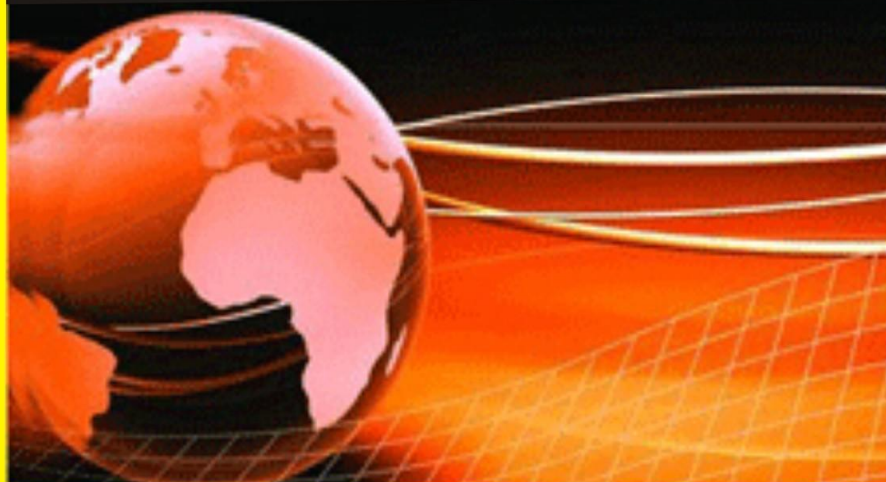


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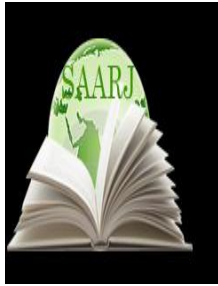
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E-mail id: [academicia@saarj.com](mailto:academicia@saarj.com)**VISION**

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.



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### JOINT VENTURE V/S STRATEGIC ALLIANCE – THE BETTER OPTION

**Mr. Suresh A.S\***

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Department of MBA,  
Apoorva Institute of Management Studies,  
Bangalore, India.

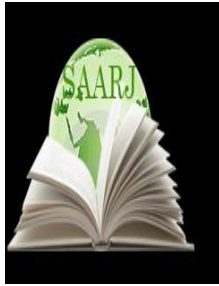
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#### ABSTRACT

*As both joint venture and strategic alliance have their own benefits and shortcomings, the choice of an alternative depends on the long term objective of the partnering companies. A strategic alliance can be entered with ease while a joint venture takes time to build as well as to dissolve. As a separate entity with a new management team is created in case of a joint venture, the stakeholders of the original firms need not be much involved in the functioning of the joint venture entity. A JV needs less dedication from the stakeholders. Whereas in strategic alliance one needs to devote time and resources to ensure that the strategic results are fruitful. If one wants complete control over their operations then a strategic alliance would be a better option compared to joint venture. A strategic alliance tries to club the strengths of the two firms while a joint venture is a blend of two or more cultures which are moving towards a common end.*

**KEYWORDS:** Control, Stakeholders, Strengths.





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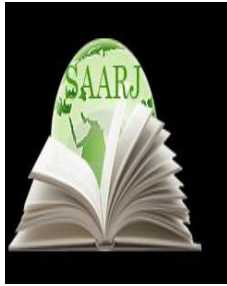
**CLASS ACTION LAW SUITS: A STEP FORWARD IN  
INVESTOR'S PROTECTION****Charu Sarin\***

\*Assistant Professor,  
University of Delhi,  
New Delhi, India.

**ABSTRACT**

*There is a separation of ownership and control in the company form of business structure. Shareholders are owners of the company but not the one who are managing the organization; they are just the onlookers to the actions of the Board of Directors. For that reason, there may be a chance their interest is injured sometimes. Depositors or shareholders are representing a particular class of the investors, to protect their interest the new Companies Act, 2013 has made provisions regarding protection of the investors by inserting Class Action law suits. The paper gives an outline as to what are the class action suits, where they originated first with a brief history. How the scenario changed in India after Satyam Computers Corporate Scandal; which leads to the initiation of law suits representing a class of investors and what are the related provisions in Companies Act, 2013. At last, the paper states the advantages of such a valuable step in this direction.*

**KEYWORDS:** Board of Directors, Class Action Law Suits, Companies Act, Investors, Ownership, Satyam Computers Corporate Scandal.



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## **A STUDY ON IDENTIFICATION OF TRAINING NEEDS**

**Ajit Singh\*; Sunita Yadav\*\***

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\*\*Assistant Professor,  
Department of Commerce,  
Delhi College of Arts & Commerce,  
University of Delhi,  
New Delhi, India.

---

### **ABSTRACT**

*Training plays an important role in man-power development even at the level of industrial unit. Training comes next to recruitment and selection. It is necessary, useful and productive for all categories of workers and supervisory staff. Training is practical in nature and is useful in order to create sense of confidence in the minds of the newly recruited workers. It is for developing skills among workers. Training is necessary due to technological changes rapidly taking place in the industrial field.*





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## **JUNK FOOD CONSUMPTION AND ITS ADVERSE EFFECTS ON HEALTH**

**Ms. S. Suganya\*; Dr. S. Aravinth\*\***

\*Research Scholar,  
Bharathiar University,  
Coimbatore, Tamilnadu, India.

\*\*Associate Professor,  
School of Management,  
Sri Krishna College of Technology,  
Coimbatore, Tamilnadu, India.

---

### **ABSTRACT**

*In this modern era changes are not only in the human life style, concepts, relationships but a new jet change in eating habits too. Healthy nutritious foods have been replaced by the new food mantra - JUNKFOOD! The availability of junk food and snacks at low prices and marketing strategies adapted by manufacturers of such foods is the main reason for the consumption of these foods instead of preparing a healthy organic meal. The junk foods are processed foods, consumption of these foods is mainly highlighting the changes in eating habits, nutritional aspects and quality of unhealthy food, proper preventive measures should be undertaken on the nutritional health impact by providing awareness on organic food practices which leads to healthy living. The organic foods provide a vast nutritional health benefits which are highly rich in nutrients as they are free from the harmful toxins.*



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### TRAINING IMPACTS

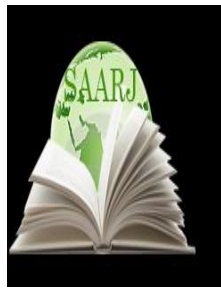
**Ram Kumar\***

\*Delhi School of Economics,  
India.

---

#### ABSTRACT

*Training efforts produce improvement in the quality of labour force , which in turn is one of the most contributors to national economic growth.(Becker, 1962,64) . Chao & Mc lean (2004) said that In addition to economic growth and other related finance, training activities have the potential to produce benefits such as inclusion of the country in powerful economic block such as European union. Accordingly in recognition of the benefits of training at the societal level, many countries encourage national scale training & development project as a matter of nation policy..Therefore this article review the studies on training to analyse the importance of training to employees and employers. Then trying to see whether it can be measured in terms of return on investment or not. We also try to find out the impact of education on training and how we can maximize the training benefits.*



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**A CRITICAL EVALUATION OF MID-DAY MEAL SCHEME IN KARNATAKA****Dr. Shivananda Nari\*; Ramachandra Murthy\*\***

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Department of Studies in Economics,  
Karnataka University,  
Dharwad, India.

\*\*Research Scholar,  
Department of Studies in Economics and Co-operation,  
University of Mysore,  
Mysore, India.

**ABSTRACT**

*Government have successfully implemented many schemes to better educational standards and reducing dropout. However, all of them have diverse results. The present study has focused on the performance of Mid-day meals Scheme in Karnataka. Paper has tried to address the problems, aspirations, implementation and operation aspects and expenditure of the Mid-day meals Scheme. Children studying in class 1<sup>st</sup> to 10<sup>th</sup> standard in all 30 districts and 177 revenue blocks of this state in government and government aided Schools are covered. Compound growth rate has been used to analyse this said objectives. It is found that Mid-day meals programme is associated with a better education and nutritional status of schoolchildren in Karnataka.*

**KEYWORDS:** *Mid Day Meal Scheme, Nutritional status, Schools, Education.*



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### CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING

**Babita\*; Dr. Arti Gaur\*\*; Nancy Arora\*\*\***

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Department of Business Administration CDLU,  
Sirsa, India.

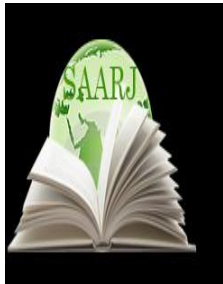
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Department of Business Administration CDLU,  
Sirsa, India.

\*\*\*Research Scholar,  
Department of Business Administration CDLU,  
Sirsa, India.

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#### ABSTRACT

*Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feed back and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.*



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**ONLINE CONSUMER BEHAVIOUR AMONG INDIAN YOUTH: A  
REALISTIC APPROACH****R. Abdul Muthalif\***

\*Research Scholar,  
K.S.Rangasamy College of Arts and Science,  
Tiruchengode.

---

**ABSTRACT**

*Consumers are playing a vital role in online shopping. An increasing consumer's usage of Internet by the younger generation in India providing an emerging vision for online retailers. Some of the factors affecting Indian consumers and the relating to the type of online buyers, since the factors affect the buying behavior, the on line retailers can develop their marketing strategies for the potential customers into active ones. The four key dimensions of online shopping as perceived by young consumers in India are identified. Besides that it is discovered that website design, website trustworthiness, customer service and belief are the four key factors which influence young consumers' perceptions of online shopping. The present paper focused on the factors, challenges and measures to be carried out by the retailers to know online buying behaviour of consumers in India.*

**KEYWORDS:** *Online Shopping, website design, website trustworthiness, customer service and belief, young consumers in India.*



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## THE IMPORTANCE OF ENVIRONMENT ANALYSIS FOR BUSINESS ORGANIZATION

**Neha Agarwal\*; Seerit Sebia\*\*; Sunita Yadav\*\*\***

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University of Delhi,  
New Delhi, India.

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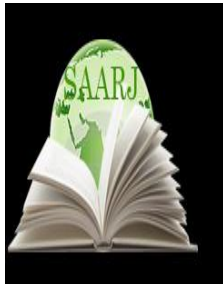
\*\*\*Delhi College of Arts and Commerce,  
University of Delhi,  
New Delhi, India.

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### ABSTRACT

*This paper has attempted to describe the business environment particularly in India on a wide canvas. The paper includes business environment and strategic management. Business leaders can control aspects of the internal environment that can positively or negatively affect a company's operating and financial results. For example, leaders shape their company's culture, establish the company's organizational structure and create policies that guide employee behavior. However, the greatest challenges to business success may be a consequence of the external environment over which a company has little, if any, control. To address these challenges, business leaders conduct an environmental analysis and develop policies and processes that adapt company operations and products to this environment.*

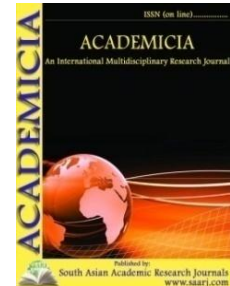




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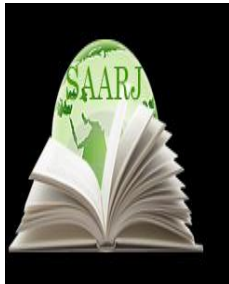
**PROSPECTING OF RECREATIONAL RESOURCES IN ALLAHABAD,  
A CITY OF MODERN INDIA****Mohd Faheem\*; Manavi Suneja\*\***

\*Lecturer,  
College of Architecture Design & Planning,  
Qassim University,  
Al-Qassim, Buraydah,  
Kingdom of Saudi Arabia.  
\*\*Assistant Professor,  
Faculty of Architecture and Ekistics,  
Jamia Millia Islamia,  
New Delhi, India.

**ABSTRACT**

*Allahabad is a famous city of Uttar Pradesh for heritage and religious tourism as well as lots of potential holds for recreation and leisure. Sangam is the sacred religious place of Hindu religion; lots of rituals perform every year. Whole city is the place of adoration for the Hindus. Similarly, represents the historical values. Allahabad has umpteen of potential to attract the local, national and international tourists for its heritage sites, museum, parks, open spaces and water front recreation. This research purpose is to unfold the existing and hidden recreational potentials in the city. Visitor's movements and schedule at the site for leisure. Age group choices for recreational sites will be identify. As a result, Allahabad will be able to allow visitors for active and passive recreation from different locations of the country with religious tourism.*

**KEYWORDS:** *Recreation, leisure, Festivals, religious tourist places, tourism, heritage, urban green space.*



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### THE CHANGING FACET OF INDIAN COMPANIES ACT

**CA Amit Kumar Sahu\***

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Kamala Nehru College,  
Department of Commerce,  
University of Delhi,  
Delhi, India.

---

#### ABSTRACT

*The Companies Act defines the broad contours within which the corporate sector is expected to do carry out its operations. It defines the rules and regulations for them and also gives them the required autonomy to flourish in the long run. The objective of this paper is to make the readers aware of the past and the present changes in the Indian Companies law, which gives them a valuable insight of the current market scenario and the thrust on which such enactments are based. The facts enlisted here have been collected through various secondary sources.*



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### (MIS) REPRESENTATION OF WOMEN IN INDIAN SOAP OPERAS: A STUDY



**Gargee Chatterjee\***

**ABSTRACT**

*This paper is meant to discuss the ways by which patriarchy does play a great role in representing the women characters portrayed in the Indian soap serials which in most of the cases is a kind of misrepresentation. This misrepresentation therefore acts as an ideological tool to hammer down the notions of the compartmentalized women portrayal as either angel or demon as natural. But this too has a historical background behind it which needs attention. Hence the sole motive here is to gear up to make these false depictions keep away from infecting our sweeping minds and make others too aware of it.*



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**NEGOTIATING MARGINALITY: WOMEN'S EXPERIENCE IN  
CONFLICT AREAS OF ASSAM AND MANIPUR****Parvin Sultana\***

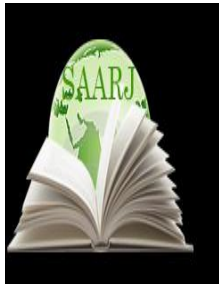
\*Ph.D Scholar,  
Centre for Political Studies,  
Jawaharlal Nehru University,  
New Delhi, India.

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**ABSTRACT**

*Mainstream discourse on conflicts has a tendency to uphold state's perspective. Conflicts are often reduced to law and order situation and the solutions sought after are also very much within the militaristic paradigm. The situation is such that counterinsurgency programmes in the region has to be questioned about their affectivity. Women who are one of the most vulnerable communities in any conflict zone are left out from post conflict peace building process. Their experiences are also marginalized. The simmering low intensive disturbances in the region point to the ineffectiveness of counterinsurgency policies. There is a need to change this. While the northeastern region of India comprises a number of matrilineal societies which give good social status to women, being located in conflict regions, they often have to bear the brunt of the increased violence. This paper tries to look at the experience of women in conflict zones of Assam and Manipur. To understand their predicament it starts with looking at women's participation in the Assam Movement and subsequently in ULFA. It tries to draw parallels in terms of their experience. From there the paper moves on to the disturbed state of things in Manipur. In that state this paper picks up the death of Thangjam Manorama and the protest that followed and tries to summarise the experience of women there.*

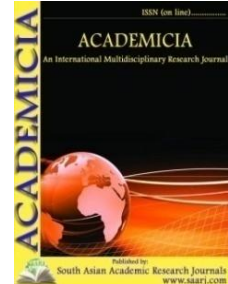
**KEYWORDS:** Women, conflict, Assam Movement, AFSPA, Manipur.



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**CRITIQUE AND REVIEW OF THE INSTITUTIONAL AND  
ORGANIZATIONAL ASSESSMENT MODEL AND ITS RELEVANCE IN  
THE PERFORMANCE EVALUATION OF NOT-FOR-PROFIT  
ORGANIZATIONS****Poongothai Selvarajan \***

\*Department of Economics & Management,  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, Sri Lanka.

**ABSTRACT**

*This paper critically evaluates the Institutional and Organizational Assessment (IOA) model and reviews the impact and relevance of this model for the organizational performance evaluation in not-for-profit organizations in Sri Lanka. For this purpose various alternative frameworks developed in different countries have been reviewed and the relevance of the particular model for not-for-profit organizations in different sectors has been analyzed. Organizational Motivation, External Environment and the Organizational Capacity are the three factors which together determine the Organizational performance of an Organization. Organizational Performance would be determined through the efficiency, effectiveness, relevance and financial viability. It is recommended that the internal environmental factors (Strengths, Weaknesses, opportunities and Threats) should also be considered to understand the actual performance of the organization. Though there are several other successors' models, this model gives a clear picture and incorporates the factors in the other models.*

**KEYWORDS:** *Institutional and Organizational Assessment Model, Not-for-Profit Organizations, Organizational Performance Evaluation.*





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### IMPACT OF CUSTOMER PARTICIPATION ON ATM SERVICE QUALITY

**Mr. E. Ratnam\***; **Mrs. Sabina Dineshkumar\*\***;  
**Mr. Sivapragasam Sivanenthira\*\*\***

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Department of Marketing,  
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University of Jaffna,  
Sri Lanka.

\*\*Assistant Lecturer,  
Faculty of Management Studies and Commerce,  
University of Jaffna,  
Sri Lanka.

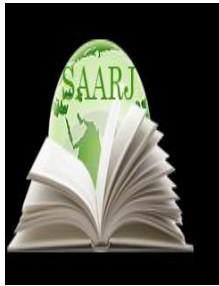
\*\*\*Assistant Lecturer,  
Faculty of Management Studies and Commerce,  
University of Jaffna,  
Sri Lanka.

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#### ABSTRACT

*The aim of this paper was to identify the impact of customer participation on ATM service quality. Convenience sampling technique was used to collect the data from a sample of 100 customers who hold ATM cards from Peoples' bank, HNB, Commercial bank, and Bank of Ceylon in Jaffna district. A questionnaire was used to collect the data. The statistical tests used in the analysis of data included descriptive statistics, correlation analysis, and regression analysis. The results show that customers evaluate Technology-Based Self-Service in terms of service quality. For management, it is very important to understand the attributes that are the base for customer evaluations, whether they have the positive or negative effect on service quality. Service companies need to learn the important aspects of their ATM Service and how these relate to their customers and the overall service level of the company.*

**KEYWORDS:** *customer participation, service quality, ATM.*



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### LINKING HRM WITH ENVIRONMENTAL SUSTAINABILITY

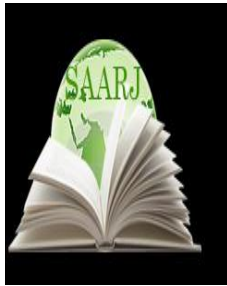
**Garima Jindal\***

\*Delhi University,  
India.

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#### ABSTRACT

*With the rapid industrialization, the economy is growing at a very fast pace. With new and innovative technological products our life is becoming very easy. The production and consumption has increased manifold. But along with this, we are facing a wide problem of environmental sustainability. It is assumed that given the human propensity for consumption, environmental degradation will continue (Ahmed, Montagno & Fireze). Therefore it has become necessary to adopt measures for the preservation of our environment. Organizations are considered as one of the main reason behind the environmental problems. They are held accountable for their impacts on environment. Therefore the companies are now a day's facing lot of pressures from the various stakeholders to act environmentally. The company should be environmental conscious and it should be reflected in their behaviors and attitudes. HRM also plays a vital role in achieving environmental sustainability. In the words of Fenwick & Bierma, (2008) Human Resource Development scholarship has called for greater focus on social responsibility and ecological sustainability. This article aims to describe the role of human resource management in making the organization an environmentally conscious organization. It describes how human resource management practices can help in achieving environmental sustainability with some leading cases.*



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### THEME OF ALIENATION AND ISOLATION IN PHILIP LARKIN'S POETRY

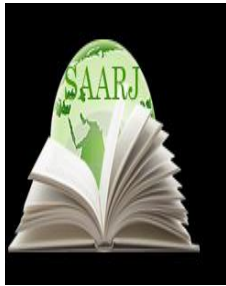
**Mahender Singh\***

\*Research Scholar,  
Department of English,  
Kurukshetra University,  
Kurukshetra, India.

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#### ABSTRACT

*Philip Larkin seems to produce through his poetry a recognizable and democratic vision of his contemporary society, in opposition to the high-minded and irrelevant concern of Modernism. However, he is a poet of deep complexity and contradiction which is depicted in nearly all his poems. Although he appears to stand firmly against the values of Modernism, yet at the same time his poetry is chiefly concerned with one of Modernism's key themes; the alienation and isolation of modern life. Therefore, the present research article deals with the theme of alienation and isolation in the poetry of Philip Larkin.*



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# ACADEMICIA:

## An International Multidisciplinary Research Journal

(A Double Blind Referred &amp; Reviewed International Journal)



### A STUDY ON EFFECTS OF EMPLOYEES ABSENTEEISM

**Ajit Singh\***

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Department of Commerce,  
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#### ABSTRACT

*Employee Absenteeism is the absence of an employee from work. It is a major problem faced by almost all employers of today. Employees are absent from work and thus the work suffers. Absenteeism of employees from work leads to back logs, piling of work and thus work delay. There are various laws been enacted for safeguarding the interest of both Employers and Employees but they too have various constraints.*



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**STUDY ON THE DETERMINACE AFFECTING TO THE SALARY  
SATISFACTION OF THE EMPLOYEE IN APPAREL INDUSTRIES.  
(SPECIAL REFERENCE TO GARMENT INDUSTRY IN AVISSAWELLA  
AREA)****U.Shanika Thathsarani\*; W.A.D.K Jayasinghe\*\***

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Belihuloya, SriLanka.\*\*Sabaragamuwa University of Sri Lanka,  
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**ABSTRACT**

*Herzberg (1968) suggests pay is a hygiene, or contextual factor, that prevents an employee from being motivated by such things as the work itself. To identify the factors which are affected for different satisfaction level based on salary of the employee was the main objective while to identify the employee current salary and expected salary deference was sub objective of this study. A 150 sample has been drawn by using stratified random sampling method. Data was analyzed through chi-squared test and paired t-test and it was found gender, education level, marital state, family members, garment factory and employee position are significantly effect to the employee's satisfaction on payment.*

**KEYWORDS:** Apparel industries, Factors, Salary Satisfaction.



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### LOGIC CIRCUIT SIMULATOR

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#### ABSTRACT

*Simulation is an important area of digital circuit design, as it allows the designer a high degree of confidence in the correctness of complex circuits without the costs incurred in physically testing them. As evidenced by the vast number of simulation software packages, designers favor this approach. The aim of this paper is to design and implement a piece of crossplatform compatible software for specifying, testing and simulating logic circuits. This application provides a clear and consistent interface that allows the user to add premade circuits as subcomponents of the main parent circuit. Edits to the circuit, such as adding a component can be done live while the simulation is still running. The idea of this paper is to simulate the behaviour of the circuit, to control its inputs in various ways, and to display its outputs and the values of internal signals in various ways.*

**KEYWORDS:** *simulation, logic, circuit, package, cross-platform, signal, input, output.*





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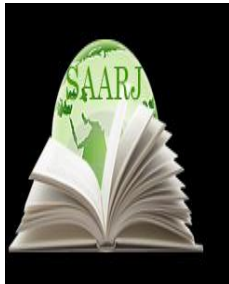
**SUBJUGATION AND SUBORDINATION OF THE WOMAN:  
AN APPRAISAL OF MOUNTAIN ECHOES****Dr. Reman Kumari\***

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**ABSTRACT**

*This paper gives the description of the way of Kumaoni women' life through the eyes of four talented women who are in their eighties. It shows the difficulties and social inequalities faced by these women in their lives. They have to struggle for education. These women are very hard built and obstinate and follow the traditional way of life. I wish to show these women maintain their individuality against awesome conditions. This paper attempts to show the deepest culture and social transition. It helps to form an opinion about the Kumaoni women who are no longer prepared to remain puppets in the hands of men.*

**KEYWORDS:** *Awesome, Inequalities, Obstinate, Puppets, Traditional.*



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### FRUSTRATION IN RELATION TO STUDY INVOLVEMENT OF VISUALLY CHALLENGED AND SIGHTED SCHOOL STUDENTS

**Mr. Jagdeep Singh\***

\*M.Phil. Scholar,  
Department of Education,  
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#### ABSTRACT

*Students with visual impairments form a disadvantaged lot in terms of their information and awareness due to their visual perceptual loss. Their limited experience and lack of environmental stimulation has a direct bearing on their level of frustration and study involvement. Present study focuses on the relationship between frustration and study involvement of visually challenged and sighted school students. It was hypothesized that there exists a significant relationship between frustration and study involvement of visually challenged and sighted school students. A purposive sample of 120 secondary school students (60 visually challenged and 60 sighted) were selected from the schools situated in Kurukshetra, Panipat and Chandigarh. Frustration and study involvement of visually challenged and sighted students were measured. Self-concept and emotional intelligence of visually challenged and sighted students were found to be significantly related.*

**KEYWORDS:** *Frustration, Study-Involvement, Visually Challenged and Sighted School Students.*



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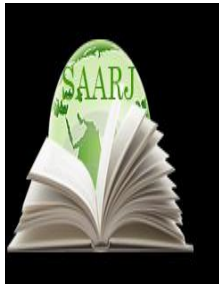
### HIV AND AIDS AN INTRODUCTION

Dr. Mukesh Ahlawat\*

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#### ABSTRACT

*The human immuno deficiency virus (HIV) infects cells of the immune system, destroying or impairing their function. Infection with the virus results in the progressive deterioration of the immune system, leading to "immune deficiency." The immune system is considered deficient when it can no longer fulfil its role of fighting infection and disease. Infections associated with severe immunodeficiency are known as "opportunistic infections", because they take advantage of a weakened immune system.*

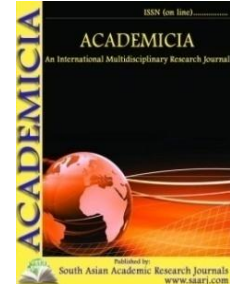


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### BANCASSURANCE: A NEW CHAPTER IN BANKING INDUSTRY

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#### ABSTRACT

*Bancassurance in its simplest form is the distribution of insurance products through a bank distribution channel. In concrete term, bancassurance which is also known as 'Allfinanz'- distributes a package of financial services that can fulfill both banking and insurance needs at the same time. It takes various forms in various countries depend upon the demography, economic and legislative climate of that country. Profile of a country decides the kinds of products bancassurance shall be dealing with. Economic situation will determines the trends in terms of turnover, market share etc. Whereas legislative climate will decide the periphery within which the bancassurance has to operate. The motive behind bancassurance varies: For banks- product diversification, source of additional fee income. For Insurance company- A tool of increasing there market penetration, premium turnover, For Customers- Reduced Price, High Quality Product, Delivery at doorsteps. Actually everybody is a winner.*

**KEYWORDS:** Bancassurance, Insurance, Bank, Turnover, Income.

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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.
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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.

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