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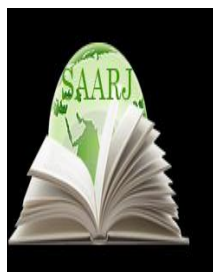
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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.
1.	CONSUMER BEHAVIOR TOWARDS FAST FOOD OUTLETS IN WARANGAL <i>Mubasheruddin Ahmed, Dr. Sardar Gugloth</i>	1-9
2.	PILGRIMAGE TOURISM IN TAMILNADU – PROBLEMS AND PROMOTION <i>Dr. S.Jeyakumar, Dr S.Rajaram</i>	10-18
3.	SEBI: THE REGULATOR OF CAPITAL MARKET IN INDIA <i>Anshi Goel, Parul Saini</i>	19-26
4.	A STUDY ON SOURCE OF FINANCE AS A MOTIVATIONAL FACTORS IN PURCHASING TRACTORS <i>Dr. K.Tirumalaiah, W.R. Sony, V.Satish Kumar</i>	27-35
5.	DYNAMICS AND PROSPECTS OF E-TAIL BUSINESS IN INDIA: A QUALITATIVE STUDY <i>Gautam Bhansali, Sumanta Bhattacharyya</i>	36-46
6.	ASSESSING COUNTRIES' FINANCIAL INCLUSION INITIATIVES - A CASE OF PRADHAN MANTRI JAN DHAN YOJANA <i>Anusha Goel</i>	47-60
7.	TIME VARYING ESTIMATION OF SIMPLE LINEAR REGRESSION MODEL USING ELEMENTAL SLOPES <i>A. Madhu, M. Rajani, M. Venkataramana, Dr. M.Subbarayudu, Dr. K. Sreenivasulu, Dr. D. C. K. Naidu</i>	61-69



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CONSUMER BEHAVIOR TOWARDS FAST FOOD OUTLETS IN WARANGAL

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ABSTRACT

In India, due to various reasons like high disposable income, different cultural influences people are going out to eat fast food. Fast food industry is emerging and fast food chains are customising their offering to the local taste. This study has been undertaken to know the consumer behaviour towards fast food outlets in Warangal. To collect data questionnaire has been administered to the respondents chosen by convenient sampling technique. The major findings of the study are people prefer local outlets, going out frequently with class mates / colleagues. The most preferred fast food item is Pizza and puff, personal source like friends/relatives are the major source of awareness. Taste, location and privacy are the most considered factors while choosing fast food outlet. Majority of the respondents are satisfied towards various factors of fast food outlets.

KEYWORDS: Consumer behaviour, Fast food, Fast food restaurants, Location, Taste, Variety.



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PILGRIMAGE TOURISM IN TAMILNADU – PROBLEMS AND PROMOTION

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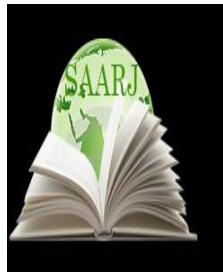
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ABSTRACT

Tourism, in the present context, has gathered momentum and emerged as the biggest industry of the future. Pilgrimage tourism is an integral part of our tradition and culture. Main Objectives of the present paper is to highlight the importance and significance of places of pilgrimage in Tamil Nadu and to assess and analyze the problems and promotion of pilgrimage tourism in Tamil Nadu. Tourism opens up new window for resources, both investment generation and revenue generation leading to employment generation as well as socio-economic development of the local population. The Central Govt has to take up the responsibility of augmenting the developmental activities initiated by the State Government, with allocation of adequate funds at proper time, so that the pilgrimage tourism may be developed not only in the Tamil Nadu region but throughout the country. This research is mainly based on secondary data. Secondary data required for this study was collected from different authentic sources.



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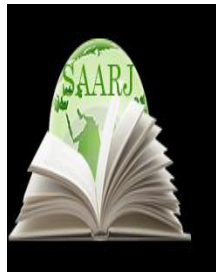
SEBI: THE REGULATOR OF CAPITAL MARKET IN INDIA

Anshi Goel*; Parul Saini**

ABSTRACT

Capital market provides long-term debt and equity finance for the government and the corporate sector. Thus, capital market plays an essential role in the economic development of any country. Various measures have been adopted in the last decade to make the securities market in India better regulated, more efficient and safer. One of such measure in India is establishment of the regulator of Indian capital market – Securities and Exchange Board of India (SEBI) in 1988. This paper analysis the role of SEBI in Indian stock market, formed officially by the Government of India, as regulatory body to protect investor's interest and money.

KEYWORDS: *Indian Capital Market, SEBI, Regulation, Reformer, Investor's Protection.*



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A STUDY ON SOURCE OF FINANCE AS A MOTIVATIONAL FACTORS IN PURCHASING TRACTORS

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ABSTRACT

India's economy can be thought of as comprising of two main sectors, namely, the Rural Sector and the Urban Sector. The Rural sector is, in turn, composed of two main sub sectors i.e. the agricultural sub sector and the non- agricultural sub sector. Motivated by a desire to understand the relationship between attitudes, behavior and intentions, And the impact of socio economic factors have a sought in this study influencing tractor purchasing behavior. In the other end, the need, benefits of the tractors and the availability of finance initiates the rural sector to own tractors.

KEYWORDS: *Consumer Mind, Motivation Theories, Rural Sector, Sources of Finance.*



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DYNAMICS AND PROSPECTS OF E-TAIL BUSINESS IN INDIA: A QUALITATIVE STUDY

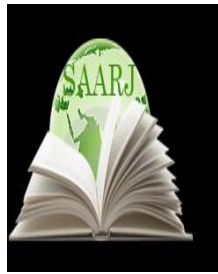
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ABSTRACT

In emerging countries like India, due to revolutionary expansion of internet access for large mass of population retail markets are shifting more and more towards E-tail. It is expected to alter the market dynamism of the country in the years to come. Even at this early stage of evolution of the E-tail sector in India it is superseding the traditional Brick-and-mortar system. However, despite of extremely rising need to understand the potentials of the business model in order to estimate the future shape of the retail business in emerging markets there is a dearth of factual study on the sector. This paper attempts to collate and synthesize all available and authentic qualitative information on the E-tail sector in India and attempts to do a SWOT analysis of the E-tail sector in India to draw conclusion on salient features, future prospects and challenges this emerging and fast growing sector is expected to face. Section I of the paper gives an overview of the E-tail sector in India emphasizing on three issues, namely, brief background and the significance of the sector, history of E-tail in India, and a brief overview of E-tail business models. A Comparative study of the businesses of selected leading E-tail companies in India (Amazon, eBay and Shopclues) is carried out in the Section II. Section III attempts a SWOT analysis of the sector. Finally, Section IV of the paper estimates the future of the business on the basis of synthesized information.



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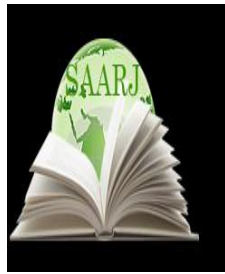
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ABSTRACT

Financial inclusion is the most recent item in the social inclusion agenda and promotes the need for access among all segments of society to a range of financial products at an affordable cost. This paper has been written after gathering information from various sources like research articles, newspapers, government website etc. To combat exclusion developed countries have introduced various laws and legislations from time to time resulting in greater inclusion. In India Pradhan Mantri Jan Dhan Yojana is a one such commendable step in the desired direction. However our banking sector is facing various challenges affecting its success. The realities demand more focused approach and coordinated efforts of its stakeholders to wipe out such challenges.

KEYWORDS: Banking, Developed country, Financial Inclusion, India, Jan Dhan Yojana.

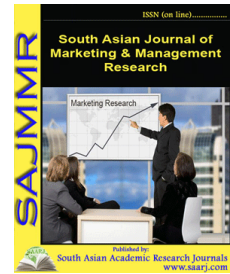


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TIME VARYING ESTIMATION OF SIMPLE LINEAR REGRESSION MODEL USING ELEMENTAL SLOPES

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ABSTRACT

The aim of present research article is to propose a method of computing time varying estimates of simple linear regression model using elemental slopes in two alternative ways. Also a numerical example is considered for the application of proposed methodology and it is compared with usual OLS method through minimum mean square error.

KEYWORDS: *Simple linear regression, elemental slopes, time varying coefficients, Residual sum of squares.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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