEPT OF PUBLIC SPHERE IN DEMOCRATIC STATE WITH
SPECIAL REFERENCE TO INDIA**

Leena*

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New Delhi, India.

ABSTRACT

The concept of public sphere used by Habermas in deliberative form of democracy is a useful concept for a strong foundation of policy. As defined by Abraham Lincoln, democracy is the Government of the people, by the people and for the people. Empirically, however, if we see in the real world or in the present milieu, we can say that democracy has become a government "off" the people, "by" the people and "far" the people. And this is what the current paper talks about. A meticulous attempt has been made to discuss the importance of public reasoning, public discussion and public sphere in present state of affairs. In continuation, an attempt has been made to focus on the issues of how public discussions influences policy decisions and how policies influences the people's participation and decision making and their lives.

KEYWORDS: Debate, Democracy, Habermas, Policy, Public sphere.



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ONE PERSON COMPANY: AN ANALYTICAL STUDY

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ABSTRACT

Under the Companies Act of 1956 the definition of body corporate excluded from its scope 'a corporation sole' but the Act of 2013 has removed this exception and come up with a new revolutionary concept i.e. one person company (OPC). But there is a difference between the two. The concept of OPC allows a single person to run a company limited by shares, and Sole proprietorship means an entity where it is run and owned by one individual and where there is no distinction between the owner and the business, whereas it is not so in case of OPC. In OPC, the company will acquire corporate personality and enjoy all the advantages of a private company viz., limited liability, perpetual succession, separate property, capacity to sue and be sued, contractual rights, etc. Part I of the paper throws light on the concept, its meaning, characteristics, and the compliance burden along with the need for the introduction of the concept of OPC in India on the lines of UK, China, Singapore and several European countries after the recommendations of the J.J. Irani Committee in 2005. Part II tests its utility in the context of the current scenario in India. In order to critically examine the concept and its benefits over the sole proprietorship points of distinction have been drawn between the two concepts. After an elaborate discussion on its advantages the shortcomings and loop holes in the concept have been analyzed. The article concludes with the observations and suggestions to overcome the ambiguities to further the objectives of the new concept including its implications on the study of corporate governance.

KEYWORDS: Company, limited liability, single member.



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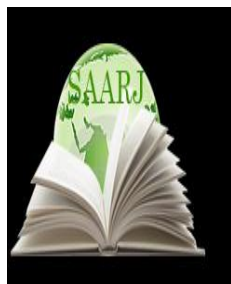
**SOCIO-ECONOMIC BACKGROUNDS OF PANCHAYAT LEADERS:
A CASE STUDY OF CHETAM AND SIGIN-I ANCHAL BLOCKS, UPPER
SUBANSIRI DISTRICT, ARUNACHAL PRADESH.**

Mr. Gandhi Siga*

*Research Scholar,
Rajiv Gandhi University,
India.

ABSTRACT

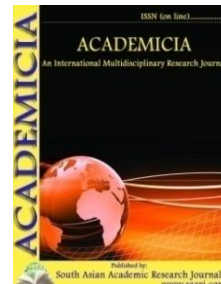
Democracy is considered as one of the best form of government because it ensures liberty of thought, expression, belief, faith and worship, equality of status and opportunity, fraternity as well as the right to participate in political decision-making. Participation and control of governance by the people of the country is the essence of democracy.



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A PERUSAL OF HUMAN GENOME PROJECT WITH REFERENCE TO HUMAN RIGHTS

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*Assistant Professor,
Institute of Law,
Nirma University,
Ahmedabad, India.

ABSTRACT

The Human Genome Project was initiated in 1990, in USA, coordinated by DOE and NIH with a purpose to identify the approximate 100,000 genes in human&determine the sequences of the more than 3 billion bases that make up human DNA. Every cell in our body has the same DNA is made up of four similar chemicals abbreviated A, T, C, and G that are repeated millions or billions of times throughout a genome. Thus the human genome may have more than 3 billion pairs of bases.



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**720 DEGREE PERFORMANCE APPRAISALS:
A NEW PARADIGM**

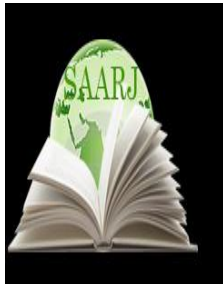
Dr. Rajiv Chopra*

*OSD, Principal,
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University of Delhi,
New Delhi, India.

ABSTRACT

Performance evaluation is a process which includes obtaining the data about the employees and then analyzing the information obtained to evaluate the performance of employees in an organization. An adequate performance appraisal is very crucial for the success of any organization. Without an adequate, unbiased and fair performance appraisal method an organization will not be able to succeed in today's competitive world. One of the latest techniques of performance appraisal followed by organizations these days is 720degree performance appraisal method. Our paper focuses on importance of this technique among organizations.

KEYWORDS: *Performance appraisal, new technique, 720 degree, 360 degree.*



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**ADVANTAGES AND CHALLENGES OF IFRS:
A REVIEW OF LITERATURE**

Shweta Jain*; Vasundhara Jain**

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Delhi, India.

ABSTRACT

Globalisation has integrated the national economies into the international economy through various modes like foreign direct investment, trade, capital flows, etc. Enterprises are carrying on their business worldwide. As we know that accounting is the language of business, therefore businesses around the world should not use different languages while sharing financial information. As a result, use of IFRSs is gaining momentum across the world which is regarded as more principles based rather than rules based standards. The process of convergence with IFRSs is likely to provide a lot of advantages to the parties like corporate world, investors and overall country. But this process is also surrounded with many challenges faced by abovementioned parties. So, this paper is an attempt to focus on the benefits and challenges posed by the implementation of IFRSs worldwide and some suggestions are also mentioned to beat some of these challenges and hence, to smoothen the process of convergence.

KEYWORDS: *Globalisation, convergence, IFRSs, benefits, challenges.*



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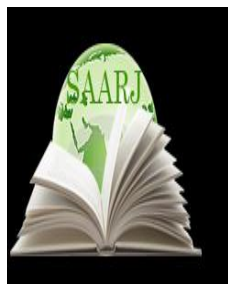
HISTORY OF PANCHAYAT RAJ IN INDIA AND KARNATAKA – AN OVERVIEW

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ABSTRACT

In India Panchayat existed since earlier. This is the oldest system of local government. In this village elders or religious leaders used to discuss and sort out their problems. This practice of finding solutions to local problems collectively, has found mentioned in ancient texts like Kautilya's "Arthshastra", Manusmiti and in Mahabharata also, and they are still prevalent in different forms all over the country. But with the interruption of British along with centralization policy, the panchayats suffered a temporary setback. But in the late twentieth century India has returned once again to the concept of politics and this gave once more birth to panchayat. This paper attempts to explain the history of panchayats in India and in Karnataka.



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**HIGHER EDUCATION AMONG THE SCHEDULED CASTES:
DISTRICT LEVEL ANALYSIS OF UTTAR PRADESH**

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ABSTRACT

Scheduled Castes (SCs) are educationally backward community in India. Educational backwardness of SCs has its relation with socio-economic inequalities internalized in the structure of Indian social order. Thus, the present research paper is an attempt to study the spatial analysis of achievement in higher education among the scheduled castes in Uttar Pradesh. The paper is based on quantitative work of secondary data extracted from Census of India 2001 and Directory of Colleges, UGC 2001-02. Gross Enrolment Ratio (GER), Educational Attainment Rate (EAR) and Discontinue Rate (DR) has been computed for analysing the pattern of higher education at district level with the help of GIS mapping. Analysis of the paper reveals that there is very high variation in GER and EAR among the districts of Uttar Pradesh. Although accessibility to higher education among the SCs has increased in the recent decades, unfortunately, there is very high rate of discontinue in higher education which affects the EAR for SCs. There is a trend of spatial disparity, gender disparity and urban-rural disparity in achievements of higher education among SCs. Finally, from the analysis a conclusion has been drawn as 'higher the proportion of SCs population, lower the GER and EAR' i.e. lower level of achievement in higher education among SCs.

KEYWORDS: Discontinue Rate (DR), Educational Attainment Rate (EAR), Gross Enrollment Ratio (GER), Higher-Education (HE), Scheduled Castes (SCs).



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**LINKING THE SERVICE QUALITY ASPECTS, CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY IN BANKING SECTOR
OF TAMILNADU**

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ABSTRACT

Understanding the tough competition in the industry the banking sectors are providing number of products as service to retain their customers. Banks are preparing themselves and changing or developing their infrastructure according to the new products. Huge attempts the managements are making to survive. This study explores the customer loyalty for the service quality aspects of banks in Tamilnadu. Using SERVQUAL model for measuring service quality and Caruana (2002) model scale used to measure customer loyalty. Concluded as the influence of service quality is more in private sector banks when compared to public sector banks and in the case of private sector banks the influence of customer satisfaction over customer loyalty is also greater than that of the public sector banks.

KEYWORDS: *Customer Loyalty, Customer Satisfaction, Service Quality, SERVQUAL Model.*



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PROBLEMS ENCOUNTERED DURING THE IMPLEMENTATION OF THE DONOUGHMORE CONSTITUTION

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ABSTRACT

During the British regime in Sri Lanka they introduced from time to time various political schemes both to satisfy the people as well as to achieve their own ends. One of these, VIZ; The Donoughmore constitution introduced in 1931, though claimed to be of immense benefits, contemporarily it was not found to be so. In other words it needed more modifications. Many problems were encountered while trying to implement each and every recommendation of the commission. At that time this was found to be a scheme rejected by the minorities and particularly by the Tamils in this country. It is worth mentioning here that the elections held on the basis of this scheme were boycotted by the people of Jaffna. Thus the purpose of this study is to examine the various problems and challenges faced during the implementation of the Donoughmore with particular attention to problems faced by minority societies. The primary data for this study which is based on a historical basis, include the report on the Donoughmore constitution and the references available in contemporary newspapers. The secondary data include books and articles written by scholars on the basis of the primary data as well as data obtained from websites.

KEYWORDS: *State Council, Manning Constitution, Territorial Representation, Sinhala Only.*



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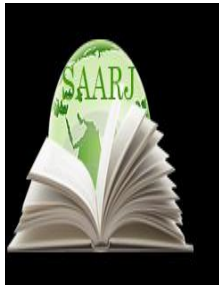
**IMPERFECT HUMANS AMID PERFECTIONS OF PHALLIC SOCIETY:
THEORIZING THE POST-INDEPENDENT INDIAN FEMALE POETS**

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ABSTRACT

In the Indian context the irrational use of gender has discriminatory effect in understanding women as a social component. Gender has often being used as a condition to judge male female variants in a purely generalized term. The clichéd statement of Beauvoir indicating women as the product of a malic society well accepted though, yet even now there are several running rifts in gender which come to be problematic to the serious researchers. Women in India are prone to suffer multiple slippages and ruptures even before they are exposed to the civilization, or move amid the sexist gaze of the malic society. Their sense of dislocation starts from the very sanctuary where they are born and reared.



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VIEWS OF SWAMI DAYANAND, SWAMI VIVEKANAND & MAHATMA GANDHI ON RELIGION

Robin Kumar*; Rajnikant**

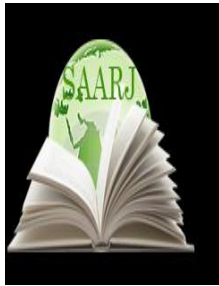
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ABSTRACT

Experience is the only source of knowledge. In the world, religion is the only science where there is no surety, because it is not taught as a science of experience. This should not be. There is always, however, a small group of men who teach religion from experience. They are called mystics, and these mystics in every religion speak the same tongue and teach the same truth. This is the real science of religion. Swami Dayanand believed that Dharma consists in following the Truth, which alone triumphs ultimately and secures for its devotees. Swami Vivekananda's most significant contributions to global culture are his reflections on religious pluralism, which can be defined broadly as the idea that there is truth to be found in many religious traditions, and not only one. Mahatma Gandhi did not believe in formal religion, or customary religion, but that religion which underlies all religions, which brings us face to face with our Maker.

KEYWORDS: *Mahatma Gandhi, Religion, Swami Dayanand, Swami Vivekananda.*



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VENTURE CAPITAL AS A SOURCE OF FINANCE FOR ENTERPRISES

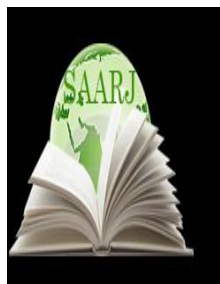
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ABSTRACT

Venture capital (VC) is a long term risk capital provided by professionals to new, growing, innovative and promising companies. A venture capitalist is a person or investment firm that provides venture investment, managerial expertise, technical expertise, networking etc. to Investee Company. It is the need of the hour to encourage venture capital in India, as it will widen the industrial base of high tech industries and promote the growth of technology. This paper attempts to outline the concept of venture capital, trace its advantages and disadvantages as a source of finance for enterprises, stages and methods of venture capital financing.

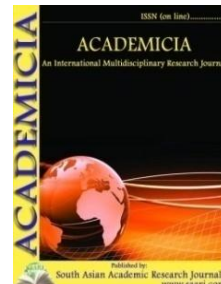
KEYWORDS: *venture capital, venture capitalist, start-ups.*



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CHALLENGES, OPPORTUNITIES AND PROSPECTS OF CROP DIVERSIFICATION

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Khanna, Punjab, India.

ABSTRACT

Crop diversification is considered as an important tool for acceleration of agricultural growth in India by promoting food and nutritional security, income and employment generation, poverty alleviation, judicious use of natural resources and ecological management. Important factors determining crop diversification, pattern of crop diversification, and problems and prospects associated with crop diversification are discussed in this paper.

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