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# ACADEMICA

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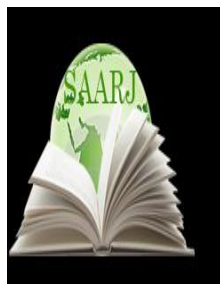
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international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

## An International Multidisciplinary Research Journal



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**A COMPARATIVE STUDY ON ANXIETY AND EMOTIONAL  
MATURITY AMONG ADOLESCENTS OF CO-EDUCATIONAL AND  
UNI- EDUCATIONAL SCHOOLS**

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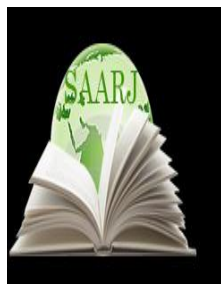
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**ABSTRACT**

*The present study was undertaken to study anxiety & emotional maturity among adolescent boys and girls studying from co-educational & uni-educational schools( 50 boys & 50 girls of co-educational schools & 50 boys & 50 girls of uni-educational schools). Within the age of 13 to 16 years from three schools of yamunanagar District of Haryana were selected as a sample. Data was collected by administering Anxiety Scale by S.E. Kurg, I.H. Scheier and A.B. Cattell and Emotional Maturity Scale by Dr. Yashvir Singh and Dr. Mahesh Bhargava. The data obtained was analyzed statistically and the study reveals that there is no significant difference in anxiety & emotional maturity among adolescents girls and boys studying from co-educational and uni-educational schools.*

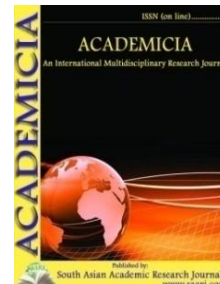
**KEYWORDS:** *Anxiety, Emotional Maturity and Adolescents.*





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**DETERMINANTS OF MARKET PRICE OF  
SHARES OF THE SELECT BANKING COMPANIES LISTED AT  
BOMBAY STOCK EXCHANGE**

**Dr. V. K. Shobhana\*; Dr. R. Karpagavalli\*\***

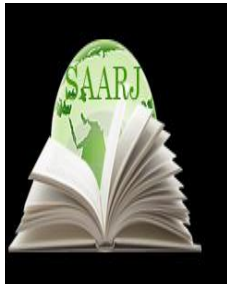
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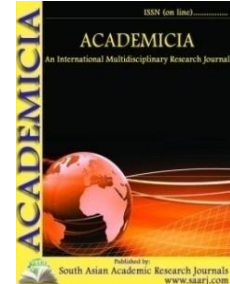
**ABSTRACT**

*The Indian stock market has witnessed a paradigm shift in the last two decades of economic reforms. Knowledge of the relative influence of fundamental factors on equity prices is useful to corporate management, government and investors. The post reform period witnessed deregulatory initiatives in the banking sector, an important constituent of the financial sector of the economy. The focus of this paper is on the fundamental variables influencing equity prices of 'A' Group and 'B' Group shares of the banking companies listed at BSE. Correlation and multiple regression analysis were employed in the analysis of data. The findings reveal that company specific factors such as market capitalization and dividend yield have significant influence on the equity prices of 'A' group shares and in the case of group 'B' shares book value per share emerged significant.*



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**A STATISTICALLY OPTIMAL FRAMEWORK FOR REAL TIME  
BUSINESS CONDITIONS INDEX FOR INDIAN ECONOMY**

**Anli Suresh\***

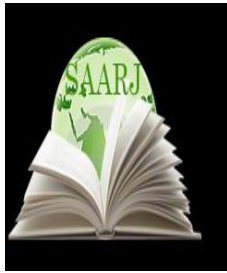
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**ABSTRACT**

*The state of the real economy evolves in a continuous fashion. Economic agents and policy makers, while making decisions in real time, require accurate and timely understanding of the state of real activity. In the light of the changing nature of the economy where increasingly more and more activities being channelized through both organised and unorganized business sectors, the measurement of business condition on real time basis is of paramount importance. In this context, in order to achieve an accurate and timely estimate of the state of real activity in a systematic, replicable and statistically optimal manner, this paper proposes a framework to construct a real-time business conditions index for India. The study primarily motivated by the seminal work of Aruoba, Diebold and Scotti (2009), for the high frequency business conditions assessment for the U.S. economy. Based on various economic indicators measured at different frequencies, this paper develops a real-time business conditions index for India following a dynamic factor model framework for extracting signals from continuously evolving states. A Kalman filter routine used for signal extraction from state-space representation as well as evaluation of likelihood function. Empirical results show that this coincident indicator tracks the overall economic activity reasonably well.*

**KEYWORDS:** *Business Cycle; Dynamic Factor Model; Turning Points; State-Space Model; Expansion.*



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## GLOBALISATION AND ITS HUMAN DEVELOPMENT ANGLE

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### ABSTRACT

*Liberalisation, Privatisation and Globalisation (LPG) – this trio has been in the main stream of Socio – Economic debate among the intellectuals and academia all over the world. Though, this had gained momentum recently with respect to developing countries like India, but centres of the world, mostly situated in the north part of our Global Society. As far as our Economy is concerned, this debate is highlighted since 1991 onwards under the flagship of New Economic Policy (NEP).*

*Now we are exposed of global-integration process and this is the most imperative drive to prepare ourselves for this process and important enough to take stock of implications and complications involved in it. This is bound to be launched and also natural to face consequences to a larger extent. This, infact, is the best strategy for a better management of LPG-phenomena. Our exposure is intermingled with the two outcomes-challenges as well as opportunities.*

*In this paper, we propose to investigate the Human Development dimension of the globalization process going fast to establish its comprehensive impression in our national life.*

**KEYWORDS:** *Liberalisation, Privatisation and Globalisation (LPG), Human Development, Preference set, Capability set, Political Arithmetic.*



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**STUDY OF PERFORMANCE INDICATORS OF BANKS- A REVIEW OF LITERATURE**

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\*\*Assistant Professor,  
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Sector-62, Noida, U.P., India.

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**ABSTRACT**

*The purpose of this paper is to study the literature on performance indicators of the bank and to analyze their relationship with the performance of the banks. The study is based on the review of literature and theories related to the performance indicators of the banks from research papers, articles, journals and published reports. The parameters identified during literature survey have been classified under seven categories on the basis of their characteristics and relationship with the performance of banks. The seven categories are: Bank Specific, Profitability, Intangible Assets, Legal & Institutional, Financial Structure, Macroeconomic, and Operational Indicators. This study will be useful for policymakers in formulating future policies, bank customers in taking their decisions about the selection of bank and the bankers for taking their management decisions in a better way.*

**KEYWORDS:** *Commercial Banks, Performance Appraisal, Indicators, Profitability.*





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**GROWING POPULARITY OF CITY CENTER IN INDIAN RETAIL:  
A STUDY OF CHENNAI, INDIA**

**Dr.V.T.R.Vijayakumar\*; Ms.S.Angel Raphella\*\***

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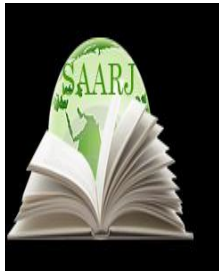
**ABSTRACT**

*Relationships between customers and providers is studied for decades with an interest in finding the most effective ways to sell to the customer, but only one sale at a time and with the aim of attracting new customers. One starting point for this study is, the belief that the way of approaching these aspects in theory and in practice has a profound impact on the goals of customer relationship marketing: whether the mall owners consider it possible to create an economically effective way to reach masses of customers and to engage customers also with mundane, everyday services and products.*

*This paper examines the extent of popularity on the basis of various attributes in City Center in Chennai. The results help the mall owners to pay more attention to some factors that influence the purchase. The researchers conduct this survey in order to achieve the objectives with 200 customers. We have a group of people who are traditional buyers and they buy just to cover their needs and other, who buy because they recognize buying process as a game or a kind of entertainment and they want to show their financial class and their status through the purchase and use of expensive brand name.*

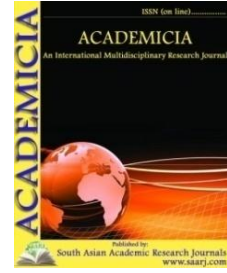
*Our suggestions for future research focuses on the satisfaction of customers after buying process and the factors that influence and increase the popularity of City Center.*

**KEYWORDS:** *Customer Loyalty, Marketing Practices, Relationship Marketing, Retailers.*



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## EMPLOYER BRANDING: A STRATEGIC INITIATIVE

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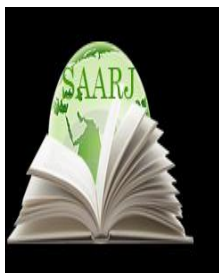
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### ABSTRACT

*'Employer Branding' has been consider one of the "hottest strategies in employment". By creating brand images, employers are struggling to differentiate themselves in both internal and external environment. 'Employer Branding' is also very prominent in the Human Resource Management (HRM) point of view and acts as one of the communication magic tools for acquiring and retaining the talent in this fast changing technological era. Employer branding, in the commercial context, acts like an adhesive that helps in bonding different components of the organization to ensure the employees' commitment, loyalty, advocacy and satisfaction. It constitutes an important concept in today's knowledge base contexts where attracting employees with superior skills and knowledge are considering the primary source of competitive advantage.*

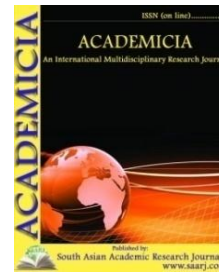
*This article, through illustrative examples, provides a holistic perspective on employer branding and the application of concepts of employer branding used for attracting and retaining the talent pool.*

**KEYWORDS:** Human Resource Management (HRM), Employer Branding, HR executives.



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**CAREER PLANNING: A STUDY OF NATIONAL INSURANCE  
COMPANY, LIMITED**

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**ABSTRACT**

*Career is highly significant not only for an employee but also for an organization, the utilization of one's potential heavily depends on the adoption of career planning in the organization. The term career refers to devotion of an employee to a job or specially in an organization or organizations throughout one's employable years whereas, career planning refers to the planning on the part of organization to make best use of the capabilities of an employee. The term career has a number of meanings in popular usage, it can mean advancement in a profession or sequence of jobs throughout one's employable years. A basic assumption of the role of human resource management is that the employer has an obligation to utilize its employee's abilities to the fullest and to give all employees a chance to grow and to realize their full potential and to develop successful careers. One way this trend is manifesting itself is in the form of increased emphasis that many organizations are placing on career planning and development. A career is a sequence of positions occupied by a person during the course of lifetime. It is a sequence of separate but related work activities that provides continuity, order and meaning to a person's life, which is shaped by many factors, including heredity, culture, parents, age level and actual experiences in one or more organizations. Therefore any work paid or unpaid, pursued over an extended period, can constitute a career. Employees' career planning needs to be carried out systematically and regularly, as it provides valuable information regarding the current and potential utilization of human resources and is an important input to human resource planning process.*



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**A STUDY OF WILL TO WIN OF BOXERS WITH REFERENCE TO  
THEIR LEVEL OF PARTICIPATION**

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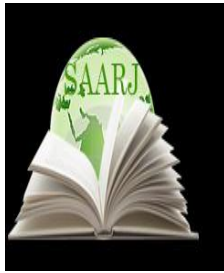
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**ABSTRACT**

*The main thrust of the modern sports is on winning, not just participating and playing. Physical Health and fitness or joy and fun are no longer the purpose or even the target. Will to Win is the intensity to desire to defeat an opponent or to excel some performance standard in a given sports. This construct is similar to need- achievement and internal locus of control. It is also related partly to competition and some parts of aggression. The objectives of the study are to compare the will to win of boxers participating national, state and district level. A total 300 boxers were selected as subject as different levels of participation. Will to win Questionnaire constructed by Pezer and Brown was used to collect the data of the present study. The results reveal that National level Boxers were found to have higher will to win than State level Boxers. National level Boxers were found to have higher will to win than district level Boxers. State level Boxers were found to have higher will to win than District level Boxers.*

**KEYWORDS:** Will to Win, Level of Participation, Boxers.



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## **MERGER AND ACQUISITION: A CASE STUDY OF TATA STEEL AND CORUS**

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### **ABSTRACT**

*Mergers and acquisitions (M&A) are transactions in which the ownership of companies, other business organizations, or their operating units are transferred or combined. As an aspect of strategic management, M&A can allow enterprises to grow, shrink, and change the nature of their business or competitive position. The present research study has been aimed at reviewing the operating performance of TATA Steel in both pre-acquisition and post-acquisition. The main focus is to analyse whether the acquisition of Corus by TATA enabled it to achieve the expected managerial and financial synergies in the short run. After analyzing the data we concluded that Tata Steel Group has successfully benefitted from its integration with Corus through an emergence of strong synergies. The liquidity position of the firm after acquisition has changed for the better. Both current and liquid ratios have moved towards an ideal state which is characterized by neither accumulation of idle funds nor poor short-term financial soundness of the business.*

**KEYWORDS:** *Post-Acquisition, Pre-Acquisition, Accumulation, Strategic*



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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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