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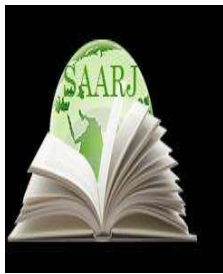
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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.



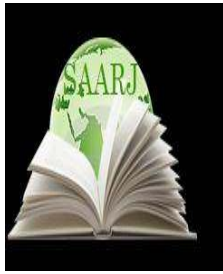
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MACRO ECONOMIC DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN BRIC NATIONS

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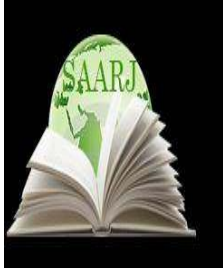
ABSTRACT

Foreign Direct Investment (FDI) has played a momentous role in the vigorous growth of countries across the world which in turn has triggered an interest in the minds of the researchers to focus on the determinants of such phenomenon.

Some of the identified factors for this observable fact are namely comparative labor costs, country size, economic openness, nature of exchange rate regime, return on investment, and political factors amongst many others. While several studies of the determinants of FDI have been published in the last years, most of them focus on a single country and are based on conceptual frameworks which have been developed to analyze FDI in developed countries. However, nothing much has been discussed about whether the logic of these frameworks can be directly applied to FDI in BRIC nations.

BRIC nations have been chosen because of their notable growth rates and rising shares in the worldwide trade and investment flows. The purpose of this study is, therefore, to explore the determinants of FDI in the BRIC nations from 1991 to 2010. We model foreign direct investment as a function of economic variables and it was found that they play an important role in influencing the level of foreign direct investment in BRIC Nations.

KEYWORDS: *BRIC Nations, Economic Variables, Foreign Direct Investment, Growth Rate.*



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AN EMPIRICAL STUDY ON COCONUT CULTIVATION AND ITS PRODUCTIVITY IN RECENT SENARIO

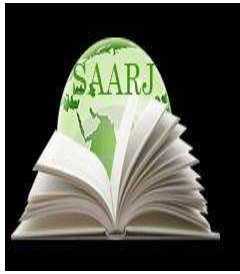
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ABSTRACT

In the medieval period the coconut was known as Nux indica, the Indian nut, during the same period it was also referred as Nargil tree, "the tree of life". And in the Malayalam name "Tenga" for the coconut palm which related to Tamil 'Tennai' and believed to have been introduced from Shri Lanka. Its geographical dispersion around the world was aided by waves of sea, travelers migrating and trading between homeland countries and even to more distant islands, from Asia to American coasts. Botanically, the coconut palm is a monocotyledon and belongs to the order Arecaceae, family Palmae and the specie is known as Cocus nucifera Linn. Since ancient times, coconuts are ceremonially associated with worship of Gods and Goddess in Hindu religion.



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SHARE OF SERVICES SECTOR IN INDIA

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ABSTRACT

This paper provides an overview of the Indian Services Sector. It shows that services is the fastest growing sector in India, contributing significantly to GDP growth, employment, trade and investment. Labour productivity in services is the highest and it has increased overtime.



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REPORTING ON CORPORATE SOCIAL RESPONSIBILITY A “SOCIAL INNOVATION”

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ABSTRACT

India has a history of two decades in performing corporate social responsibility & environmental accounting initiatives. Recent national and international surveys have come across the counting growth in the number of companies accounting into the betterment of the societal aspects.. Vital purpose of submission on an environmental report is to provide prospect audiences with useful and meaningful information. This research has observed that Indian companies follow various elements of sustainability and environmental aspects in the form of stand-alone environmental reporting or reporting along with the Annual/Financial Reports or Sustainability Reporting (which include the economic, environmental, health and safety, energy and social issues). Indian companies have not yet developed a holistic approach to environmental accounting & sustainability reporting, as there is lack of sustainability reporting guidelines. On the other hand, environmental awareness among Indian stakeholders is a major concern with advancement in societal and healthy environment. General public, stakeholders are sensitive about the hazardous influence of corporate activities on environment. Organization should ensure more detailed reporting as there is high propensity of environmental awareness among the stakeholders. Taking this stakeholders concern ahead the authors study the sustainability reports of top 100 companies of nifty and BSE to study the disclosure of different sustainability variables and to rate them in this regard.

KEYWORDS: *Sustainability, corporate social responsibility, environmental report.*



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THE EFFECT OF SOCIAL NETWORKING SITES ON CONSUMERS IN HOTEL INDUSTRY IN PUNE REGION

Prof. Rakesh Shirase* ; Dr. D. Y. Patil Vidyapeeth**

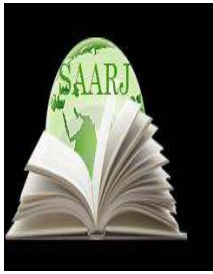
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ABSTRACT

Social networking sites offers media technologies that can facilitate online functionality and monitoring perspectives wherein the data gathered can be used to develop their services for customer satisfaction. The hotel industry can market themselves in social networking sites. Hotel industry can use social networking sites to engage customers and clients in dialogue and recognize their needs. There are various platforms provided by the social Networking sites networks such as Facebook, LinkedIn, Twitter, Google, Trip advisor, holidayiq.com & YouTube and Twitter to the marketing of products and services for the hotel industry. Through these networking sites, hotel industry can interact with consumers before, during, and after the vacation experience. Social networking sites is relatively new and the advantages are abundance such as it is affordable, it is viral and has the potential to spread brand awareness quickly and far and it is said to be able to develop link baits, attention and massive amounts of traffic. However, it may not be appropriate for all hotel chains. The purpose of this study is to evaluate the effects of social networking sites in the hotel industry.

KEYWORDS: *Social networking sites, Hotel Industry.*



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AN EMPIRICAL STUDY ON COCONUT – A CASE STUDY ON UTTAR KANNADA DISTRICT IN KARNATKA

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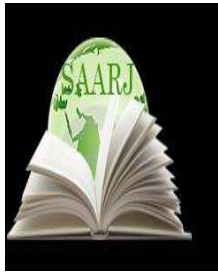
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ABSTRACT

An economic analysis of coconut production in Uttar kannada dist, Karnataka. Study conducted in Uttar kannada district location, it was prompted by India's net importation of vegetable, to increased vegetable oil production, yet its production has been declining over the years. The objective of the study was to analyze the existing coconut-asked farming systems in the study area, identify farm level problems facing coconut farmers, suggest ways of easing the problems to improve production and determine the relative profitability of coconut-based intercrops. Farming systems analyses and gross margin analyses methodologies were used. The study revealed that, coconut producers used none or minimal levels of recommended coconut inputs resulting in low yields of 6-7 tons/ha compared to a potential of 17.5 tons/accredit availability was a constraining factor for the purchase of recommended coconut inputs as reported by 90% of the farmers. Lack of an organized marketing system and timely market information further compounded the problem as reported by 70% of those interviewed. Insect damage caused by the rhinoceros beetle was observed by 70% of the respondents and-resulted in yield losses, consequently low coconut production. Gross margin analyses revealed low returns for mono cropped coconut holdings compared to coconut-based crop mixtures. The study recommended the allocation of funds for extension purposes for farmers' education and field demonstrations in coconut crop husbandry management, to improve the yields. The government should provide market information for coconut products to allow forces of supply and demand set the price. This study gives as a guideline the price of copra to be 10-25% of the break-even price, determined in the stud coconut production is recommended by improving farmers' accessibility to credit for coconut farm investment through provision of medium term loans by local financial institutions, improvement of input distribution, development of rural access roads and general infrastructure.

Research undertaken on rhinoceros beetle control, appropriate coconut intercrop mixtures and associated agronomic technologies with adequate and consistent information dissemination to farmers. Other studies should come up with the effect of the importation of coconut products, copra and oil, on the coconut industry and determine modalities of credit provision for coconut investment.

KEYWORDS: *Coco process. Horticulture, Technology, SWOT, HRD. Globalisation.*



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THE EFFECT OF FINANCIAL CRISIS 2008 ON THE INFLOW OF FDI AND FPI TO INDIA

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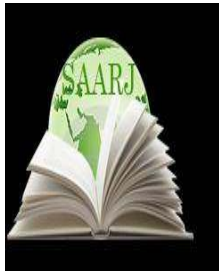
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ABSTRACT

Growth in India has been much faster than that experienced by many other developing economies over the past few decades. Several factors appear to have contributed to this phenomenon including foreign direct investment (FDI) and foreign portfolio investment (FPI). The financial crisis that took place in the year 2008 in US and other Western economies had a serious impact on developing countries around the world. In this paper we are discussing the effect of financial crisis on the inflow of FDI and FPI to India.

KEYWORDS: *India, Foreign investment, foreign direct investment (FDI), and foreign portfolio investment (FPI), financial crisis.*



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INNOVATION TO WOMEN EMPOWERMENT - A PATH WAY

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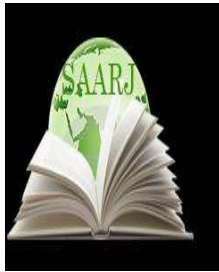
ABSTRACT

The research paper concerns the role of Innovation, change in technology and a shift in social attitudes increase access for women to economic opportunities, employment, savings and credit.

More than at any other time in history, the world is poised to leverage innovation to improve the lives of poor women and empower them to realize their potential. As the imperative to ensure women's participation and rights in social, economic and political progress gains urgency, innovation presents a particularly exciting pathway for seizing the present moment and achieving the goals of women's empowerment and gender equality goals that have been so difficult to realize in the past. At the most basic level, innovations can benefit women simply by improving their well-being in terms of health, nutrition, income, even life span. Beyond vital improvements in well-being, innovations can lead to women's empowerment, securing freedom and resources for women to make decisions, build confidence and act in their own interests. It is well known that innovation and shifting gender roles are each catalytic processes that drive change.

This research is mainly focus on the connection between innovation and women's empowerment and to understand how innovations have improved women's well-being, empowered women and advanced gender equality.

KEYWORDS: *Women entrepreneurship, Economic development, Global economy, Gender, Small and micro enterprises etc.*



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NEURAL NETWORKS FOR STOCK MARKET PREDICTION: A METHODOLOGICAL REVIEW

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ABSTRACT

One of the most important challenging tasks in any field is prediction. In this paper we are reviewing neural network and data mining in stock market prediction, because employing traditional methods for the prediction failed to ensure the reliability. NN is one of the well known techniques which extract useful information from large data sets, whereas data mining predicts future trends and behaviors. Due to this the combination of this two techniques are much more reliable. From the reviews we came to that Neural Networks are identified as one of the leading machine learning techniques in stock market prediction. All the traditional techniques failed to cover the possible relations of stock price fluctuations.

KEYWORDS: *Data Mining, Neural Networks, Machine Learning Techniques.*

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