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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.

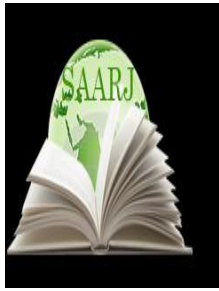


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**RETENTION OF FACULTY TALENT: A CHALLENGE FOR PRIVATE
ENGINEERING INSTITUTIONS IN SOUTH INDIA**

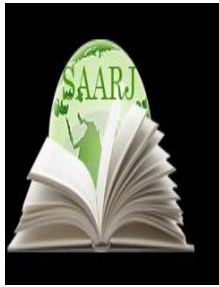
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ABSTRACT

Faculty Retention is not at all an emerging issue; it is the most relevant issue in today's economy especially in the private engineering institutions – the major contributor to the expansion of engineering education in South India. The purpose of the study is to identify the major factors which influence the faculties' intention to stay at the institutions & to analyse the impact of various demographic variables on the retention dimensions through the use of Motivational Retention Index. A total of 135 faculty members were surveyed. Results indicate that brand image of the institution, resources for teaching, opportunities for professional growth, children's' education & social climate of the institution have high influence on the faculties' decision to stay at the institutions. Demographic variables marital status, teaching experience & designation have great impact on the dimensions which influence retention.

KEYWORDS: *Faculty Retention, Motivational Retention Index, Private Engineering Institutions, Retention Dimensions.*



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**WHISTLE BLOWING A STEP TOWARDS BETTER GOVERNANCE:
COMPARATIVE ANALYSIS OF INDIA AND U.S.**

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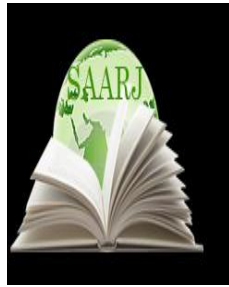
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ABSTRACT

In the present era Whistle blowing has gain significance in India due to the large public uproar in recent years. Whistle blowing is an effort by a member or former member of an organization to unveil delinquencies in or by the organization The paper attempts to make a comparison of laws in India and U.S.A and various instances of India and U.S.A to provide loopholes into in Indian laws. There has been not many studies on Whistle Blowing protection in India. It is an effective tool for protection of employees. According to various studies done on U.S. Legislation on Whistle blowing there has been large number of laws which are dealing with specific problems of Whistle blowing whereas in India there is only one recent law which has been recently passed in India in the year 2014 in Rajya Sabha. The paper also seeks to provide recommendations to the Indian Government to make Legislative more effective. As Whistle Blowing is acquiring importance in corporate world it is very important for Indian Government to make effective laws which provide specific solution to the specific problem and protect the interest of employees.

KEYWORD: *Whistle blowing, Legislation, Delinquencies, Indian Government, Us legislations.*



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**A STUDY ON THE OCCUPATIONAL STRESS OF
PRIVET HOSPITAL EMPLOYEES**

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ABSTRACT

Stress can serious consequences for both health and work performance. In terms of health, the current belief among medical practitioners is that 50-70 % of all physical illnesses are related to stress. Stress can cause depression, irritation, anxiety, fatigue, lowered self esteem and reduced job satisfaction. Mainly three objectives are involved in this study. The tools used for this study is percentage analysis. The study focused on the occupational stress of Privet hospital employees, in Malappuram district with an objective of getting valuable suggestions to take strategic decisions and its implementation.

KEYWORDS: *Occupational stress, Privet hospitals, Welfare measures.*



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**A STUDY ON CORPORATE SOCIAL RESPONSIBILITY (CSR)
ACTIVITIES OF BALASORE ALLOYS LIMITED**

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ABSTRACT

Social responsibility is a primary duty of every individual or organization. It has to maintain a balance between the economy and the ecosystem. The World Business Council for sustainable development in its publication "Making Good Business Sense" by Lord Holmen and Richard Watts defined "Corporate Social Responsibility(CSR) is the continuing commitment by the business to behave ethically and contribute to economic while improving the quality of life of the workforce and their families as well as local community and society at large". In a social structure, CSR is having many stakeholders, one among them are companies or corporate houses. The corporate houses are meaningfully contributing from their kitty which influence their internal stakeholders and openhandedly support societal initiatives. In India companies like TATA and Birla are practicing the CSR for decades, long before CSR become a popular basis. There are many instances, where corporate citizens are playing a pivotal role in addressing issues of education, health, environment and livelihoods through their CSR interventions across the country. CSR as a significant subject of public policy has been occupying a vital place in the Indian corporate scenario, as it has build up sustainable relationship with the society at large with the increasing socio-regulatory forces. Organizations are being called upon to take responsibility for the ways their operations impact societies and natural environment. This helps in proper Customer Relationship Management (CRM) and Customer Grievance Management (CGM). This in turn facilitates to safeguard the interest of various stakeholders and to protect the environment. The aim of the present study is to focus on CSR and its contribution to sustainable development of society particularly in the vicinity of Balasore Alloys Limited.

KEYWORDS: CSR, CRM, CII, CGM, stakeholders, LPG, ICIS.



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**AN ESTIMATION OF THE LEVEL OF DROP-OUT FROM SOME
SOCIO-ECONOMIC & CULTURAL FACTORS ALONG WITH THEIR
DISCRIMINATORY NATURE**

Dr. Prasenjit Deb*

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ABSTRACT

Given the education is the basic amenity of a social life to earn the bread and to add a philanthropic meaning to an entity, its alarming rate of erosion through drop-outs poses a threat to the educational planner and policy maker. District Cooch Behar of West Bengal has well been envisaged to be an endemic zone of high drop-out level. While the district is undergoing District Primary Education Programme (DPEP) since 1997 and Sarva Shiksha Avijaan (SSA) from 2002, a study of Cooch Behar Block I and Block II did reveal that health hazards of the school going children, communication to school, social taboo, physical facility available in the school, engagement in family labour, age at drop-out and education of mother were of prime concern in addressing the problem of high drop-out of school children (5-10 age group) at the primary schools. The discriminatory studies (Mahalanobish D^2 statistics) further revealed that out of 15 variables studies taboo, age at drop-outs and education of mother had played the pivots to discriminate between the high and low level of drop-out among the children of the study area.

KEYWORDS: Cohort, DPEP, SSA, discriminatory value, drop-out, physical access, social taboo etc.



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PERSONALITY CHARACTERISTICS OF HIGHER SECONDARY SCHOOL STUDENTS

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ABSTRACT

The purpose of this study was to investigate the personality characteristics of higher secondary school students and to compare them on gender and locality. For achieving the stipulated objectives of the study the descriptive method of research was employed. 100 higher secondary school students studying in 12th class (50 rural, 25 boys & 25 girls and 50 urban, 25 boys & 25 girls) were selected from different two higher secondary schools through the purposive sampling technique. The main tool for the employed for the purpose of data collection was R.B. Cattle's 16 Personality Factor Questionnaire (Form A). The data was analyzed by applying Mean, S.D and t-test for testing the significance of mean difference between the boys & girls and rural & urban higher secondary school students. The results of the study revealed that the male higher secondary school students were found to be outgoing, more intelligent, assertive, venturesome, tender minded, suspicious, apprehensive, experimenting, self-sufficient, controlled and relaxed whereas female higher secondary school students were found to be reserved, emotionally stable, humble, shy, tough-minded, trusting, forthright, self-assured, conservative, group dependent, undisciplined and tense. The rural higher secondary school students were found to be reserved, emotionally less stable, humble, sober, expedient, trusting, imaginative, shrewd, self-assured, self-sufficient, undisciplined and tense whereas urban higher secondary school students were found to be outgoing, emotionally stable, assertive, happy-go-lucky, conscientious, suspicious, practical apprehensive, group dependent, controlled and relaxed. The present study may help the parents, teachers and administrators to have knowledge of the personality of their children and students and help them in building a well integrated personality.

KEYWORDS: *Personality Characteristics, Male, Female & Rural, Urban Higher Secondary School Students.*



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**PROBLEMS OF SKILLED ARTISANS –
A STUDY OF MALERKOTLA CITY**

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ABSTRACT

This research paper finds out the different problems associated with the craftsmen engaged in producing badges and other embroidery work in Malerkotla city. The craftsmanship of the artisans of Malerkotla is well recognised the world over and a good amount of their work is exported to many Universities/Institutes and organisations the world over. But the creator of that masterpiece is almost in shambles which has threatened the mere existence of the art. This paper tries to address the problems and provide suggestions to the policy makers to adopt these skilled artisans and provide them the required support so that the age-old craft does not die away.

KEYWORDS: *Artisans, masterpiece, Malerkotla, shambles, support.*



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**CORPORATE GOVERNANCE AND DISCLOSURE PRACTICES IN
INFOSYS LIMITED**

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ABSTRACT

This article has an effort made to evaluate the status of compliance of key governance parameters in Infosys an IT based Company in line with the statutory and non-mandatory requirements stipulated by the revised Clause 49 of the (SEBI) Listing Agreement as also the provisions required by the companies Act 1956. The major focus of this study is on Composition of Board of Directors, Audit committee and Shareholders Grievance committee etc., It is observed from this study that corporate governance and disclosure practices followed by Infosys companies are very effective on par with information standards. In fact, Infosys reports have set a benchmark for the other corporate houses to follow in improving their standards of corporate governance with respect to quality, transparency, full disclosures and in-depth reporting.

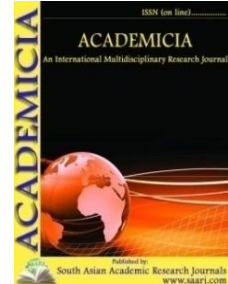
KEYWORDS: *Corporate Governance, Disclosures Practices, Information Technology, SEBI, Board of Director's, Infosys, and Audit committees.*



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WEARABLE TECHNOLOGY

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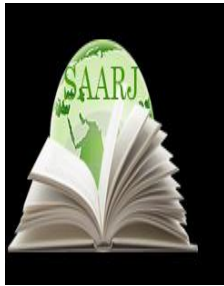
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ABSTRACT

The terms “wearable technology” refers to electronic technologies or computers that are incorporated into items of clothing and accessories which can comfortably be worn on the body. Generally, wearable technology will have some form of communications capability and will allow the wearer access to information in real time. Ultimately, the purpose of wearable technology is to create constant, convenient, seamless, portable, and mostly hands-free access to electronics and computers. The implications and uses of wearable technology are far reaching and can influence the fields of health and medicine, fitness, aging, disabilities, education, transportation, enterprise, finance, gaming and music. The technology also promises great influence on gaming and entertainment.

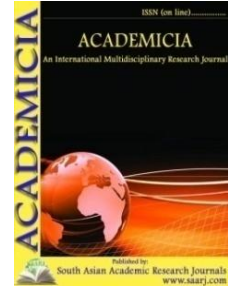
KEYWORDS: *Wearable Computing, Augmented Reality, Google Glass.*



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AN OVERVIEW OF SOCIAL MARKETING IN INDIA

Dr. N. Ratna Kishor*; T.Ramanaiah**

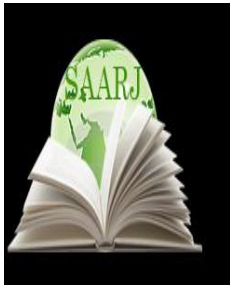
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ABSTRACT

A healthier 21st century has been the target of our country. The governments in their manifesto before the onset of new millennium have flaunted the slogan 'Health for All by 2000 AD'. In reality it is still a myth. In Indian society, health care management is at the bottom of the welfare agenda. India lives in its almost 6.5 lakh villages. If basic health care does not reach the rural areas, no matter how much progress is achieved in the urban and semi-urban areas, overall growth as a nation will be retarded. Social marketing concept is a relatively new concept in social science literature. Even though the father of social marketing is a Marketing expert, its popularity gained in recent times and incorporated into the sociology curriculum in most of the universities in India and the world. Social marketing concept was introduced by Marketing Guru Philip Kotler and Gerald Zaltman in the year 1971. For the first time they wrote an article entitled "Social Marketing: An Approach for Planned Social Change" which published in 'Journal of Marketing'. Since then this concept has been extensively used to promote healthy behaviour among the people. It focuses on influencing behaviours that will improve health, prevent injuries, protect the environment and contribute to communities. It is now realized that promotion of healthy activities depends on health education, lifestyle modification, behavior change, environment modification. Particularly in 21st century there has been a shift in focus of health care experts toward the role of positive aspects of social marketing in diseases prevention. In this background this paper has been emphasized on principles & practices of social marketing. It is based on secondary sources only.

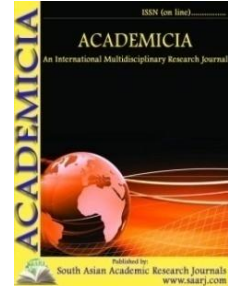
KEYWORDS: Social Marketing, Commercial Marketing, Healthcare, Social Marketing Mix, etc.



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**A STUDY OF DEPENDENCY SYNDROME ON OUTSIDER LABOURERS
- SOME EMPIRICAL EVIDENCES FROM ITANAGAR, NAHARLAGUN
AND DOIMUKH CIRCLES OF PAPUM PARE DISTRICT, ARUNACHAL
PRADESH**

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ABSTRACT

The 'dependency syndrome' is perceived as an attitude and belief of a group of people of their inability to solve their own problems without outside intervention. It is seen as a tendency to depend on others in the course of socio-economic development of a particular area or community. Dependency syndrome is often attributed to a peoples' unwillingness to initiate activities on their own to improve wellbeing thereby hire and fire others. In olden days, indigenous people of the Papum Pare district had been constructing their house with the natural resources like- bamboo, wooden planks, leaves cane etc and had not to depend on outside resources or persons. Also in agriculture domain, people of the study area were using indigenous technology with family members being the prime source of man-power without having to depend on outside labour. However, in recent times the people of state are totally dependent on outsider may it be for agriculture or construction works or household & domestic works. The present study has revealed the fact that people of the study area have felt non-availability of local labourers offering their labour to be the most important reason for tendency of high dependency on outsider labourers. Again, the degree of dependency syndrome is found to have been highest in construction & allied activities in terms of wage payment to hired labourers in the study area. During the study, it is uncovered that outsider labourers are mostly paid per day wages in between Rs 201 to 300. Also the present study has found that majority of the local people hold view that they should depend on outsider labourers for agricultural works, household & domestic works and construction & allied works. With this background, the paper

makes an attempt to identify the reasons for hiring outsider labourers by local people in Doimukh, Naharlagun and Itanagar circles of Papum Pare district. Also, it has made analysis on status of wage for outsider labourers in the study area. Moreover, it has made assessment of insiders' perception on dependency on outsider labours in the study area.

KEYWORDS: *Dependency Syndrome; Arunachal Pradesh; Papum Pare and; Itanagar.*



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K-REFLECT: A REFLECTIVE TOOL FOR ASSIMILATION OF KNOWLEDGE

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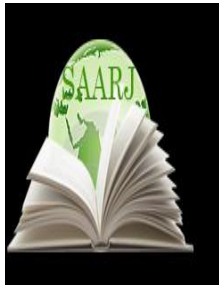
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ABSTRACT

A complete learning experience of a student happens because of the three A's – Acquisition, Application and Assimilation of knowledge – The Triple-A philosophy. While acquisition of knowledge happens in the classroom through lectures, and application happens through projects and assignments, it is assimilation which is the most difficult to capture as it requires reflection. We propose K-Reflect tool for this purpose. For any learning to become effective, the context is the key. The K-Reflect tool conjugates the KASH learning framework with a specific context. This paper is a practical enumeration of K-Reflect tool used in the rural context. Researchers found a positive correlation between the K-Reflect scores of students in various subjects and their respective scores in final examination thereby establishing that the use of this tool by students enhances their academic performance.

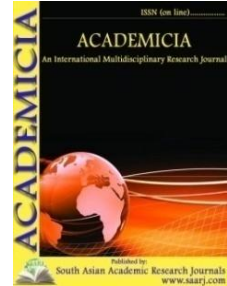
KEYWORDS: K-Reflect, AAA – Acquisition, Application and Assimilation of knowledge, KASH, Reflective tool, reflection, learning tool, Rural management.



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**CHALLENGES IN ERGONOMICS IN ORGANIZATIONAL CHANGE -
SHIFT FROM MANAGING THE CONSEQUENCES TO MANAGING THE
CAUSES – WITH REFERENCE TO BANKING SECTOR**

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ABSTRACT

In this paper we will give an overview about the history of banking organisation structure. Thus it will not provide a general historical overview about banking structure and change in structure after globalization. Organisational change has impact on the office ergonomics too in a work place. In this paper focus is mainly on the impact of organisational change considering the office structural change. The objective is to measure the performance of the work and efficiency improved. Mainly in this paper the focal point is the Banking sector. As it is one of the sector where drastic change has been seen in the Indian Banks. Its said that organisation structure is renovated. The type of research applied for this paper is descriptive research. The scope of the paper is wide as it can be beneficial for the research scholars, human resource department and purely for the banking sector. Organisational change can occur also because of mergers and acquisitions, expanding of business, renovation for better outlook. The change you set out to achieve in your business is less likely to succeed if you do not ensure that people are able to work in new ways, sell new products, use new systems, processes or technology. It occurs when business strategies are changes. It has significant effect on the way work is performed in the organization. Organisational change is the gap between how the work area is operating and how it should be operating to ensure successful growth in future.

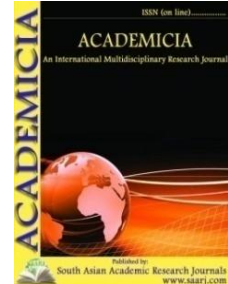
KEYWORDS: *Organisational change, Banking sector, Office ergonomics.*



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**ETHNICITY: EXPLORING OMANI PEOPLE'S DIVERSITY THROUGH
THEIR CRAFTS**

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Sultanate of Oman.

ABSTRACT

It seemed that the lack of the involvement of ethnic groups, in crafts industries in Oman, is very clear. As a result of this shortage, crafts industries in Oman are affected negatively, because of losing ethnic groups contributions in this field. Regarding this challenge, this research paper will explore ways that can help to take advantage of these groups' craftsmanship and participation in crafts enterprise in order to contribute to society's diverse forms of identity.

KEYWORDS: *Ethnicity, Identity, Crafts, Oman.*



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CORPORATE SOCIAL RESPONSIBILITY ISSUES RELATING TO INDIAN BANKING SECTOR

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ABSTRACT

Today, Corporate Social Responsibility (CSR) has viewed a remarkable surge in awareness and control in the global arena. CSR is a continuous commitment by business to attain commercial success that honour ethical values, address legal issues and add to economic development. Corporate social responsibility refers to strategies that Corporations employ to conduct their business in ethical and society friendly way which is beneficial to community in terms of development. CSR is a concept where organizations apart from their profitability and growth and express interest in societal and environmental welfare by taking the responsibility of their activities on all stakeholders. It considers the social and environmental implications of corporate financial decisions. Sustainability, CSR and banks are habitually not thought of in identical context. With the increasing requirement for economic development globally, there is demand for Financial Institutions to make efforts in eliminating poverty, achieving equitable and accountable systems of governance and ensuring environmental security. In this context, present paper attempts to investigate the CSR practices in Indian Banking sector. The result reveals that in developing nations like India, the situation of CSR activities by financial institutions is not so flourishing.

KEYWORDS: CSR, Sustainable, finance, Initiatives, Banking.



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FOREIGN INSTITUTIONAL INVESTMENT AND INDIAN STOCK MARKET

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ABSTRACT

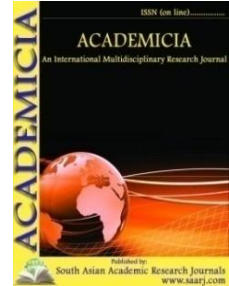
The Government of India was open a gate to the foreigners to invest their money in India stock market through globalisation. The FII inflows have steadily grown after liberalization period in India. The foreign investments and capital markets performance are the indicators of industry and economy of a particular country. The stock market developments and their changes had happened only through their loyal investor's participation. So the researcher has to check the volatility in Bombay stock exchange by BSE Sensex return due to FII by using ARCH and GRACH volatility model. Here the researcher uses data of time series econometric model for the 2005-2006 to 2013-2014.



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**RICE SECTOR COMPETITIVENESS: A COMPARATIVE STUDY OF
UTTAR PRADESH AND WEST BENGAL**

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ABSTRACT

The present study is an effort to evaluate competitiveness of rice sector of Uttar Pradesh and West Bengal key producer of paddy in India, by keeping in view the overall food grain production, marketable surplus and number of farmers.

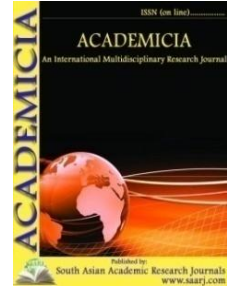
KEYWORDS: *Buffer Stock, Procurement, MSP, HYVs, GI.*



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**ATTITUDE TOWARDS RELIGION OF B.ED. TRAINEES IN RELATION
TO FACULTY, GENDER AND AREA**

Sanjay Chandwani*; Harpreet Kaur; Suman Rani*****

ABSTRACT

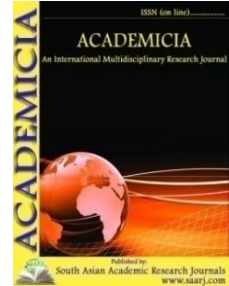
In the present study, investigator is curious to see, what type of attitude towards religion is possessed by would be teachers in relation to their faculty, gender and area. The present study is descriptive in nature. For the present study a sample of 200 B.Ed. trainees of Ludhiana district was selected with the help of stratified random sampling technique. Data was collected with the help of attitude scale towards religion constructed and standardized by Dr. R.K. Ojha. Data was collected from 2 rural and 3 urban colleges selected randomly from the list of B.Ed. colleges of Ludhiana district. After scoring of the data mean, SD, and t-Ratio were employed to analyze data and found no significant difference in attitude towards religion of urban and rural B.Ed. students. t-tests were also used for the analysis of the difference between male and female, arts and science students and found no significant difference.



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**CULTURAL IDENTITY AND MARGINAL STRATIFICATION IN
“THE STOREYED HOUSE” BY WAMAN HOVAL AND NADINE
GORDIMER’S “COUNTRY LOVERS”**

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ABSTRACT

The well-known short story writers Woman Hoval and Nadine Gordimer represent their writing of Caste - Race based society in India and Africa. It needs to apply the cultural theoretical framework to know the marginal identity of Dalit and 'coloured' people. This paper is more concern with three major points are - (i) marginal and cultural identity of 'Dalit' and 'Coloured', (ii) the struggle and discrimination of third world countries, and (iii) the dominancy and weak constitutional law of marginal people. These points need to understand as produces in historical and institutional sites within discursive formations by enunciatively strategies. Culture come to be a terrain of marginalize struggle became heavily politicized. In the short story of Hoval the protagonist Bayaji struggle to build the storeyed house yet no charge against the upper-class man Patil for the burning Bayaji's house where as Gordimer's story Baby dies because of Paul. Despite the identities, it has similar experiences of being marginalized, so there is an urgent need to bring social revolution for equal rights. Therefore, everyone should educate about the social consciousness against the conventional rules in the society. To sum up with whatever is the evil of distinction was existing, it same still exists in twenty-first century also. The marginal are much better than the past, there is no doubt, but still they are "depress" and "abuse" by other. This due to the existence of cultural politics, which is alive issue in the present world also. The weak Indian constitutional and African apartheid laws fail to give equal rights to them.

KEYWORDS: Caste; race; marginality; culture; identity; politics.



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**A STUDY ON TAX EVASION AND SHADOW ECONOMY:
CAUSES AND EFFECTS**

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ABSTRACT

Tax and tax evasion are two faces of the same coin. Since centuries evasion has been a part of every society, however in this 21st century the size and extent of evasion is taking a gigantic shape especially because of corruption which has spread like a cancer in all walks of life. Tax evasion is corroding the GDP of the country and its foundation has become deep-rooted in the Indian soil. Today the quantum of black economy in India is around half the size of GDP of India. Evasion has deep-rooted impact on the downtrodden and weaker section which culminates other social evils in the society. The purpose of this paper is to understand the concept and relationship of tax evasion and black economy in the Indian perspective. We have also tried to find out the effects of rising tax evasion and finally the ways by which we can reduce evasion in India. The paper uses secondary sources of data by which we try to deduce conclusions and recommend the measures to reduce the size of shadow economy in India.

KEYWORDS: *Tax evasion, Black economy, Shadow economy, Corruption, GDP.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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