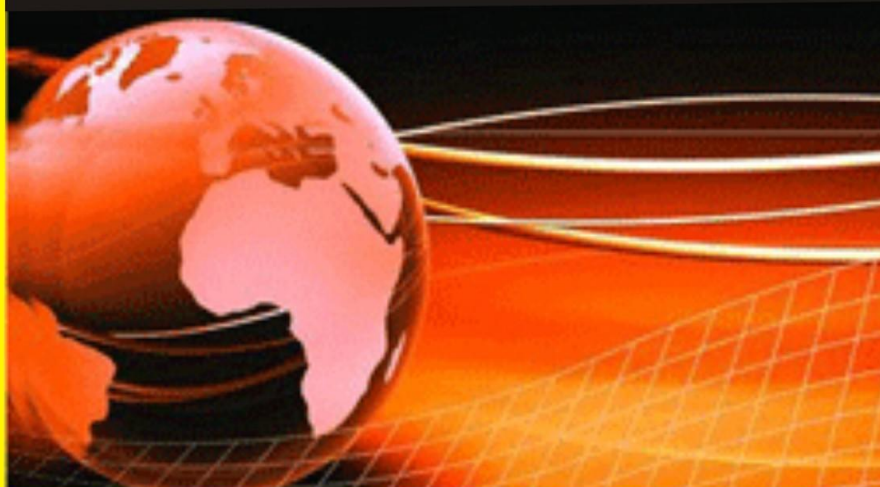


ACADEMICIA

ISSN (online) : 2249-7137

# ACADEMICIA

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Multidisciplinary Research  
Journal



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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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**WOMEN'S EMPOWERMENT**

**Prof. Ajit Gopalrao Kulkarni\***

\*Professor,  
Sant. Mukatibai Art's & Commerce College,  
North Maharashtra University,  
Muktainager, Jalgoan, India.

---

**ABSTRACT**

*Commerce has revolutionized the world as never before and Indian women are no exception to it. Workforce trends show that a large number of Indian women are joining in Commerce sector. This paper wants to explore many questions like- What position Commerce provides to women in the emerging areas of Commerce? How much success Commerce got while providing suitable employment opportunities to women leading to women empowerment? This paper will also shed light on the effects of Commerce in rural areas. This paper has been divided in four (4) sections. Section 1 starts with the introduction. Section 2 deals with the employment profile of women in Commerce. Section 3 covers the benefits provided to women by Commerce. Section 4 comes up with the suggestion to be undertaken to ensure greater participation of women in Commerce.*



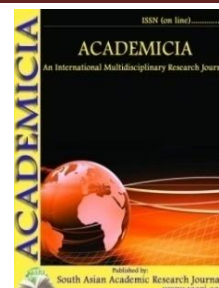


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### SYMBOLISM AND IRONY IN HEMINGWAY'S NOVELS

**Dr. B. Mohan\***

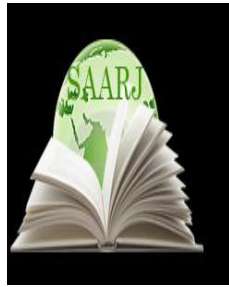
\*Associate Professor,  
S.V. College of Engineering and Technology,  
Chittoor, Andhra Pradesh, India.

---

#### ABSTRACT

*Hemingway's The Old Man and the Sea was the sense of awe that it created in its author and its readers. There has always been a certain mystery about Hemingway's effects in his best writing. Hemingway has used the symbolism of association to convey by implication his essential form the time of his earliest American publication. Hemingway has used techniques of symbolism and techniques of irony and used them well. Hemingway, in fact, stirs thought as to the interrelationship of these two kinds of ambiguity. It is remarkable how often they operate together in his stories: an ironic fact, perception, or even on the primary level may epitomize an irony in a broader context, and thus doubly deserve selection and accurate report by the narrator. Taken at face value the denomination "symbolist" has meanings in the common language of criticism that are quite inapplicable to him. But beyond this, Hemingway uses symbolism.*

**KEYWORDS:** *Inapplicable, interrelationship, intermittently, poignantly, inaccurate, sophisticated, transmitted, connotative, symbolism, paradoxical, inconsequential.*



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### STOCK MARKET CO-INTEGRATION: AN INVESTIGATION OF SOUTH ASIAN COUNTRIES

**Amitesh Kapoor\*; Harendra Singh\*\***

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School of Business,  
Lovely Professional University,  
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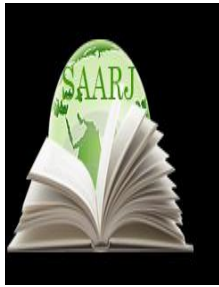
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#### ABSTRACT

*This Report investigated the integration of Asian stock exchanges and indicated the diversification opportunities for potential investors they provide in the long-term. This study examines the stock market co-integration between India and south Asian countries, whether they are co integrated to each other or not which will eventually be helpful for the individual investors along with corporate investors in selecting their investment area and portfolio diversification. If the stock markets have any co-integration than diversification may not be profitable. This Report empirically analyzes the phenomenon of co-integration amongst selected South Asian stock markets. Augmented Dickey Fuller (ADF), Co-integration and Granger Causality tests are applied on the data.*

**KEYWORDS:** ADF, Granger Causality, Co-integration, Unit Root, Diversification.





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### NATO'S AND UN: A PECULIAR RELATIONSHIP

**Dr. Baljit Kaushik\***

\*Associate Professor,  
Department of Political Science,  
Hindu College,  
Sonapat, India.

---

#### ABSTRACT

*From its inception NATO has been linked to the UN. The Alliance claimed that its objective was to achieve the aims of the UN Charter which had been subverted by the Soviet Union's irresponsible use of its veto power. But the relationship was always uneasy. Once the treaty was accepted, in part because of its claim of conformity with the UN Charter, NATO lost interest in maintaining ties. Not until the Cold War ended and Bosnia became both a UN and NATO problem were steps taken to establish a working relationship. In 1998 there is a tentative optimism about the future. The present work examines the intimate and often contentious relations between the two and describes how this relationship has changed over the course of two generations.*



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### THE HERO IN HEMINGWAY'S SHORT STORIES

**Dr. B. Mohan\***

\*Associate Professor,  
S.V. College of Engineering and Technology,  
Chittoor, Andhra Pradesh, India.

---

#### ABSTRACT

*Some of the stories presents transcendental element in Hemingway's thought which at first glance seems at odds with his naturalistic technique. Most of them examine the manifold difficulties encountered on the journey toward individuation. The journey toward individuation in western culture is best personified by the life of Christ, and Hemingway resorts to this motif in a number of ways. At one level the life of Christ provides an outstanding historical meaning of personality, and the conflicts faced by Christ are not unlike those presented to contemporary man. In order to view more precisely the inner workings of Hemingway's portrayal of some of his "strong" hero-characters, a closer look at the implications of the Christ motif is appropriate. As an archetype of the hero, the one who is to achieve „wholeness“, Christ recognized the nature of the objective psyche which had taken over the men of his times.*

**KEYWORDS:** *individuation, efficacy, encountered, personified, intolerable, perspective, crucifixion, assimilation, tremendous, manifestation, attributes, persecution, immortality, hierarchy, inevitable, contingencies, reconciliation.*



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**A SURVEY ON THE RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCE MANAGEMENT AND EMPLOYEE INNOVATION (FROM THE EMPLOYEE'S PERSPECTIVE, ISLAMIC AZAD UNIVERSITY OF URMIA)****Ja'far S. Feizi\***; **Soleyman Iran Zadeh\*\***; **Ali Golabi Rezaei\*\*\***

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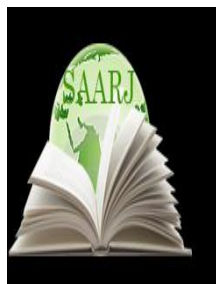
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Islamic Azad University, Tabriz, Iran.

\*\*\*Department of Management,  
Wast Azarbaijan Science and Research Branch,  
Islamic Azad University, Tabriz, Iran.

**ABSTRACT**

*Strategic human resource management is an approach to the formulation and implementation of human resource strategies; in such a way that it blends with the strategies of the organization and to assist it to achieve its objectives. In fact, the nature of the strategic management of human resource has a conceptual aspect and a general attitude about how to achieve fusion or combination of organization strategies and human resource strategies, long term benefits to where human resources should go and how to get there and finally the way of formulation and implementation of strategies related to human resources, also, innovation is important for many companies and organizations. Because it can provides a sustainable competitive advantage for them. Many organizations that face many problems in the competitive environment will be able to get rid of these problems. The population in this study consists of all employees and managers of Islamic Azad University of Urmia, and according to the official statistics, 213 patients were considered as the entire population of this study and according to Cochran's formula the sample size of 137 was determined and 130 questionnaires were distributed among the sample and the data from the questionnaires were analyzed using Spss 18 software and the results of the study proved a significant relationship between the intended HRM strategies to demonstrate staff innovation, therefore the research hypothesis were confirmed.*

**KEYWORDS:** *Strategic Human Resource Management, Employee Innovation, Islamic Azad University of Urmia.*



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**ROLE OF WOMEN IN CORPORATE WORLD****Mrs. V. Radhika\***\*Assistant Professor,  
Chaitanya P.G College.**ABSTRACT**

*The present paper is based on the key findings of an empirical study conducted on a few corporate workforces over a period of one year in Hyderabad in India. The objective of the study was to prepare a status report on the service conditions, benefits and hazards of working women in a corporate. It also attempted to draw a comparative picture of the situation in the two states vis-à-vis women employees. The study assumed significance in light of the gory incidents of rape, murder, and assault of women employees in Hyderabad and other states. Women constitute a significant number of the workforce in an organisation in the country. They are primarily in their mid-twenties and qualified with graduate or post graduate degrees. Employment opportunity and career prospects in an MNC come as an enviable choice for them. Most of the women earn a good package, especially in Bangalore where salary index is higher than Hyderabad. After a brief tenure in contractual service, the employees are inducted into the permanent service of the company with diverse benefits ranging from gratuity, bonus, provident fund, allowances, insurance and others. However, it has been found that thin strains of discontentment creep in overtime on issues such as inadequate salary packages, differential promotional prospects and increments, ambiguous service conditions, irregular and arduous work schedules and lack of facilities in workplace.*

**KEYWORDS:** BPO, Women, Employment, IT, Service, MNC, Organisation.

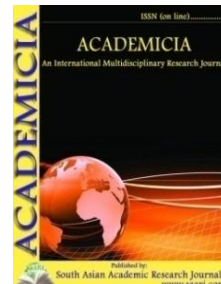


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### PUPIL-TEACHERS' ATTITUDE TOWARDS TEACHING IN RELATION TO THEIR GENDER AND TYPE OF INSTITUTIONS

**Sanjay Chandwani\***; **Gagandeep\*\***

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Education Sadbhavna College of Education for Women,  
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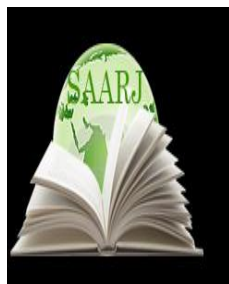
\*\*Assistant Professor,  
Education Department of Education,  
PBI. Univ. Regional Centre,  
Bathinda, India.

---

#### ABSTRACT

*The present study seeks to examine the teaching attitude of Pupil-Teachers in relation to their gender and type of institutions they study. The descriptive survey research design was followed to conduct the study and 100 Pupil-Teachers were the participants in the study. To examine the teaching attitude of Pupil-Teachers, Teacher Attitude Inventory [TAI] developed and standardized by S.P.Ahluwalia [2005] was used. In this study data were analyzed by applying different descriptive and inferential statistics. The main findings of the study are: There is significant difference between Government male and Government female Pupil-Teachers towards teaching attitude. There is no significant difference between private male and private female Pupil-Teachers towards teaching attitude. There is no significant difference between Government Pupil-Teachers and private Pupil-Teachers towards teaching attitude. Basing upon the findings of the study some measures have been suggested.*

**KEYWORDS:** *Teaching Attitude, Pupil-Teachers, Type of Institutions.*

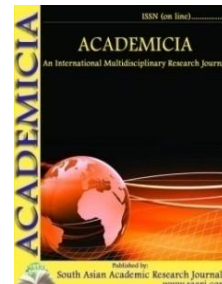


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### HEMINGWAY'S HERO AS THE ISOLATED INDIVIDUAL MUST STRUGGLE DESPERATELY TO LEARN HOW TO HOLD ON IN A HOSTILE OR INDIFFERENT UNIVERSE IN HIS FOR WHOM THE BELL TOLLS

**Dr. B. Mohan\***

\*Associate Professor,  
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Chittoor, Andhra Pradesh, India.

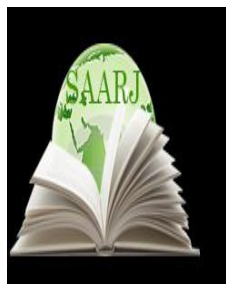
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#### ABSTRACT

*In Hemingway's first three novels, each of his heroes incorporates the same theme: the isolated individual must struggle desperately to learn how to hold on in a hostile or indifferent universe. That hero appears in For Whom the Bell Tolls as Robert Jordan, but in a different place and with a different purpose. In a sense he has been displaced, for Hemingway's focal range here extends beyond Jordan's apprenticeship and beyond the complexities of the war in which he has volunteered to serve as a guerrilla for the Spanish Loyalists. Hemingway's novel is Tolstoyan in scope but rarely in achievement. But it has many merits, and even its defects are generally interesting. To reach this awareness constitutes the bulk of Robert Jordan's education: to communicate it through his thoughts and actions becomes Hemingway's purpose.*

**KEYWORDS:** complexities, apprenticeship, transcendence, sustaining, mechanized, omniscient, guerrillas, abhorrence, egocentric, sentimentality, incomprehensible, barbarism, commitment, barbarousness.

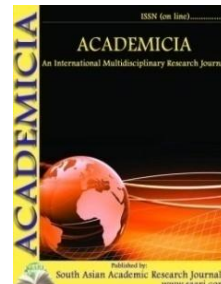




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**WOMEN 'S JOURNY FROM ENROUTE DEVELOPMENT TO  
EMPOWERMENT**

**Prashanth Kumar C.P.\***

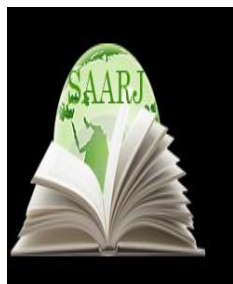
\*Lecturer,

Department of commerce and Management,  
Sahyadry Arts and Commerce College,  
Shimoga, India.

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**ABSTRACT**

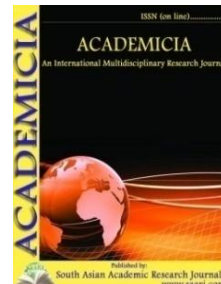
*Empowerment is now increasingly seen as a process by which the one's without power gain greater control over their lives. This means control over material assets, intellectual resources and ideology. IT involves power to power with and power within. Some define empowerment as a process of awareness ad conscientization, of capacity building leading to greater participation, effective decision-making power and control leading to transformative action. This involves ability to get what one wants and to influence others on our cancers.*



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**CAREER TRENDS AND WORLDWIDE EMPLOYMENT GROWTH IN  
TOURISM, TRAVEL AND HOSPITALITY INDUSTRY**

**Dr. Parul Mathur\*; Daleep Kumar\*\***

\*Director,

Pacific Institute of Hotel Management,  
Pacific Academy of Higher Education & Research University,  
Udaipur, Rajasthan, India.

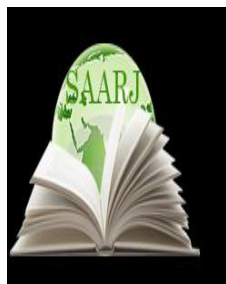
\*\*Ph. D Scholar Hotel & Tourism Management,  
Pacific Academy of Higher Education & Research University,  
Udaipur, Rajasthan, India.

---

**ABSTRACT**

*The main purpose of this paper is to highlight and find out the career trends and employment opportunities in the Tourism, Travel and Hospitality Industry globally. How the industry playing the role in the development of the particular country and helping to reduce the unemployment? How this industry encourages the educational institutes for the particular study and their growth? How the industry suffers and maintains the employment balance during the recession period and rise in rapidly after recession. Directly, indirectly and Induced globally breakdown of total employment in Tourism, Travel & Hospitality industry for the Year 2011. To highlight the growth of employment in the particular countries like USA, UK, EU including Belgium, India, China, Asia Pacific, Africa and Middle East from 2009 to 2012 and forecast for 2022 of direct and total employment in the hospitality industry.*

**KEYWORDS:** *Tourism, Travel, Hospitality, Employment, Development & Growth.*

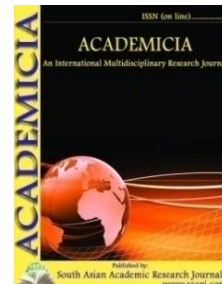


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### IMPACT OF WORLD WARS ON HEMINGWAY'S WORKS

**Dr. B. Mohan\***

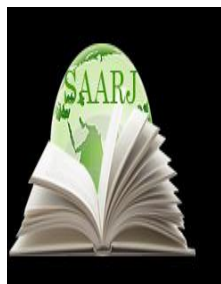
\*Associate Professor,  
S.V. College of Engineering and Technology,  
Chittoor, Andhra Pradesh, India.

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#### ABSTRACT

*The growth of the concept of nationalism led to the glorification of war. Fighting for one's country came to be regarded as something honourable and sacred. The feeling of patriotism inspired people to participate in wars and those who displayed extraordinary courage and skill in war were elevated to the status of national heroes. Disillusionment was inevitable because modern warfare is certainly not an arena where one can accomplish heroic feats. The rapid development of science in the twentieth century led to the invention of highly complicated and refined fighting equipment. Hemingway had a certain romantic notion of man, brave, virile, sporting, hard wearing, a kind of a macho figure, and he strongly believed in individual courage and heroism. Hemingway had seen much war in his lifetime.*

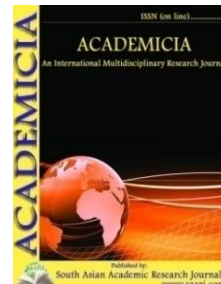
**KEYWORDS:** *Protagonist, terrible, organization, vignettes, insensibility, callousness, warfare, evacuation, savage, profound, posthumously, insensitive, widespread.*



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**A PAPER ON FINANCIAL ANALYSIS OF K2K INFRASTRUCTURE PVT LTD THROUGH COMPARATIVE AND TREND ANALYSIS****Dr. G. Malyadri\*; B. Sudheer Kumar\*\***

\*Associate Professor,  
Department of MBA,  
Sreenivasa Institute of Technology and Management Studies (SITAMS),  
Chittoor, A.P., India.

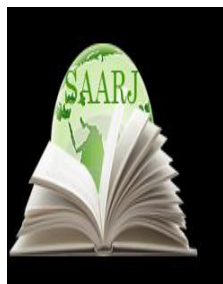
\*\*Assistant Professor,  
Department of MBA,  
Vaagdevi Institute of Technology and Science (VITS),  
A.P., India.

---

**ABSTRACT**

*Financial management is planning organizing, Directing and controlling various financial activities of the organization. In order to perform all the managerial function effective and efficiency, sufficient, past and present information about the form and its operation should be equipped along with this changes overtime. A statement portion of information required in financial decision-making is found in financial statements, particularly, the income statements and the balance sheet financial statements and the balance sheet financial statement, particularly, the income statements and the balance sheet financial statements also help in forecasting the financial effects of planning.*

**KEYWORDS:** *Financial Statement Analysis, Comparative Income Statement & Balance Sheet, Comparative Statement Analysis, Common Size Statement Analysis, Trend Analysis.*

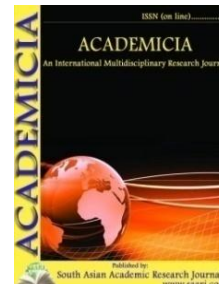


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### RURAL ENTREPRENEURSHIP DEVELOPMENT IN ANDHRA PRADESH

**Mr. B. Parashuramulu\*; Dr. P. Amaraveni\*\***

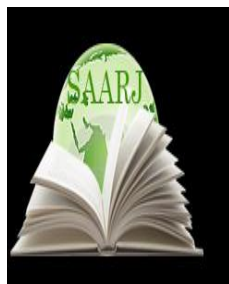
\*Research Scholar,  
College of Commerce & Business Management,  
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Warngal, India.

\*\*Assistant Professor,  
School of Management University Arts & Science College,  
Warangal, India.

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#### ABSTRACT

*“To strengthen the entrepreneurship among rural youth, capacity building of farmers, members of SHGs and rural artisans through capacity building training and exposure and other inputs that facilitate policy initiatives and innovations in design and delivery systems for providing the poor with sustainable access to quality financial services. India lives in its villages, nearly 73 % of the total population live in rural areas where agriculture and allied activities are the main stay of their lives. The economic development of our country largely depends on the development of rural areas and the standard of living of its rural mass. Rural entrepreneur is one of the most important inputs in the economic development of a country and of regions within the country. Rural entrepreneur uses the scarce resources in the most efficient manner thereby increasing profits and decreasing costs. Due to lack of education, majority of rural people are unaware of technological development, marketing etc. Shortage of finance and raw materials are main problems faced by rural entrepreneurs. Most of the rural entrepreneurs face peculiar problems like illiteracy, fear of risk, lack of training and experience, limited purchasing power and competition from urban entrepreneurs. Promotion of rural entrepreneurship is a key to develop rural areas and backward towns. This paper focuses on the identify, orient, motivate, train, encourage and assist the unemployed rural/urban youth to take up self-employment as alternative career.*



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### LOVE STORIES OF HEMINGWAY

Dr. B. Mohan\*

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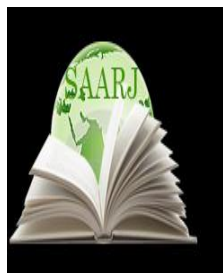
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#### ABSTRACT

*Hemingway projects a male dominated world in his fiction. His fiction is largely hero-oriented, and the protagonists conform to the aggressively male stereotype so dear to Hemingway. Nevertheless a considerable number of his stories deal with love while some others like The Short Happy Life of Francis Macomber and Fathers and Sons, where love is not in the main focus, project Hemingway's concept of the love relationship between a man and woman. More than half of the fifty-odd stories Ernest Hemingway wrote dealt with love in one form or another; but not one of them depicted a satisfactory, lasting, mutually shared love between a man and woman. Love as a notion to Hemingway. The Hemingway protagonists are initially attracted by the very idea of being in love. A love relationship involves a certain amount of give and take, sacrifice and responsibility. He does not want the woman to demand anything from him, but expects her to be subservient, undemanding and to leave him free. But a proper love relationship is a two way affair. Thus when the relationship leads to attachment and obligations it arouses a conflict in the Hemingway protagonist and leads to the breakup or failure of the relationship.*

**KEYWORDS:** *Estrangement, alienation, aggressively, protagonists, attachments, conversation, termination, unwillingness, composition, catastrophe, sacrifice, involvement, disillusionment, pathological, tremendous, endurance.*



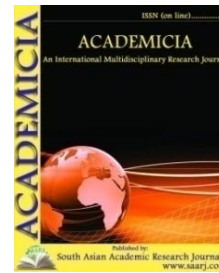


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### THE EFFECT OF ORGANIZATIONAL FACTORS ON CREATIVITY IN THE IRANIAN ACADEMIC CENTER FOR EDUCATION, CULTURE & RESEARCH URMIA BRANCH

Vali Aghli\*; Habib Valizadeh\*\*; Shiva Habibzadeh\*\*\*; Amin Rostamzadeh\*\*\*\*

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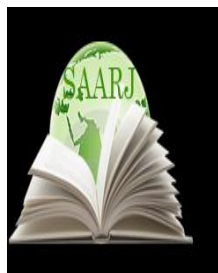
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#### ABSTRACT

*Human being tangibly has obtained this fact that thoughtfulness, intelligence and wit play a major role in bliss and improving the material and spiritual life. Swift development in social and behavioral sciences re-identified this role in different life aspect. This research under the title of “analyzing the effect of organizational factors on creativity in Jahad Daneshgahi Urmia branch” with statistical population of 132 people is written based on these goals: recognizing the effect of organizational factors on creativity, the study of leadership approach and its effect on creativity, the study of organizational structure and its effect on creativity, investigating training and education and its effect on creativity. Research hypotheses include: 1. Organizational factors have a positive effect on creativity 2. Leadership approach has a positive effect on creativity 3. Organizational structure has a positive effect on creativity 4. Rewarding system has a positive effect on creativity 5. Required resource supply has a positive effect on creativity 5. Training and education have a positive effect on creativity. Field method and questionnaire were used to collect data and SPSS software was used to analyze data. All hypotheses were approved.*

**KEYWORDS:** *creativity, leadership approach, organizational structure, reward, resource supply, education.*

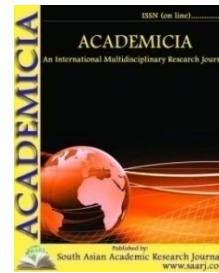


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### ANALYSIS OF SURFACE ACTING AMONG PHYSICAL EDUCATION TEACHERS AND COACHES

**Dr. Sonia Kanwar\***

\*Assistant Professor,  
S. G. G. S. College,  
Chandigarh, India.

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#### ABSTRACT

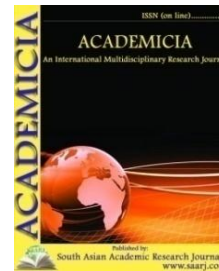
*Sports coaching and teaching skills are a psycho-social activity. As its heart lies in a complex interaction between physical education teacher, coach and athlete played out within the context of sport, which itself a socio- psychological defined set of practices. In this ground physical educationalists and coaches argue that an understanding of socio- psychological concepts can help us better grasp the interactive nature of educating, coaching and consequently assist in demystifying the mythical 'art' of the activity. The purpose of the present study was to investigate the differentials related to surface acting among physical Education teachers and coaches. For this investigator has collected the data from 240 subjects (Physical Education teachers and coaches) of both the gender. The tabulation of data was done by using ANOVA (2X2) and t –test to find out the significance and directions of differences. The findings of the present study revealed significant differences among almost all the work class groups of teachers and coaches except male teachers and female coaches. However, female teachers had the higher mean score suggesting higher on surface acting.*



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**AN INQUIRY INTO NEXUS BETWEEN DEMAND FOR AVIATION  
AND ECONOMIC GROWTH IN PAKISTAN****Dr. Bilal Mehmood\***; **Dr. Khurshid Kiani\*\***\*Government College University,  
Lahore, Pakistan.\*\*Nottingham University,  
Business School, China.

---

**ABSTRACT**

*The main purpose of the study is to empirically examine the aviation-led growth hypothesis for Pakistan by testing causality between aviation and economic growth. We resort to econometric tests such as unit root tests and test of cointegration purposed by Johansen (1988). Fully Modified OLS and Dynamic OLS are used to estimate the cointegration equations for time span of 1973 to 2012. Empirical results reveal the existence of causality between aviation demand and economic growth. Positive contribution of aviation demand to economy is more prominent as compared to that of economic growth to aviation demand. The positive contribution of aviation demand to economic growth is similar in both estimation techniques. Findings help in lime-lighting the importance of aviation industry in economic growth for a developing country like Pakistan.*

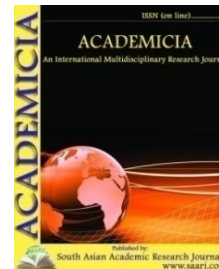
**KEYWORDS:** Air Transportation, Economic Growth, Cointegration, Unit Root Tests, Fully Modified Ordinary Least Square (FMOLS), Dynamic Ordinary Least Square (DOLS), Aviation Multiplier.



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**A STUDY ON THE IMPACT OF SHG-BANK LINKAGE PROGRAMME  
ON EMPOWERMENT OF WOMEN****Basavaraju.S\***

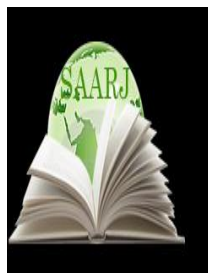
\*Research Scholar,  
Department of Economics,  
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**ABSTRACT**

*SHG-Banking is a programme that helps to promote financial transactions between the formal rural banking system in India comprising of public and private sector commercial banks, regional rural banks and cooperative banks with the informal Self Help Groups (SHGs) as clients (SHGs are financial intermediaries owned by the poor). They usually start by making voluntary thrift on a regular mostly fortnightly or monthly basis (contractual savings). They use this pooled resource (as quasi-Equity) together with the external bank loan to provide interest bearing loans to their members. Such loan provides additional liquidity or purchasing power for use in any of the borrower's production, investment or consumption activities. The main focus of the study is on the performance of SHG Bank linkages on women and also sees how the effective measures adopted by the government and banks have enabled the women to raise their standard of living. The study also focused on the economic impact of Self- Help Groups with reference to; capital formation through savings mobilization, credit – savings ratio, interest rates and repayment performance, which is also the need of the hour.*

**KEYWORDS:** Empowerment, Bank Linkage and Self Help Groups.

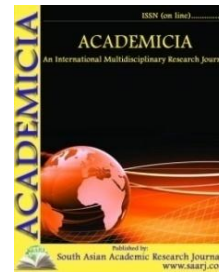


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### ETHICS IN ADVERTISING

**B. Hemalatha\***

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Department of commerce and Business Management,  
Chaitanya Degree and PG College,  
Warangal, A.P., India.

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#### ABSTRACT

*These days advertising is regarded as “any paid form of non-personal communication of ideas, goods and services by an identified sponsor” the aim of this communication is either to persuade or influence the behavior of the target audience. Advertising is of various forms. It can be a sign or symbol. It can be an illustration or message or both. It could be conveyed through Ethics in advertising is a topic of ongoing concern to many people both inside and outside of the field. It has received increased attention in recent years because of other practices of business and government. Ethics are important for advertising without having ethical issues in advertisement. The company may reduce their goodwill in the market. Public authorities also have a role to play in maintenance of ethics in advertising. There are some institutions which maintain the ethics in advertisement in India and worldwide also. The main objective of this study is to understand the ethics in advertising.*

**KEYWORDS:** Advertising, Ethics, Benefits, Harmful effects, Ethical issues, Ethical issues, Ethical standards and Remedies.



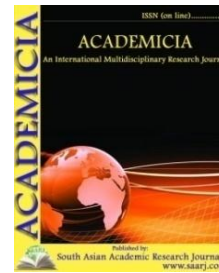


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### HEMINGWAY'S PHILOSOPHY OF LIFE

Dr. B. Mohan\*

\*Associate Professor,  
S.V. College of Engineering and Technology,  
Chittoor, Andhra Pradesh, India.

---

#### ABSTRACT

*Hemingway's fiction is preoccupied with violence, brutality, wounding, killing and suicide, because his tender and sensitive mind was outraged by the brutality and violence which he witnessed on the battle-field and the bull-ring. Besides this he has witnessed in his life time was chrystal clearly portrayed the contemporary ills of his age. He looked behind the civilized façade and found violence in the world. Hemingway thought that war was the greatest subject because it groups the maximum of material and speeds up the action and brings out all sorts of stuff normally you have to wait a lifetime to get. Hemingway deals with the theme of war, violence and death, because he always searched for extreme emotional states in acts of physical tension. Hemingway's work shows affinity with existentialism, which originated in the European experience of the twentieth century. Hemingway has been upheld as an existentialist novelist by virtue of his expatriation, his instinctual acknowledgement of the tragedy of meaninglessness, and the necessity to overcome despair.*

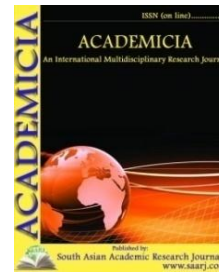
**KEYWORDS:** *Existentialism, alienation, neurotic, catharsis, nightmare, compassion, fortitude, transcendental, communism, affirmation, illustration, discernible, disillusioned, endures, assertion.*



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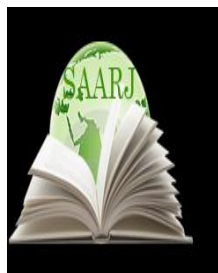
**COMPETITIVENESS OF INDIA'S RICE INDUSTRY IN WTO REGIME:  
A STUDY OF REVIEW OF LITERATURE****Jai Prakash\***

\*Research Scholar,  
Department of Economics,  
Maharishi Dayanand University,  
Rohtak, India.

---

**ABSTRACT**

*Trade competitiveness basically depends upon the level of domestic prices relative to international prices. In its simplest form trade competitiveness, for say exports, can be measured by comparing domestic prices with international prices expressed in domestic prices net of freight, transport and related costs involved in taking produce from exporting country to the importing country. If domestic price of any commodity is lower than the net export price then the commodity is export competitive otherwise it is not export competitive. The objective of present study is to examine the competitiveness of rice industry in context of India in WTO regime and found that the Indian rice industry is highly competitive in relation to markets of developed countries.*

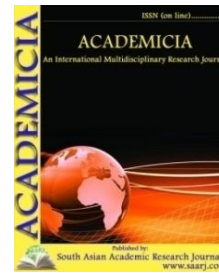


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### ‘MORAL SIDE OF NEW COMPANY LAW OF 2013’ – ‘CORPORATE SOCIAL RESPONSIBILITY MANDATE’

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University of Delhi,  
New Delhi, India.

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#### ABSTRACT

*Businesses are becoming large and globalised, so also Corporate Social Responsibility (CSR) is gaining wider importance overtime, recognising this importance, Indian government has come out with a new law on CSR embedded in Company Law of 2013. It is perhaps for the first time in Indian corporate history that social responsibility has found space in law. Section 135 has been introduced in the Companies Act of 2013 to ensure that giant corporates spend every year an amount of 2% of their average net profit on meeting their responsibilities towards the society widely known as CSR. Instead of being viewed as isolated business units, companies should be is viewed as part of the whole environment surrounding it, it has much more to offer to the society as a whole e.g. quality products and services, customer satisfaction, timely payment of taxes to the government, give employees better work conditions, ensure a pollution free environment, do something for upliftment of backward sections of the society and so on. This is what today a responsible corporate is supposed to accomplish. The Companies Act of 2013 being a new law our research presents analytical review of the new provisions based on available literature. The present work seeks to analyse the new provisions in Indian context, impact of the new law on modern global corporate philosophy. It also aims at drawing attention of the government authorities towards practical difficulties in the implementation of the new provisions on CSR and the possible solutions to overcome these difficulties.*

**KEYWORDS:** *Corporate Social Responsibility, CSR, Company Law of 2013, Companies Act 2013, Section 135.*

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