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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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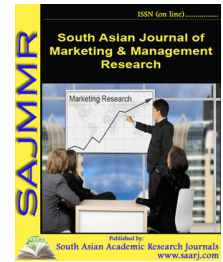
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AN IMPACT OF ICT ON THE GROWTH OF CAPITAL MARKET- EMPIRICAL EVIDENCE FROM INDIAN STOCK EXCHANGE

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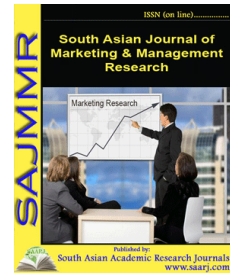
ABSTRACT

This paper examines the impact of ICT on the growth of the Indian Stock Exchange using a modified version of the Gompertz technology diffusion model introduced by Chow (1983) and therefore rearranges the model such that ICT development becomes the independent variable while stock market growth indicators are the dependent variables. Capital markets have become excessively volatile since the adoption of computer assisted trading strategies as the latter increase short-term price volatility and risks. Fama and French (1988) argued that information technology have made capital markets more efficient as attendant stock prices now reflect important information and investors' perception of stocks more swiftly. The data in the present study is obtained from BSE and NSE stock exchanges database, MCX India database, Securities and Exchange Commission and websites of World Development Indicators. In the course of analysis, market capitalization model, stock market value traded model, stock market volume traded model, turnover model, number of securities listed model, public sector bond model and private sector debt model has been designed. The results disclose that selected variables are significantly affected by information and communications technology especially in respect of increase in the number of stockbrokers, investors and access to ICT. Information Technology have contributed to growth of the Indian Capital Market, with the effect mostly seen in the availability of information to investors and the improvements in the trading patterns of the Indian Stock Exchange.

KEYWORDS: *Indian stock market, ICT, Gompertz model, macroeconomic variables.*



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TELECOM SECTOR IN INDIA: ISSUES AND CHALLENGES

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ABSTRACT

The telecom sector is one of the prime contributors to India's GDP. The telecom services have been recognized the world-over as an important tool for socio-economic development for a nation.. The literature available shows a positive correlation between rapid growth and modernization of various sectors of the economy with the growth of telecom infrastructure. From the time of the British Rule, the Telecom Industry in India was under the strict supervision of the government. The trend continued even after independence until the late 1990s, when the positive initiatives were taken up by the government. The telecom sector was opened up for private investment as a part of liberalization-privatization-globalization policies and since then it has seen radical and structural changes. In the last few decades the common man has seen lot of anomalies and scams in this sector. At present the government due to the transparency revolution is making it as a tool to fight corruption. This sector has also seen exponential growth due to increasing middle class population, competitive environment and the incentives from the government side. The paper is based on the latest statistics available in the government of India and International Telecom Union reports. It intends to discuss the global telecom scenario, the achievement of India in this sector, the growth and pattern of FDI, Mergers and Acquisitions, the changing landscape of telecom sector in the terms of issues challenges and opportunities.

KEYWORDS: *Telecom Sector, Globalisation, Transperancy Revolution, Mergers and Acquisitions.*



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RURAL RETAIL REVOLUTION: THE RISE OF RURAL MARKET

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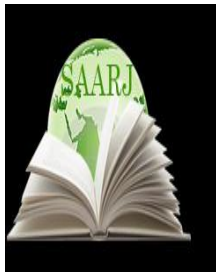
ABSTRACT

"The future lies with those companies who see the poor as their customers."

C. K. Prahalad
Strategic Guru

Rural India is characterized by low per capita income, low productivity, low literacy and low rate of industrialization along with absence of basic amenities. The unprivileged class is set back by a lack of educational opportunities that could empower them to confidently pursue economic progress and overcome the debilitating effects of low literacy and rigid social hierarchies. The Indian rural retail opportunity is currently estimated to be in excess of Rs. 1400 billion (approximately US\$34 billion). The figure is likely to touch Rs. 1800 billion (approximately US\$ 43 billion) in 2010 and go up to Rs. 2400 billion (approximately US\$ 58 billion) by 2015, according to CII - YES BANK Study on the Rural Retail Sector¹⁵. India's rural markets are growing at double the rate of urban markets. The retail revolution is going to act as a catalyst. So, the new concept that is hitting the market today is the "Rural Retailing".

KEYWORDS: Rural India, Rural retail, rural market, Retail revolution, Kirana stores.



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NON-PERFORMING ASSETS OF PUBLIC AND PRIVATE SECTOR BANKS (A COMPARATIVE STUDY)

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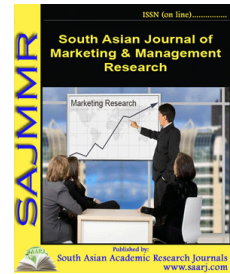
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ABSTRACT

Non-performing assets are one of the major concerns for banks in India. NPAs reflect the performance of banks. A high level of NPAs suggests high probability of a large number of credit defaults that affect the profitability and net-worth of banks and also erodes the value of the asset. The NPAs growth involves the necessity of provisions, which reduces the overall profits and shareholders' value. The issue of Non Performing Assets has been discussed at length for financial system all over the India. The problem of NPAs is not only affecting the banks but also the whole economy. In fact high level of NPAs in Indian banks is nothing but a reflection of the state of health of the industry and trade. The Indian banking sector is facing a serious problem of NPAs. The extent of NPAs is comparatively higher in public sectors banks. To improve the efficiency and profitability, the NPAs have to be scheduled. Various steps have been taken by government to reduce the NPAs. It is highly impossible to have zero percentage NPAs. But at least Indian banks can try competing with foreign banks to maintain international standard. The problem of losses and lower profitability of Non-Performing Assets (NPAs) and liability mismatch in banks and financial sector depend on how various risks are managed in their business. An attempt is made in the paper that what is NPAs? The factors contributing to NPAs, the magnitude of NPAs, reasons for high NPAs and their impact on Indian banking operations. Besides capital to risk weight age assets ratio of Public and Private sector banks, management of credit risk and measures to control the menace of NPAs are also discussed.



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EMPLOYER BRANDING: A STRATEGIC INITIATIVE

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ABSTRACT

'Employer Branding' has been consider one of the "hottest strategies in employment". By creating brand images, employers are struggling to differentiate themselves in both internal and external environment. 'Employer Branding' is also very prominent in the Human Resource Management (HRM) point of view and acts as one of the communication magic tools for acquiring and retaining the talent in this fast changing technological era. Employer branding, in the commercial context, acts like an adhesive that helps in bonding different components of the organization to ensure the employees' commitment, loyalty, advocacy and satisfaction. It constitutes an important concept in today's knowledge base contexts where attracting employees with superior skills and knowledge are considering the primary source of competitive advantage.

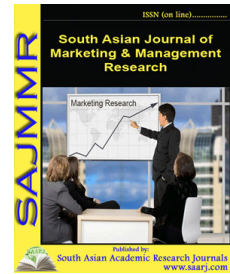
This article, through illustrative examples, provides a holistic perspective on employer branding and the application of concepts of employer branding used for attracting and retaining the talent pool.

KEYWORDS: Human Resource Management (HRM), Employer Branding, executives.

HR



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ANALYZING THE POTENTIAL OF INTERACTIVE ADVERTISING VERSUS TRADITIONAL ADVERTISING IN THE TELECOMMUNICATION SECTOR: THE CASE OF A LEADING TELECOMMUNICATION SERVICES PROVIDER IN MAURITIUS

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[

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ABSTRACT

Many companies have visualized that the future of advertising is interactive media. Using interactive advertisements to differentiate from competitors represent a challenge for telecommunication services providers. Yet, some companies have not fully acknowledged the changes which Internet and digital interactive media have brought (Edell and Keller, 2000, Bhuiyan, 2006, Hackley, 2006). Several researchers have pointed out that consumers are becoming more demanding and sophisticated in their telecommunication requirements and at the same time, they are being empowered with loads of information (Raman et al., 1998, Shim et al., 2001, Stewart and Pavlou, 2002). These changes have triggered companies operating in the telecommunications sector to look beyond traditional ways to communicate with their customers. The present research explores the potential of interactive advertising versus traditional advertising for a leading telecommunication services provider in Mauritius. The methodology used was through survey questionnaires administered to subscribers. The present research provides useful insights into the concept of interactive advertising for telecommunication services providers in Mauritius. Indeed, customers' attitudes and perceptions on interactive advertising over traditional advertising had been under-researched in the telecommunication sector. Recommendations made will ensure that the telecommunication services providers capitalize on the potential of interactive advertising. Hence, there is a need for the telecommunication services provider to empower the customers to adopt more interactive mediums. The telecommunication services provider should further educate the customers about its online presence and the underlying benefits associated with the use of online and mobile advertising.

KEYWORDS: *Changing Media Landscape, Traditional Advertising, Interactive Advertising, Mobile Advertising, Technology, Telecommunication Sector.*



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**CONCLUDED SUMMERY OF DIFFERENT PERSPECTIVE OF BRAND
BUILDING PROCESS**

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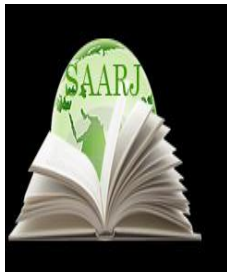
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ABSTRACT

In the present branding literature there are many researchers and have their different theories for branding building process although brand building process very from product and services. Services have very different characteristics compared to products. The purpose of research is to analyze the process of building a brand. Research suggests that when it comes to the process of building a brand, the emphasis is put on brand identity and trust. In this researcher have summarized and concluded the different theories, concept and the perspective given by Aaker, Kapferer, Melin.

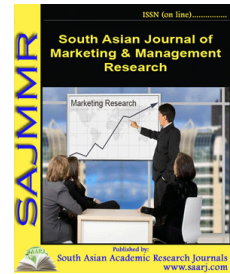
KEYWORD: Branding, Brands, Customers.



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INNOVATIONS TO ELEVATE THE MOST DESERVING: A STROLL BACK TO RECENT INDIAN EXPERIENCES

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ABSTRACT

The paper presents the changing approach in the way innovation projects are taken up. The first phenomenon is that innovation pendulum is moving in favor of the developing countries. Another phenomenon is that affordability and sustainability are replacing premium pricing and abundance as innovation's drivers (Prahalad and Mashelkar, 2010). The paper studies two unique cases from India where innovations were targeted to elevate the people at the bottom of the pyramid. Both the innovations have been a great success not only in terms of the impact which they had but also in terms of their ability to create sustainable business model.

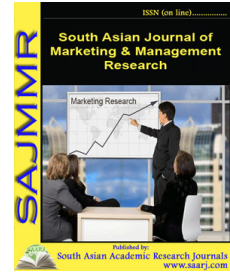
KEYWORDS: *innovation, bottom of the pyramid, Indian innovations, Tata Nano, Aravind Eye Hospital.*



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MUTUAL FUNDS VS ETFS: HISTORICAL DATA, ARGUMENTATIVE ANALYSIS AND POSITION

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ABSTRACT

The investment shares incorporated by merchants did not have any limits that mean it was an open ended trade. The profits yielded were divided on the total shares and after subtracting the commission of trading agent distributed among the share holders. To regulate this business properly, regulatory bodies like securities act of 1933 and securities exchange act of 1934 were established. In the light of these acts mutual funds need to be registered with the Security Exchange Commission in order to resolve interest conflict. There is a lot of controversy among the traders regarding the weight of either of the systems but exchange trade fund has found to be more favorite by the investors. The reason could be again that it is the human psychic that they want to play safe with least risks and desirable profits. Majority of the world's population do not hold precious assets what they can invest into the business. Rather majority belongs to subclass or poor community which has to earn money rapidly to meet their basic needs. Keeping all these aspects in mind Exchange is the better option rather than availing the mutual funds which are more expensive and more time consuming.

KEYWORDS: Speculate, Beneficial, Consuming, Established.

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