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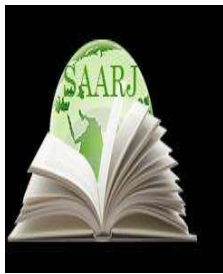
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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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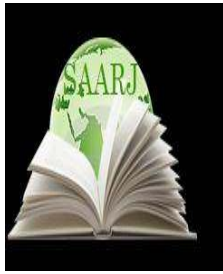
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AN INSIGHT INTO THE DETERMINANTS OF CAPITAL STRUCTURE OF THE CHEMICAL INDUSTRY IN INDIA: AN EMPIRICAL ANALYSIS

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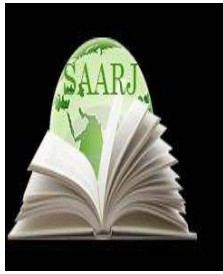
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ABSTRACT

Decision on capital structure formulation or long term finance is influenced by multiple factors that are crucial for the financial wellbeing of the firm at the present situation. The current study employed eight such influencing factors to identify the influence on leverage of the Chemical industry in India in the light of three important capital structure theories, namely Pecking order, Trade-off and Agency cost theory. Data consisting of top ten firms of the said industry are selected on the basis of turnover and availability of 12 years balanced panel data set, running from financial year 2000-01 to 2011-12. Hence, random effect model is selected as best method through some statistical tests to analyze the regression equation. The observation reveals that profitability, size, income variation and liquidity are the most influencing factors in explaining the leverage and also provides that majority of the factors are consistent with the pecking order theory and small evidence to support either trade-off theory or agency cost theory to some extent.

KEYWORDS: *Pecking Order Theory, Trade-off Theory, Agency cost theory, Capital Structure determinants, Panel data.*



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CONSUMERS PERCEPTION TOWARDS PRODUCT BUNDLING

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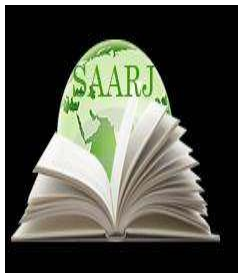
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ABSTRACT

The paper presents the authors' attempt to study the perceptions of consumers in the pre purchase phase of two diverse products which were sold as bundled offers. The authors' effort was to understand the implications of fast-food marketer's practice of bundling a 'ready' meal with a beverage at a discounted price. Further, the impact of an electronic goods dealer's bundled offer of a Television with a home theatre on consumers' buying decision was also studied. This study was based on primary data collected by administering a questionnaire to 60 respondents who were in the age group of 18-30 years.

The study revealed that consumers attribute value to the bundled offer beyond the discounts. It was found that consumers exhibit their price-sensitive nature while purchasing bundled products. The study also found that consumers perceive a positive synergy between the components of a product bundle.

KEYWORDS: *Bundling, Consumers, Product, Perception.*



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MARKET REACTION TO BONUS ANNOUNCEMENTS

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ABSTRACT

The concept of efficiency is central to finance. The term efficiency is used to describe a market in which relevant information is impounded into the prices of financial assets. This paper aims to study the semi-strong form of market efficiency, in the Indian stock market by examining the equity share price reaction to bonus issue announcements. The bonus issues made by National Stock Exchange Listed companies during the financial year 2008-2009 were identified from the Prowess database of Centre for Monitoring Indian Economy (CMIE). We have used event study methodology using the standard ordinary least square market model to define the expected returns and to test the semi-strong form of efficient market on hypothesis. The behaviour of AAR's and CAAR's are examined for 20 days before and 20 days after the bonus issue announcement dates. Further t-statistics is also applied in the study. The results suggest that there are statistically significant abnormal returns during the months up to and including the month of announcement: semi-strong form efficiency is thus observed.

KEYWORDS: Market Efficiency, Bonus issue announcement, share price reaction.



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GREEN MARKETING: A CONTEMPORARY ISSUE

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ABSTRACT

Green or Environment Marketing consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. So, if today's successful marketing is about appealing to personal values and delivering consumer empowerment, then surely the time is right to inject sustainable development into the marketing mix to help address some of the gritty issues currently facing our planet.

KEYWORDS: *Golden rules of Green Marketing, Green Marketing, Green Marketing Mix.*



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THE IMPACT OF INVENTORY ON ORGANIZATIONAL PERFORMANCE

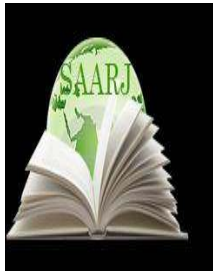
Karthikeyan Lenin*

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ABSTRACT

Inventory management is the process of efficiently overseeing the steady flow of components into and out of an existing inventory and to monitor how companies track and control the quantities of finished products for sale. Inventory management practices are often considered to be the major asset because it helps business to be more profitable by lowering their cost of goods sold and/or by increasing sales. The opportunities available by improving a company's inventory management can significantly improve bottom line business performance. Inventories frequently account for more than 30% of the firm's invested capital. The main purpose of this article is to analyze in detail how the inventory techniques used in inventory management will help the organization in achieving their goals and objectives. We have taken Axiom Telecom LLC as our case study. The study was carried out to examine the nature of relationship between inventory management and organizational effectiveness and to determine the effect of inventory management on organizational productivity. This study has helped in identifying the consistent need of implementing the inventory techniques and also maintaining the practice in a systemized manner. Rather than being a market leader it is very important for a company to perceive how the fundamentals are laid down in the organization, the strategies and developing the culture which can drive those strategies.

KEYWORDS: *Inventory management, Performance, techniques, organization.*



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SERVEPREF LEAD SERVEQUAL - EMPIRICAL EVIDENCE THROUGH INDIAN RURAL BANKS

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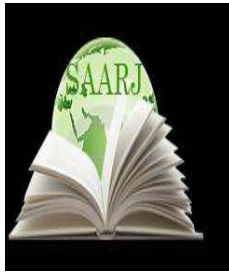
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ABSTRACT

Customer satisfaction is critical in the process of serving the customer. The importance of improving service quality in the banking industry is highly considered for achieving objectives of the industry in whole. Service quality considerations are comparatively less among rural banks in the state due to various reasons. An in depth analysis of the service quality perceptions of their customers is essential to achieve sustainable growth for the sector. The perceived quality is normally assessed based on service quality dimensions such as tangibles, reliability, responsiveness, assurance and empathy. The SEVPERF instrument is considered as an ideal instrument to measure service quality. This study is an attempt to measure service quality among rural banks in Kerala using SEVPERF instrument.

KEYWORDS: *Customer, Service Quality, Perception, SEVPERF and Rural Banks.*



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WOMEN EMPOWERMENT THROUGH MGNREGs - SPECIAL REFERENCE TO MALAPPURAM DISTRICT, KERALA

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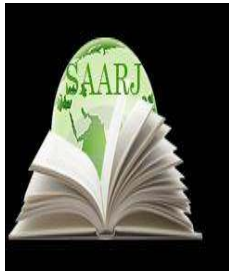
**Research Guide & HOD,
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ABSTRACT

The women in Kerala are better placed compared to all India situations in terms of gender disparity indicators. The potential of women at present is not fully tapped and utilized for the community. If the women are given her proper role in the various activities of the community namely, social, economical and political fields, women will be able to plan, mould and activate various programs for the betterment and the development of the community. She has a positive role in social welfare activities, health care, economic progress etc. If the present political mindset is changed, women can be empowered to participate in the political activities right from the village level to national level.

As compared to various wage employment programme, MGNREGs are attractive for women, as it is better paid than any other work in the unorganized sector to women. The MGNREGs has contributed immensely to the increased bargaining power of the agricultural labour. Implementation of the MGNREGs has contributed to very high level of women empowerment. MGNREGs has been an important support structure for the poorest and most marginalized rural communities. Hence this paper aims to analyse the real impact of MGNREGs in Women Empowerment in Malappuram District of Kerala State.

KEYWORDS: MGNREG, Women Empowerment, Ads.



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IMPACT OF MICRO-CREDIT ON ECONOMIC AND SOCIAL WELL BEING OF BORROWERS: AN EMPIRICAL STUDY OF HARYANA

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ABSTRACT

Micro-credit is an important tool for financial inclusion. In this paper the impact of Micro-credit on the well being of the borrowers in Haryana has investigated. Two dimensions of well being namely economic well being and social well being have been taken in this study. It is a primary study and data is collected from the beneficiaries through a structured questionnaire. The data is further validated by taking personal interviews of other stakeholders including bank and government officials. Statistical technique of data reduction the Principal Component Analysis and appropriate Statistical test has been employed to extract the meaningful inferences in this context.

KEYWORDS: *Micro Credit, Economic and Social Well being, Self Help Groups.*

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