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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.

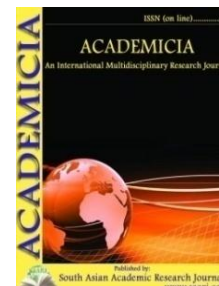


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**AN ANALYSIS ON IMPACT OF BRANCH OF STUDY ON
ENTREPRENEURIAL SKILLS**

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ABSTRACT

Entrepreneurship plays a crucial role in the growth of any society particularly in a fast developing country like India. The entrepreneur is an important agent in our society who can be a catalyst of social and economic change. Entrepreneurship offers excellent scope for women to give expression to their urge for independence, to surpass men and to prove their mettle as a potent economic factor.



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**EXAMINING THE MAJOR PROBLEMS FACED BY THE POLICE
OFFICIALS IN BALANCING THEIR WORK LIFE REVEALED
THROUGH HENRY GARRETT RANKING TECHNIQUE**

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ABSTRACT

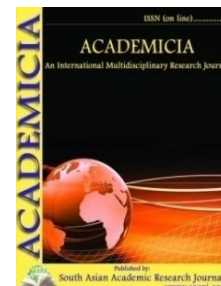
Work life balance is basically the pressure and strains that result from demands or changes which produce tension and require some kind of readjustment on the part of the individual. The work life balance of police is a widespread problem because of its numerous negative effects on individuals and on police organizations. Specifically, they commonly have poor health, frequently absent from work experience burnout, dissatisfied with their jobs and because of weak organizational commitment, they may not fully invest themselves in their work or they may retire prematurely. So more specifically, there is a need to identify the major problems faced by the police officials in balancing their work life. Descriptive research design is used and convenient sampling method has been used for the study. The sample size has been 100 police officials which have been selected in Coimbatore district and data is collected for solving particular problem through well structured questionnaire. Garrett's ranking technique is adopted to analyze the problems of the respondents. From the analysis it is evident that "Arbitrary postings" is ranked as no.1 with the total score of 5160, "Absence of vertical mobility" is ranked as no.2 with the total score of 5016, "Lack of social status" is ranked as no.3 with the total score of 4860. Work life programs have the potential to significantly improve official's morale, reduce absenteeism, and retain knowledge particularly during difficult situations.



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**A CROSS SECTIONAL STUDY TO ACCESS INFANT FEEDING
PRACTICES AMONG CARE GIVERS IN AN URBAN COLONY OF
NORTH INDIA**

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ABSTRACT

Malnutrition has lifelong and irreversible effects, especially when it occurs in the early stages of infancy. Complementary feeding was characterized by early introduction of age-inappropriate feeds and inadequate feeding. The purpose of the present study was to evaluate the direct and interacting relations of parenting styles, feeding styles, and feeding practices to infants. Growth faltering and nutritional deficiencies continue to be highly prevalent in infants and young children living in low- and middle-income countries. There is increasing recognition that feeding behaviors and styles, particularly Responsive Feeding (RF), could influence acceptance of food and dietary intake. This study presents the evolution of RF research and the strength of the evidence for RF on child feeding practices. In total, 100 caregivers were identified to be interviewed for the study purpose. The study examined Infants between the age group of 1-3 years of age. Certain variables were undertaken to analysis the background of the caregivers as Education, Occupation, Income, Class strata and comparison of all of the above mentioned variables was conducted. Overall, few studies have demonstrated a positive association between RF and child undernutrition, although there is promising evidence that positive caregiver verbalizations during feeding increase child acceptance of food.



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FACTORS AFFECTING IFRS ADOPTION AND IMPLEMENTATION IN INDIA

Dr. Anubha Srivastava*; Priyanka Gupta**

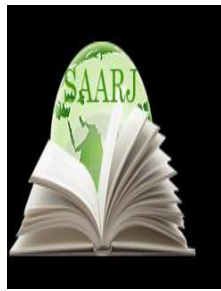
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ABSTRACT

With the increasing focus on globalization and liberalization it has become necessary for the accounting world to have one common set of accounting guidelines to bring uniformity in financial reporting, which will make global investment more attractive and easy encourage more FDI FII flow and will also give a push to MNCs to establish their ventures. More than 150 countries have adopted IFRS and India is not an exception, it is in the transition phase as well but there are some key factors which affect the full convergence with IFRS directly & indirectly. Therefore the main objective of this study is to understand and analyze the adoption of IFRS in India & to look into the factors which are affecting the smooth convergence of IFRS in India. The impact of change faced by the companies which have adopted IFRS and how different it is from Indian GAAP has been also analyzed in this report. This study employs data collected from primary sources. The target audience was working professionals including Chartered Accountants, Masters in Business Administration (finance), and Masters in Commerce etc.

KEYWORDS: AS v/s IFRS, , factor analysis, Indian GAAP, IFRS adoption, issues related to IFRS adoption and implementations.



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**A STUDY ON RETURN, VOLUME AND VOLATILITY RELATIONSHIP
IN NSE WITH SPECIAL REFERENCE TO SELECTED AUTOMOBILE
INDUSTRIES IN INDIA**

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ABSTRACT

The present study examines the impact of futures trading on contemporaneous and interpersonal relationship between return, volume and volatility in Indian stock market using daily data of closing prices and volume of Nifty index from April 1998 to March 2014. The results of ARMA, GARCH, EGARCH and Granger causality test indicate the presence of information asymmetry, inefficiency and leverage effect in Indian stock market. However, after the introduction of futures the quality of information flowing has improved to the cash market. The inefficiency in market can be attributed to the asymmetric profile of traders in two markets. The results show the introduction of futures trading has significantly altered the structure of return, volume and volatility relationship. Specifically, while there is evidence of more information flowing into spot market following the onset of trading, this new information is assimilated into prices less rapidly than before the onset of trading, leading to an increase in the persistence of volatility.

KEYWORDS: GARCH, Stock Market Volatility, Nifty index, Volume.



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AN OVERVIEW ON THE TIBETAN CULTURE AREAS OF NORTH-EAST INDIA

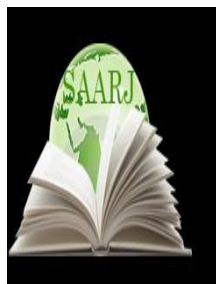
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ABSTRACT

The Tibetan cultural area has been one of the many sources of identity formation for the Tibetanized tribal people of North-East India especially Sikkim and Tawang, (Arunachal Pradesh) whose history according to European writings begins only in 19th Century but, according to Tibetan monastic chronicles and literature, it is traced back to 7th Century AD. The Tibetan cultural area can be identified with its unique strong family resemblance in language, lifestyle, culture and especially the pre-dominance of Mahayana Buddhism, which was the state religion of Tibet. There have been a lot of cultural changes taking place in terms of development in its transitional stage from tradition to modernity which came with the influence of the outsiders and the achievement of statehood of these two regions (Sikkim and Tawang). The paper will focus on the evolution of Tibetan Buddhist religion in North-East India and the emergence of the Gumpa in Tibet which altered the nature of polity, bringing the religious element to the forefront with a large scale input of monastic influence into polity which, later on was extended to all the Tibetan cultural regions including Tawang and Sikkim. The paper will also examine how greatly tradition has influenced modernity and how they go hand-in-hand in the field of socio- economic and political development of these two regions.

KEYWORDS: *Modernity, Tawang, Tibetan culture, Sikkim.*

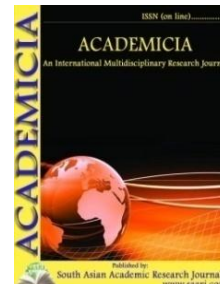


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PART TIME EMPLOYMENT AMONG FULL TIME POST GRADUATE STUDENTS

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ABSTRACT

India has rich natural resources but due to lack of trained man power the country has facing the poor economy as one of the major problems. Education plays a pivotal role in creating the human resource capital and make use of this as capital in the economy. Educational structure in India operates at all conceivable levels from Pre School to Post doctoral. The enrollment of the students in higher educational institutions is gradually increasing. Majority of the PG students are from rural & poor economic back ground. Their parents are not able to provide economic support to their children to have higher education and also in the age of 20 years they feel shy to ask money from their parents with. Increasingly, postgraduate students enrolled are turning to part-time paid employment to help fund them through their studies. Earn while you learn is the new trend among college students. Instead of whiling away their leisure time students work on part time basis as contract lecturers, teachers in private schools, tutors in homes, news readers and in restaurants and others to earn some money to support their education. This also helps them acquire experience and make them industry-ready. This is often thought of as a win-win situation, where employers benefit from a flexible, cheap and intelligent pool of labor, and students are able to work to help finance their studies. While it is accepted that work experience is a vital part of skills acquisition. With an increased focus on employability and post-education career opportunities in recent years, the relationship between work experience and higher education study has to be scrutinized and to be better understood. In view of this, the present study was undertaken to explore the experiences of postgraduate students undertaking part-time work in Sri Venkateswara University, Tirupati. The objectives of the study are to study the profile of the students to know the type of employment that the students are doing and to identify

the reasons for doing part time employment. The findings of the study acknowledge that part-time paid employment is increasing and being used as a strategy for students to deal with the increasing costs of higher education. The findings of the study and suggestions made by the investigator were presented in the paper.

KEYWORDS: *Post Graduate Students- Employment – Economic Development.*



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THE NEW PLAY IN ADVERTISING - 'ADVERGAMING'

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ABSTRACT

Advergaming are the interactive games, used by the companies to advertise their products and to offer an experience or feel of their brand. In advergaming targets are generally youths, who while playing enters in the character of the game. The player is bestowed with completion of an objective and while playing, he has to cross certain hurdles which gives him a sense of achieving which is the actual enchantment bonding the player with the game. The proposed paper attempts to explore the nature and benefits of Advergaming. The present research aims to study the reasons which motivate the advertisers to opt for advergaming to promote their brand. The present research is based on empirical study. The data used is secondary and the type of paper is conceptual. Advergaming, since provides an exposure to the virtual world of product, has deep impact over the target player and is a good medium of promotion for the company. The concept of Advergaming is gaining popularity amongst marketers as well as amongst youths. Its a convenient mode of expression of features and benefits of the target brand to the target customer for the company and at the same time its an interactive and entertaining way of learning about the product for the youths. However it is highly required that ethics and norms are to be self observed by the companies in order to avoid any future regulations.

KEYWORDS: Advergaming, advertising, interactive games, virtual feel.

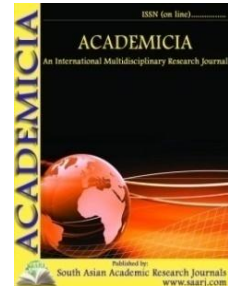


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TEST ANXIETY OF ADOLESCENTS IN RELATION TO THEIR FAMILY ENVIRONMENT AND EMOTIONAL STABILITY

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ABSTRACT

The investigators conducted this study to address test anxiety in relation to family environment and emotional stability. The participants were 202 adolescents (102 urban – 50 boys and 52 girls and 100 rural- 50 boys and 50 girls) completed test anxiety scale, family environment scale and emotional stability questionnaire. Sex affects the emotional stability but rest two variables i.e. test anxiety and family environment remain unaffected. The urban adolescents have higher average of test anxiety and are more stable in comparison to their counterparts. The adolescents who have high emotional stability will have low level of test anxiety but there is no relationship between family environment and test anxiety. In present study only emotional stability contributed towards the prediction of test anxiety in case of total sample. Findings to conduct case study on those adolescents who scored high on test anxiety and launch programme how to maintain emotional stability.

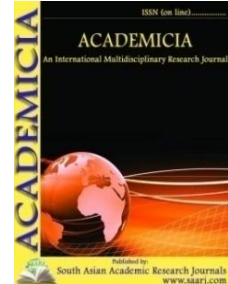


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PADDY FIELD BUSINESS MODEL

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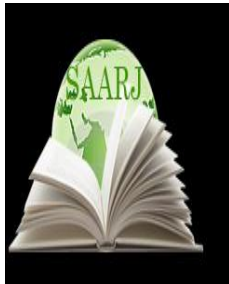
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ABSTRACT

Business model is a reflection of the firm's realized strategy. The business model is an abstract concept with many facets. It describes the implementation of a business concept and is used for multiple purposes by different users. We find that in simple competitive situation there is a one-to-one mapping between strategy and business models which makes it difficult to separate the two notions. For a start up company it is very important to develop a business model for its growth and acquiring a place in the market. I developed a model known as "PADDY FIELD BUSINESS MODEL" which points out the important areas of a start up company. It includes the organizational structure, investors, resources, product features, market analysis, licensing and pricing, customers and revenue. The model focuses on every aspect from starting of an organization till the generation of revenue and the organization growth as a whole.

KEYWORDS: *Business model, licensing, network layers, resources, virtualization.*

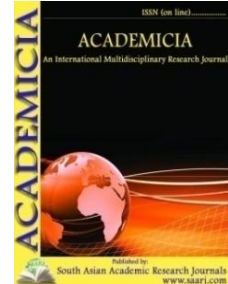


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IMPACT OF MNCs INTO MARKETING POLICIES ADOPTED BY LOCAL RESTURANTS- A CASE STUDY OF LOCAL RESTURANTS MARKETING POLICY IN GUWAHATI

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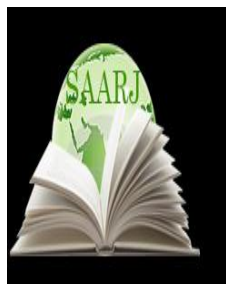
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ABSTRACT

MNCs and its effect on the economy of different countries has always been a debated topic as it acts both as a boon and a bane. It has been always been argued that MNCs wipe out the local firms which is also quoted by Karl Marx in his "The Communist Manifesto", where he has famously warned that small local businesses will inevitably be wiped out by large multinational companies in a form of imperialist capitalism. According to him, the destruction of local businesses leads to the loss of local culture, and the rise of a singular anonymous corporate culture which only varies slightly from country to country. In the above context our paper will try to focus on the impact of MNCs on the marketing practices adopted by local restaurants, what are the changes it has brought in their different function to keep them in the competition.

KEYWORDS: Local restaurants, MNCs, Marketing practices.

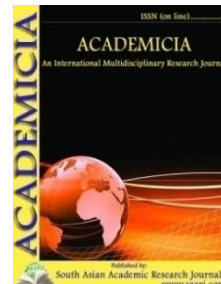


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DERELICT LAND RESTORATION AND RECLAMATION: NOVEL APPROACHES

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ABSTRACT

Land is one of our most real assets and one of our major natural non-renewable resources. It provides all the fundamental needs. Thus it is a valuable life-supporting resource and needs to be taken care of and preserved. But today most of the fertile landmasses are converted into an unproductive wasteland due to a number of natural and anthropogenic activities. The land which was once biologically productive has been degraded or totally destroyed and left in a state that it cannot be used even for leisure or recreational activities. The causes are over utilization of forest, overgrazing, desertification; mining, unscientific land management etc. This has transformed vast stretches of land covering to sterile lands. With ever increasing demand for agricultural lands and afforestation programmes, there is an urgent need to make a large bulk of this waste land productive and fertile. This is only possible through sustainable scientific methods of restoration and reclamation. Reclamation is the process by which derelict or highly degraded lands are returned to productivity and by which some measure of biotic function and productivity is restored. This paper reviews the major causes of wasteland generation and some of the practical methods of their reclamation and ecorestoration.

KEYWORDS: Degraded land, derelict land restoration, reclamation, rehabilitation.

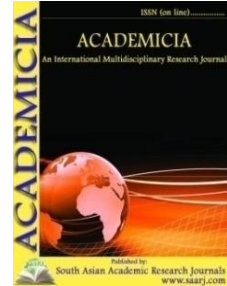


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IMPACT OF INFORMATION TECHNOLOGY ON THE EARNINGS EFFICIENCY OF BANKING SECTOR IN INDIA

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ABSTRACT

Development in the contemporary context is a process whereby minimum progress at the socio-economic, political and technological level is ensured to fulfill the basic needs of human beings. Economic development, includes the development of agriculture, industry, trade, transport, means of irrigation, power resource etc. It thus indicates a process of development. This sectoral improvement is the part of the process of development, which refers to the economic development. The present study has made a comprehensive research regarding the impact of information technology on the earnings efficiency of banking sector in India. A sample of 23 banks from various groups has been selected. The earnings efficiency parameters were applied and the result was analyzed.

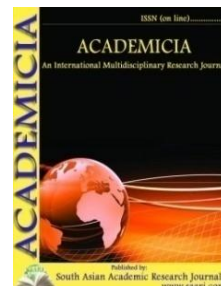


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REDUCTION IN THE PREFERENCE OF SOFT DRINKS IN INDIA

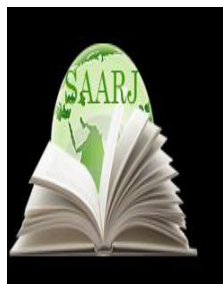
Dr. Shweta Choudhary*

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Shri G.S. Institute of Technology and Science,
Indore, Madhya Pradesh, India.

ABSTRACT

The previous decade has witnessed the time when lots of people touts for the effervescent, sparkling, bubbly soft drinks or soda beverages. But there has been a transcendent change in the consumption pattern of the consumers in the current decade. Now the consumers have become more particular regarding the consumption pattern and scrupulous for the health and fitness of the whole family. More concentration is being made for the balanced and healthy diet. The causes for such radical changes may be because of education, vigorous media, improved communication networks and many other catalyzing agents and opinion leaders. The aim of the present research is to analyse the march of soft drinks and to have an insight in the changing preference of consumers to this product category with special reference to India. The present research is a conceptual work and the data collected is secondary data which has been collected from certain articles and previous researches. In the better-for-you competition the soda companies are trying to prove their product as more natural & healthier, thus looking to the ill effects of soft drinks it is highly recommended that soda drinks shall be consumed occasionally & that too in small quantities.

KEYWORDS: Health and fitness, preference, Soft Drinks, transcendent change.

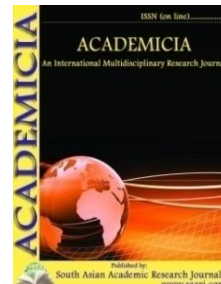


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VALUE PATTERNS AMONG B.ED & D.ED STUDENTS

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Sirsa, India.

ABSTRACT

A child learns all the values and manners from the family and society. In this concern school o colleges plays a very significant role to develop values and manners among students. Values are guiding principle of life, which are conducive to all round development. Values play an important role in the life of student. The values are the chief determinants of his behaviour. They make our lives meaningful and give us a sense for direction for our future life. A value makes our life relatively coherent. They influence our life and work. Different types of values like theoretical, social, political, aesthetic, economic etc. act as motivation force in the behaviour of an individual. A life without proper values will become chaotic and disastrous. It will be about without rudder. To guide our life in the right path and to embellish our behaviour with good qualities, we need values. From the above discussion, a broad and simple working concept of value could be evolved. The investigator chooses this study and selected four B.Ed. & D.Ed colleges of Sirsa district for this study. The sample was delimited to two hundred students. So, in the present study the investigator takes different types of values and compares them into B.Ed. & D.Ed. students. Both groups' urban boys and girls are differing in their values. Boys have highest democratic values and girls have highest social value.

KEYWORDS: Different values, B.Ed. and D.Ed. students.

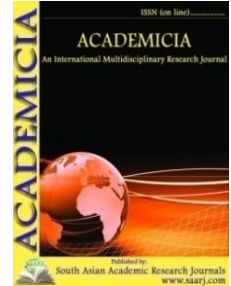


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GLOBAL WARMING, KYOTO PROTOCOL AND EMISSION TRADING: AN OVERVIEW

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ABSTRACT

Carbon Trading is one of the key issues which is increasingly becoming hot topic of debate around the globe with the ever increasing problem of global warming. The genesis of carbon trading lies in the Kyoto Protocol. The present paper seeks to shed some light on the conceptual idea of carbon trading, the Kyoto mechanism, global trends of carbon market, associated risk, accounting aspect and the relative position of India in this context.

KEYWORDS: *Carbon Trading, Kyoto Protocol, Kyoto Mechanism.*

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