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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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# SAJMMR:

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**ON THE RELATIONSHIP BETWEEN DEMONETISATION, RETURNS  
AND VOLATILITY IN BANK STOCKS WITH REFERENCE TO  
NATIONAL STOCK EXCHANGE**

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**ABSTRACT**

*On 8<sup>th</sup> November, 2016, Government of India made its announcement to cancel the legal tender of Rs 500 and Rs 1000 notes, with a primary vision of eliminating fake currency notes, inflicting losses out of black money and disrupting terror activities. Later, it tacked on: turning India into a less cash economy and enabling growth in bank credit. The barometers of Indian stock markets BSE SENSEX and NIFTY dropped down by 300 and 90 points respectively the next day of the announcement. The Nifty Realty and BSE Realty index gapped down after the day of the demonetization by 11% & 8% respectively. The Nifty Bank and BSE Bankex Index dropped by 5.3% and 5 % respectively. This paper attempts to measure the impact of demonetization on the banking stocks. Among all the private and public sector banking companies, top 10 companies that have their presence in Nifty Bank Index were chosen for analysis. Technical indicators were used to measure their performance in the short run.*

**KEYWORDS:** *Demonetization, Stock Markets, Stock returns*

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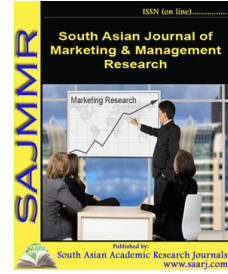


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## **SKILL DEVELOPMENT IN RURAL INDIA- A STEP TOWARDS RURAL DEVELOPMENT**

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### **ABSTRACT**

*Globalized economy intensified the competition in the market that enhanced the need of skilled workers in the organization. Thus skill development has been emerged as the prime need of the economy of every nation. Majority of Indian population lives in rural areas and unemployment has become a burning issue for rural youth. Unemployment in the rural areas leads to poverty. To generate employment opportunity and to make the rural people self dependent it is the crucial need of the government to focus on the skill development of the rural people. Skill training program should be conducted among the rural people that will build up different skills among the people and will make them self dependent to earn their livelihood. It will be a step towards skill India mission. This study has been undertaken to understand and analyse the problem and prospects of skill development in rural India. The study is descriptive in nature and the source of data used for the study is secondary. The study analysed the different skills which are very important for the rural masses for sustainable development of Indian villages such as Plantation skill, Entrepreneurship skills, Marketing Skills, Technical Skills and so on. The study also analysed the different challenges in the rural India such as poor infrastructure, remoteness, illiteracy etc. Study concludes that it is the responsibility of the government to overcome all these challenges and develop skill among the rural people which will bring sustainable development of economy of the nation.*

**KEYWORDS:** Skills, Economy, Rural Development, Competition, Employment

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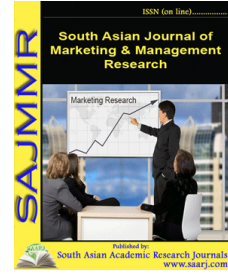


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**A COMPARATIVE STUDY OF GENDER EQUALITY IN PUBLIC AND  
PRIVATE SECTOR BOARDS IN INDIA**

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**ABSTRACT**

*The paper explores various dimensions of gender equality on the board of Indian private companies and public sector companies. Through the gendered lens a comparative study is attempted to bring about the inclusivity of women in Indian public and private boards. It is an exploratory research. Secondary data is used to gather information regarding representation of women on the Indian boards of private and public companies. The data for analysis is obtained from annual reports of companies. Women representation on Indian private and public companies board is found not to be satisfactory; however private companies have better proportion of women than public sector. Private companies have better career opportunities than public sector companies. The study provides strengths and weaknesses of public and private sector companies in achieving gender equality. A similar study can be conducted for comparing gender equality for different developing countries like comparing BRIC nation so as to explore strengths and weaknesses of the nations in bringing women inclusivity. There is barely any comparative study in literature. To our best knowledge it is for the first time in Indian literature a comparative study for public and private sector companies for gender equality on boards is conducted.*

**KEYWORDS:** *Gender Equality, Empowerment, Public and Private Sector.*

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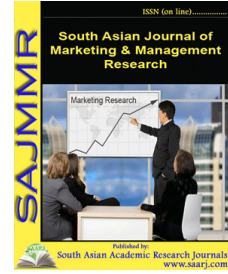


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**PROBLEMS OF WOMEN STREET VENDORS IN WEST SIANG  
DISTRICT OF ARUNACHAL PRADESH**

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**ABSTRACT**

*A person who offers goods or services for sale to the public without having a permanently built structure is called as 'Street Vendor'. They sell their products in a temporary static structure or mobile stall often head loaded. They operate business moving from one place to another place carrying their wares on push carts or on cycles or baskets on their heads, or could sell their wares in moving buses. Women occupy a strategic position in street vending business especially in West Siang District of Arunachal Pradesh. They have been making a very estimable service to the society. However, they have been facing multitudes of hitches. Lack of finance, seasonality of business, family responsibility, inadequacy of space, lack of transportations & communications facilities, lack of marketing skill, lack of knowledge to standardize products, evictions issue etc are some of the overriding problems being faced by women street vendors in East Siang District of Arunachal Pradesh. With this background, the paper endeavors to examine present scenario of women street vendors in West Siang District. Further, it makes an attempt to identify problems of women street vendors of the study district.*

**KEYWORDS:** *Arunachal Pradesh; Street Vendor; West Siang and Women*

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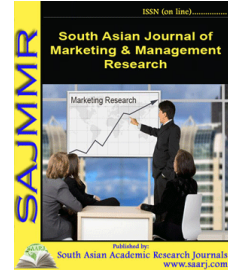


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## **GROWTH DRIVERS OF ORGANISED RETAIL: A FOCUS ON INDIAN RETAIL**

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### **ABSTRACT**

*Indian retail industry is at a nascent stage. India, being one of the most attractive emerging markets, is experiencing a radical change in its retail industry. The rapid development of retailing in India has led to the expansion of organized retail stores both in metros and in smaller cities. The current research is directed to understand the concepts of retailing with a focus on genesis and growth of organized retail in India. This paper briefly discusses the major Indian retail organizations. Further, this paper explores various growth drivers of organized retail industry in India. The study identifies a huge scope for expansion of Indian retail business.*

**KEYWORDS:** *Organized retail, Indian retail, growth drivers of Indian retail, Indian middle class, youth population, consumption*

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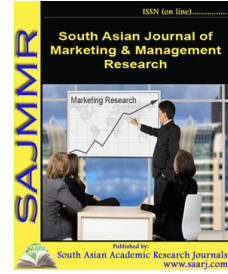


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## **PERCEPTION OF STORE IMAGE TOWARDS SELF HELP GROUP STALLS IN PUDUCHERRY**

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### **ABSTRACT**

*Store image can basically be defined as customers' perception of a store, or in other words what customers think of a store based on the stimuli they receive with their senses. (Peter and Olson, 2005). Creating an appealing store image that speaks to ones customer segment is important for retailers in order to attract customers. In this context, it is noticed the importance of comprehending the image formation of the self help group (SHG) stores in the minds of the consumers. By better understanding the store image, the effects can lead to better purchase decisions for consumers. The dimensions and properties of store image are depending on the purpose and objects of studies. But all the researchers agree that store image is intrinsically multi-dimensional. Osman (1993) pointed that the customers' patronage behaviours towards a particular store depend on their image of that particular store. The more favorable the store image, the higher the valence of the store customers. This study was conducted to identify the factors that influence the consumers' image towards the self help group stores and to develop a comprehensive scale and identify the perceived store image factors that influence consumers to prefer SHG stalls. The study was based on descriptive method. A questionnaire was circulated to sample respondents and data were collected using personal interview method. The total of 150 respondents is surveyed using convenient sampling method. An exploratory factor analysis and confirmatory factor analysis are used to find the study objective. In the present study, the main conclusion refers to the simpler form than the one foreseen by theory, with which the respondents perceive and evaluate the image of the SHG stores. For the retailer, all marketing decisions have one focal point: the store, where the customer has his behaviour observed and develops his attitude and satisfaction with respect to the store. As SHGs have to attract consumers to get to the sales, they need to ensure that the store image is the most possible positive for the customers. It means that consumers' expectations with regard to the store image must be accomplished.*

**KEYWORDS:** *Store image, self help groups, perception, retail*

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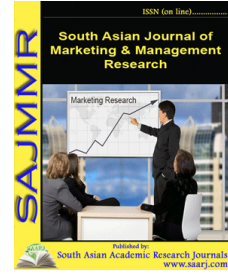


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**RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY  
AND FINANCIAL PERFORMANCE: AN EMPIRICAL ANALYSIS OF  
INDIAN COMPANIES.**

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**ABSTRACT**

*The roots of CSR lies in the philanthropic activities of corporations such as charity, donations etc., globally the concept of CSR encompasses all the related concepts such as corporate citizenship, triple bottom line, corporate sustainability, business responsibility etc. The present paper attempts of analyze the concept of corporate social responsibility, and the relationship between CSR and company's financial performance. In order to analyze the relationship between CSR and company's financial performance data has been collected from 100 BSE Companies by using prowess and annual reports of companies. The result of the study shows a positive and two way relationships between CSR and financial performance.*

**KEYWORDS:** Companies Act 2013, Corporate social responsibility, Financial performance, Mandatory CSR,

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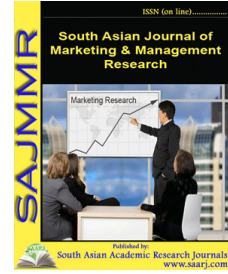


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**HUMAN RESOURCE ANALYTICS**

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## ABSTRACT

*Understanding HR's contributions in driving organizational performance is nowadays essential. HR professionals have to face the new realities and accept an integrated management model in order to provide the best actions regarding the management of human capital. An organization needs and can quantify the HR's overall strategic impact by finding the proper ways for measuring its impact on the success drivers. Today, the business environment is more dynamic than ever. In this often volatile environment, Human capital is arguably the most sustainable source of complete differentiation and value creation. This paper is focused toward understanding the concept of HR analytics and its benefit and challenges.*

**KEYWORDS:** *HR Analytics, HR leaders, Decision making, Employee Performance.*

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