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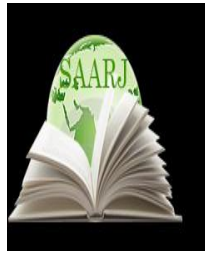
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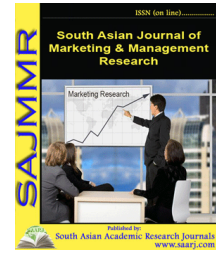
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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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| SR. NO. | PARTICULAR | PAGE NO | DOI NUMBER |
|------------|--|------------|---------------------------------------|
| 1. | <p style="text-align: center;">CRITICAL SUCCESS FACTORS OF INTEGRATED STRATEGIC PLANNING IN IT SECTOR: FUTURE SCENARIO</p> <p>Dr. G. Pandi Selvi & Ms. Bezawit</p> | 4-19 | 10.5958/2249-877X.2017.00060.1 |
| 2. | <p style="text-align: center;">TOTAL FACTOR PRODUCTIVITY WITH COBB-DOUGLAS PRODUCTION FUNCTION IN AGRICULTURE: A STUDY IN CUTTACK DISTRICT, ODISHA</p> <p>Anil Kumar Mishra & Dr. Lipishree Das</p> | 20-25 | 10.5958/2249-877X.2017.00061.3 |
| 3. | <p style="text-align: center;">STRATEGIC MANAGEMENT OF INFORMATION TECHNOLOGY (IT) TOWARDS SUSTAINABILITY IN THE CONSTRUCTION INDUSTRY</p> <p>Dr.A.Bazaei, N.Rezaeyan & Z.Nouri</p> | 26-38 | 10.5958/2249-877X.2017.00062.5 |
| 4. | <p style="text-align: center;">THE DETERMINANTS OF QUALITY OF HOUSING IN PAKISTAN</p> <p>Dr. Sabahat Subhan & Dr. Eatzaz Ahmad</p> | 39-62 | 10.5958/2249-877X.2017.00063.7 |
| 5. | <p style="text-align: center;">A STUDY ON FOREIGN DIRECT INVESTMENT, ECONOMIC STABILITY AND ECONOMIC DEVELOPMENT---AN EMPIRICAL ANALYSIS</p> <p>Madan Mohan Jana</p> | 62-81 | 10.5958/2249-877X.2017.00064.9 |



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CRITICAL SUCCESS FACTORS OF INTEGRATED STRATEGIC PLANNING IN IT SECTOR: FUTURE SCENARIO

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ABSTRACT

“Tomorrow always arrives. It is always different. And even the mightiest company is in trouble if it has not worked on the future. Being surprised by what happens is a risk that even the largest and richest company cannot afford, and even the smallest business need not run”.

- Peter Drucker

Although the purpose of strategic planning is straightforward—to outline where an organization wants to go and how it’s going to get there—its nature is complex and dynamic. Two techniques, the critical success factor (CSF) method and future scenario planning, can augment strategic planning efforts by illuminating an organization’s present situation and potential future. This report explores the value of enhancing typical strategic planning techniques with the CSF method and scenario-based planning and presents an integrated framework for helping organizations understand the broad range of interrelated elements that influence strategy development.

Critical success factors are defined as the handful of key areas where an organization must perform well on a consistent basis to achieve its mission. CSFs can be derived through a document review and analysis of the goals and objectives of key management personnel, as well as interviews with those individuals about their specific domain and the barriers they encounter in achieving their goals and objectives.

Future scenarios allow organizations to explore multiple potential futures and generate robust strategies and early warning signs to understand how the future is unfolding. Where a vision articulates a “preferred future,” future scenarios describe how an organization might achieve its mission in different circumstances or environments. Organizations identify a focal issue or major decision the organization faces and the critical uncertainties in the macro environment, such as social, economic, political, environmental, and technical forces. Scenarios are developed based

on combinations of these forces and robust strategies are identified to address multiple futures. Finally, indicators are identified to help understand how the future is affecting the organization's decisions. Several organizations in using an integrated framework over the past four years. The report synthesizes documented theory and research in strategic planning, CSFs, and scenarios and provides insights and lessons regarding the value and limitations of the integrated strategic planning framework. The report includes considerations for applying this approach in the context of strategic planning for information technology. Suggestions for future work include

KEYWORDS: *illuminating, synthesizes, integrated, identified*

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TOTAL FACTOR PRODUCTIVITY WITH COBB-DOUGLAS PRODUCTION FUNCTION IN AGRICULTURE: A STUDY IN CUTTACK DISTRICT, ODISHA

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ABSTRACT

Measurement of productivity and the optimal of conditions in the process of measurement are quite essential in productivity analysis. The purpose of this study is to determine the total factor productivity (TFP) of crop producing farms in the Cuttack District of Odisha comparatively, in terms of land size using Cobb-Douglas production function. In addition, the input efficiencies and return to scales were computed. The results show that as farm size increases the TFP increases in the same direction. Also, the farm income increases by the increase in labor and land size in all the farms sizes which is highly significant whereas working capital is significant in small and medium farm size but insignificant in large farms.

KEYWORDS: *Conventional Cobb-Douglas production function, TFP.*

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STRATEGIC MANAGEMENT OF INFORMATION TECHNOLOGY (IT) TOWARDS SUSTAINABILITY IN THE CONSTRUCTION INDUSTRY

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ABSTRACT

While the strategic management of IT has received great attention in studies, there is limited understanding of the application of these concepts in achieving sustainability in the construction industry. The paper investigates these concepts and the manner that these operate in the case of construction firms. The use of IT by individual construction firms varies depending upon the scale of operation and business environment faced by construction firms. However, for construction firms engaging in IT, strategic management of IT tools and systems directed towards sustainability involves changes in corporate culture and continuous innovation to customize IT tools and systems to the needs of the firm.

KEYWORDS: *Strategic Management, Information Technology, Change, Success And Strategy*

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THE DETERMINANTS OF QUALITY OF HOUSING IN PAKISTAN

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ABSTRACT

This paper provides an in-depth analysis of quality of housing in Pakistan based on micro-level household data of 2004-05. This study analyzes the differences in quality of housing among different households in urban areas, rural areas and in overall Pakistan. The quality of the housing is estimated through Ordinary Least Square method. The results indicate that some variables have a significant effect on the quality of housing in rural Pakistan and some other variables are significant in the urban Pakistan and overall Pakistan. The stepwise elimination procedure is applied to drop insignificant variables. Household demography, education and income have strong influence on choice of quality of housing.

KEYWORDS: Homeownership, Quality Of Housing, Pakistan JEL Classification: R21, R22 And R29

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A STUDY ON FOREIGN DIRECT INVESTMENT, ECONOMIC STABILITY AND ECONOMIC DEVELOPMENT---AN EMPIRICAL ANALYSIS

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ABSTRACT

International Economic Integration plays an integrative role in Economic Development of any country. Foreign Direct Investment (FDI) is one and only major instrument of attracting International Economic Integration in an economy. It serves as a liaison between investment and saving. Many developing countries like India are facing the deficit of savings. This problem can be solved with the help of Foreign Direct Investment. Foreign investment helps in reducing the defect of BOP. The flow of foreign investment is a profit making industry like insurance, real estate and business services and serving as a catalyst for the growth of economy in India. With the journey of borderless economy and open competition on 24th July, 1991, the Indian production economy witnessed an unprecedented threats and challenges in the form of inward and outward capital infusion. Capital infusion have been realised with the influx of inward foreign direct investment. The FDI can affect directly the growth process and economic output of a nation. The most popular measure of economic output is GDP (Gross Domestic Product). The objective of this paper is to investigate and made an in-depth study the interactions and economic agglomeration between the economic growth, Capital infusion and economic stability of Indian economy in the period following the first generation financial sector reforms. Furthermore, the research study tries to estimates the relative roles of FDI, Exports and social well-being in the economic growth intermediation process. The study tries to tests for characteristics of movement of FDI and whether they have any assignable cause or bears any random shocks. The investigation also observes a relative responsibility and interactive long run relationship between a GDP, FDI, Economic stability and cultural agglomeration. The results indicate the importance of FDI on general, social, and economic growth and the relative roles of the internal economic environment in augmenting the growth process during this study period of 1980--2013. After analyzing all the facts it may be concluded that maximum global foreign investment's flows were went to developed countries rather than developing and under

developing countries. Foreign investment flows are supplementing the scarce domestic investments in developing countries particularly in India. Further this paper recommends that we should welcome the inflow of foreign investment because it enable us to achieve our cherished goal like making favourable the balance of payment, rapid economic development, removal of poverty, and internal personal disparity in developmental process and also it is very much convenient and favourable for Indian economy. During pre liberalization period of 1980-91 Inward FDI increased at CAGR of 10.39% while during first generation post liberalization period 1991-2000 it has grown 53.57% and second phase of post-liberalization period 2001-13 recorded a CAGR of 18.01%. . This indicates that liberalization has had a positive impact on FDI inflows in India. Since 1991 FDI inflows in India has increased approximately by more than 191.85 times.

KEYWORDS: *Foreign Direct Investment, Economic development, Exports, Macro-economic variables.*

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