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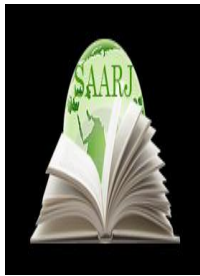
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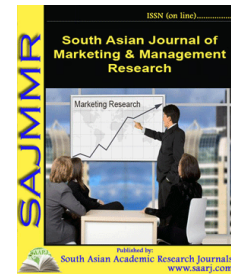
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VISION

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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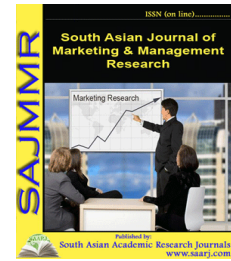
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DOI NUMBER: 10.5958/2249-877X.2016.00034.5

PUBLIC, PRIVATE PARTNERSHIP IN DEVELOPING SMART CITIES

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ABSTRACT

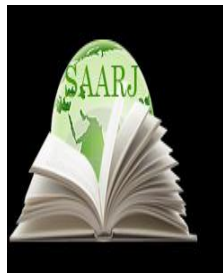
Smart cities have been recently very important for emerging market with enormous potential, which is expected to drive the digital economy forward in the coming soon. With the advent of proposed Smart Cities for the issues like limited resource, population growth and climatic changes which will help India achieving the holistic development of the economy by achieving economic feasibility and sustainable growth through integration of design and technology. Due to development of smart cities there is possibility to provide number of employment opportunities so in this there is scope for increase the standard of living of the people. The proposed structure for smart cities will address the four fundamental areas as organizational, social, infrastructure and economic aspects. The ICT solutions for a smart environment are in the focus of many research initiatives in Europe. This paper focuses on real effectiveness of the present proposal in future urban environment, and what are its advantages & disadvantages effects on the society.

KEYWORDS: *Digital economy, Fundamental areas of organization, urban environment.*

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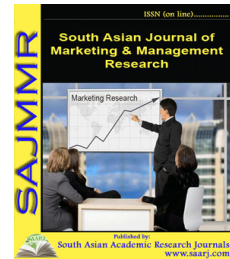


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ACCELERATING INCLUSIVE GROWTH OF SOCIO ECONOMIC EMPOWERMENT OF WOMEN UNDER MGNREGA: A VIEW

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ABSTRACT

MGNREGA (The Mahatma Gandhi National Rural Employment Guarantee Act) is a quite meaningful and powerful act for rural development in general and women empowerment in particular for the entire nation. The MGNREGA plays an important role in the empowerment of the rural women. It has not only contributed substantially for the increased living and economic conditions but has also leads to self reliance among the rural women. The aim of this paper is to highlight that the empowerment is a useful concept because it emphasizes the idea of women as active agents. Women are no longer the passive recipients of development strategies. But it has been seen that the gender discrimination and gender based violence has continues to be an enormous problem within Indian society. This paper has tried to explore the existence of unequal opportunity for women at workplaces. The present paper has made an attempt to study the participation of women employment through MGNREGA and the economic benefits accrued through women empowerment not to the individuals but to the society as well. This paper aim to reveal as how the implementation of MGNREGA is a powerful instrument for ensuring inclusive growth and has got tremendous potential to bring about far reaching improvements in the socioeconomic life of the women who are rural and poor. The multifaceted character of empowerment implies the there is a need to examine the implications of MGNREGA in all dimensions of women lives. It should not be only confined to limited area of development activity. This paper has concluded that MGNREGA has high prospects of rural development.

KEYWORDS: *development, empowerment, MGNREGA, rural, rural, women.*

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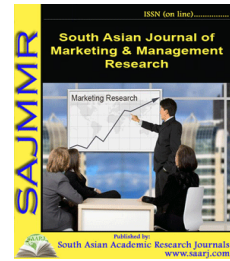


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DOI NUMBER: 10.5958/2249-877X.2016.00036.9

**“MANAGEMENT EDUCATION – KEY TO HOLISTIC DEVELOPMENT
OF SOCIETY”**

Veena Shenoy *: Sharath Chandra Kamath**

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Chikka Bellendur, Carmelaram.
**Professor & Dean Krupanidhi
School of Management,
Chikka Bellendur, Carmelaram.

ABSTRACT

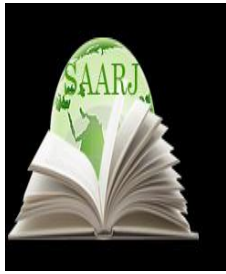
Today there is urgent need for positive social change and we need to create a better world. Management education has a vital role to play in today's business environment. Holistic education is the practice of freedom for creativity and productivity. What worked in the past will not work in the future. Hence it is very essential to upgrade, customize or create new courses as per the aspirations of students and expectation of industry. It can happen only by considering various variables like role of academia, governing agencies, role of industry, theory and practice of management, curriculum and pedagogy, governance, leadership, policy makers, ethics etc. It is very essential for survival and growth of educational institutions. Hence, education institution has to go for industry tie up for the live projects, real life case study, real life student business cases and other research related activities. This paper helps in understanding role of management education in uplifting youth to become knowledge based society. As an individual always we blame regulatory body. Instead change should take place every where right from government, industry, educators, students, educational institutions.

KEYWORDS: Education, Management, Society etc.

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**SKILL AS THE FUEL IN THE ENGINE OF
ECONOMIC GROWTH: ROOT CHALLENGES IN INDIA**

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ABSTRACT

Skill isn't some activity which is learnt and forgot over time although it is an experience, intellect and passion acting in unison thus skill with knowledge is a significant driving force for the engine of economic growth. Knowledge endorses the analytical power and skills provide efficiency for performing any task which enlarges the productivity and create revenues for an economy. The present study deals with the skill as the fuel in the engine of economic growth in India. The study is based on the secondary data collected from journals, magazines, publications, articles, research papers and website of Ministry of Skill Development and Entrepreneurship (MSDE). It is found that India has 1.29 billion workforces which is the second largest muscle power hub in the world after China. Out of the total population, 63.10% is the main workforce belonging to the age group between 15-59 and only 4.7% of this main workforce is skilled which is very little in comparison to the other developed countries like UK(68%), Germany(75%), USA(52%), Japan (80%) and Korea (96% highest skilled workforce in the world). The main purpose of the study is to analyse the existing level of skill and root challenges in the way of Mission Skill India.

KEYWORDS: Skill; Fuel; Muscle Power; Economic Growth; Productivity; Way-out

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AGRICULTURAL MARKETING IN INDIA AND ITS PROBLEMS

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ABSTRACT

Agriculture plays a vital role in India's economy. With food being the crowning need of mankind, much emphasis has been on commercialising agricultural production. For this reason, adequate production and even distribution of food has of late become a high priority global concern. Agricultural marketing is mainly the buying and selling of agricultural products. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis. One of the economic objectives of India is to make optimum utilisation of scarce resources and, thereby, accelerate the economic development. To achieve this objective it has adopted a policy of encouraging agriculture and industrial sector. A sound policy of agricultural development requires concurrent analysis of not only the technical / production efficiencies in agriculture but also its marketing/distribution efficiencies. In this backdrop, this paper presents the structure of Agriculture Marketing in India, analyse the problems facing Agriculture Marketing in India and remedial measures for improvement of Agricultural Marketing in India.

KEYWORDS: *Agriculture Marketing, Structure and Remedial Measures.*

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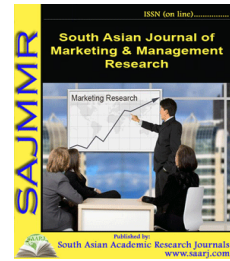


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INFLUENCE OF SALES AND MARKETING STRATEGIES OF WASHING MACHINE ON CUSTOMERS' BUYING BEHAVIOR

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ABSTRACT

Understanding purchasing and consumption behaviour is a key challenge for marketers. Consumer behaviour, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. Some purchase decisions involve long, detailed processes that include extensive information search to select between competing alternatives. Other purchase decisions, such as impulse buys, are made almost instantaneously with little or no investment of time or effort in information search. Some purchase decisions are made by groups (such as families, households or businesses) while others are made by individuals. When a purchase decision is made by a small group, such as a household, different members of the group may become involved at different stages of the decision process and may perform different roles. In this study 100 respondents from Nagpur were considered and based on their experience about sales and marketing strategies for washing machine conclusions were drawn.

KEYWORDS: *Washing machine, consumer behavior, and Standard Behavioral Model*

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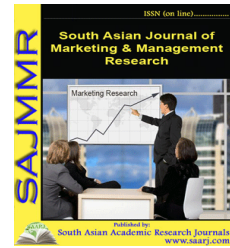


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DOI NUMBER: 10.5958/2249-877X.2016.00040.0

**A COMPARATIVE ANALYSIS OF SELECTED
MUTUAL FUNDS IN INDIA**

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ABSTRACT

Mutual funds as an investment vehicle have gained immense popularity in the current scenario, which is clearly reflected in the robust growth levels of assets under management. The Indian mutual fund industry is passing through a transformation. The Indian Mutual Fund Industry has witnessed strong growth in recent years. However, to gain significant share in the overall savings pie, the industry focus on the facets that will drive value creation for all the investor. In general Indian mutual funds market is expected to grow at a CAGR of 14.97% by 2020. Huge potential for financial savings as well as technological advancement are expected to drive the next era of growth. However, despite this growth, penetration levels in India are low as compared to other global economies. The main objective of the study is to evaluate the performance of selected mutual funds. The statistical parameters adopted for the studies are the Standard Deviation, Beta, Alpha, Sharpe Ratio and R-Squared. Thus the findings of the study will helps to make a rational decision and guide the investors about using mutual funds as a tool for financial goals rather than as just mere investments.

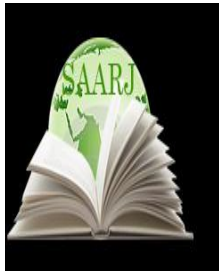
KEYWORDS: *Asset Management Companies, Asset under Management,*

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A STUDY OF THE FEMALE BUYING BEHAVIOUR OF HANDBAGS SHOPPING IN WEST DELHI MALLS

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ABSTRACT

In the present era, studying female buying behavior has become a matter of great prominence due to the level of changes in female behavioural patterns and the overall advancements in the societal outlook towards women. They are no more bound to the four walls of the house. Women of today has come out of the traditional shackles posed on them by the Indian society and have established their individual identities . Therefore, it is quite relevant to study the behavior of the modern women in regard to the various product segments. This study aims at finding the relationship impact of age, gender and marital status of women on handbags shopping from malls in West Delhi. Also, the other objective is to analyse the impact of promotion strategies on the female while buying handbags from malls. Malls these days serve as a popular outlet for shopping of different products under one roof and Delhi, being a metropolitan city has got a number of huge malls serving the consumers. This is an empirical research with a sample size of 100 females found shopping handbags in the malls of West Delhi. The questionnaires used were got filled in person with the female buyers . It was revealed that economically independent women buyers in the age group of 20-40 tend to spend more on handbag shopping. Also, married women are influenced by their spouse in the buying decision in comparison to the unmarried ones. More than 80% of the women preferred to buy handbags under the influence of sales promotion strategies. Hence, this study is useful for the marketers to emphasize the appropriate promotion strategies to gain higher revenues .

KEYWORDS: *economic independence, promotion strategies , female buying behavior, handbag shopping*

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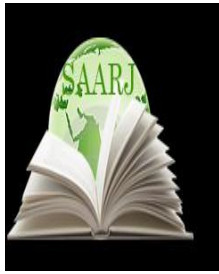
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TOWARDS A QUALITATIVE MODEL OF CROSS-CULTURAL MARKETING

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ABSTRACT

This study sought to develop a testable qualitative model of Cross-Cultural Marketing Leadership (CCML) for Western multinational enterprises (MNEs) operating across national boundaries of emerging economies, and comprised primarily of Asian marketing teams virtually representing a cultural foil to the marketing leadership. The composition of the leadership and teams were thus somewhat bipolar. A multi-perspective, qualitative research design was adopted for this exploratory pilot study, using a stratified and balanced, pyramidal sample pool of 40 practitioners. This comprised at the apex, Marketing Directors (SD:n=6), in the middle, Sales Managers (SM:n=14), and at the bottom, Sales Persons (SP:n=20). The sample pool was derived from Western MNEs operating in emerging Asian economies. The study was based on in-depth analysis of interview questionnaire responses using the sophisticated textual software Leximancer 4.5 developed by The University of Queensland (Brisbane, Australia). Key findings were: (1) Passive-avoidant marketing (PAM) styles are counter-productive and best avoided altogether; (2) Contingent-reward-based marketing (CRM) incentives were effective across cultural barriers in motivating the sales force; and, (3) a composite and effective Cross-Cultural Marketing Leadership (CCML) model could have the best, cumulative and synergistic 'augmentation' effect, precipitating 'exceptional performance' by Asian sales teams.

KEYWORDS: *Augmentation, Investment, 'Exceptional Performance', Cumulative, Synergistic*

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