

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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KNOWLEDGE MANAGEMENT: STRATEGY FOR SUSTAINABLE COMPETITIVE ADVANTAGE

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ABSTRACT

Today's emphases on Competitive Advantage, added value, and improved productivity, a firm's management needs to create, innovate, monitor, and protect its knowledge inventory. More specifically a Knowledge Management environment means a focus on generating new knowledge; transferring existing knowledge; embedding knowledge in products, services, and process developing an environment for facilitating knowledge growth; and accessing valuable knowledge from inside and outside the firm. When this happens, it is enhancing enterprise competitiveness. Some sources claim that 20 percent of an Organisation's knowledgeable personnel can operate 80 percent of the Organisation's day-to-day business. The business resources manage can play an important role in identifying the knowledge core of the Organisation, recommending ways to preserve this critical core, and building a robust, long range plan to ensure top- quality operations. Unless a company reviews its core knowledge and takes to manage it, it is subject to potential disaster resulting from resignations, turnovers, loss of its competitive edge and its like. This paper is an effort to highlighting an importance of top quality executives. In Most Corporations, the management of knowledge is still uncharted territory. Few executives understand how to make the most effective use of their company's knowledge. They may know about tangible assets like the physical plant or existing inventory but their returns are not properly evaluated with regarding their Expertise and Knowledge and More Executives turnover, resignations resulting thereof. Moreover this paper highlights other crucial problems of Knowledge Management.

NON GOVERNMENTAL ORGANISATIONS AS AGENTS OF DEVELOPMENT: THE CASE OF LAPO IN BENIN METROPOLIS OF EDO STATE, NIGERIA

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ABSTRACT

Economic development is one of the major goals and objectives of any nation. But developing economics are struggling to meet up with the numerous demands of her people, as most of the citizens are living below poverty line. Therefore, this study assessed lift above poverty organization (LAPO) in Edo State as a platform for development in Nigeria. The study was conducted in Benin City where the researchers used both simple random sampling technique and judgmental non-random sampling technique to select 32 LAPO staff and 380 LAPO beneficiaries. Data generated were descriptively analyzed, while inferential statistics was used to test the formulated hypotheses. The study results revealed that LAPO has contributed significantly to the development of their beneficiary communities in terms of providing them with economic growth facilities, infrastructure, education; entrepreneurship skills development; etc. Also, the result indicated that the beneficiaries agreed that LAPO services have contributed positively to enhance their livelihood by empowering them economically and socially. To strengthen LAPO service delivery towards economic development, the researchers recommend that LAPO should be financed adequately so as to meet up with the needs of their beneficiaries. They should also extend their area of coverage as well as encourage beneficiaries to actively participate in LAPO activities.

DETERMINANTS FOR COMMERCIAL BANKS IN FINANCING SME (WITH SPECIAL REFERENCE TO MEERUT DISTRICT, U.P., INDIA)

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ABSTRACT

Banks are the main source of external finance for SMEs. The financing of small and medium-size enterprises (SMEs) has been a subject of great interest both to policy-makers and researchers because of the significance of SMEs in the private sector. They play a very significant role in the growth of the Indian economy, accounting for 45% of industrial output, 40% of exports, employing 69 million people; the contribution of these units to GDP may touch 22% in 2013. SMEs financing shows that bank credit is the major source of external finance for the SMEs. Both small and large banks play a vital role in financing SMEs. The objective of the study is to identify major decision factors used by commercial banks for financing SME's. To study the risk associated in financing SME's, factor analysis is used. The study found the following main factors which act as the driver for the financing decisions, with the help of factor analysis. They are: lack of collateral, number of defaults made by the firm with reference to previous loans, track record of the firm or owner, bad credit record, unaudited statements and lack of information about the profit earned by SME. The influence of these factors decides the risk associated with the SME lending.

INVESTIGATING THE IMPACT OF ECONOMIC VARIABLES ON INTERNATIONAL TOURIST ARRIVALS

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ABSTRACT

This paper uses an econometric model of the panel data and GMM methods to explore the impact factors regarding the number of visitors to Taiwan for sightseeing. The empirical results of this paper shows that the unemployment rate, real GDP, price level and crime rates are the factors with a significant negative relationship with the number of visitors to Taiwan for sightseeing, while the foreign exchange rate is the factor with a significant positive relationship. On the other hand, return on the stock shows an insignificant but negative relationship, while the growth rate in the number of international tourists to Taiwan in the previous period shows an insignificant but positive relationship. The above results may be evidenced that the growth in the number of tourists to Taiwan is related with the domestic job market, economic growth, prices level and social security issues, because growth in the number of tourists to Taiwan can increase employment of manpower, and the fall in prices level and the reduction in social security problem can enhance the growth in the number of tourists to Taiwan, but with limited help to economic growth. These findings also suggest that local authority should adjust the economic transformation of tourism industry, and be more active in planning guidelines to induce enterprises invest more in tourism industry. The conclusions or predictions of this paper may provide a reference as basis for policy-making and then adjust the implementation of related policy.

A STUDY ON THE IMPACT OF PERSONAL EFFICACY ON JOB MOTIVATION AND JOB SATISFACTION AMONG WORKING WOMEN WITH SPECIAL REFERENCE TO THOSE WHO ARE STAYING AWAY FROM HOME

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ABSTRACT

A woman, as wife is the better half of a man, if employed, she is the best asset of not only him, but also of her total family. Though, money is a sole vital factor for a competent living, the source of it is also equably much significant. Not only for the husband, but also for parents, an earning daughter is a better financial supporter till her marriage, at times even after marriage. Growing globalization thrusts the importance of women employment not only locally but also globally. But how far they feel personally efficacious to undertake their employment challenges is a research issue. This idea provoked the researcher to delve into this study on the Impact of Personal Efficacy on Job Motivation and Job Satisfaction among Working Women with special reference to those who are staying away from home. The study intends to find out the impact of personal efficacy along with certain conducive factors with which these variables can / cannot be influential on job motivation and job satisfaction among working women.

EMERGING PROFILE OF WOMEN IN INFORMATION TECHNOLOGY SECTOR IN GOA

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ABSTRACT

At the macro level, the presence of women employees in the IT sector is critical both from the progressive aspects of such inclusion and the various issues and challenges that it poses to the new age woman. The IT sector provides a platform for greater economic advancement and equal work opportunities for women employees. This paper, based on secondary and primary data, presents a profile of 50 women employees in the IT sector in Goa and attempts to understand various opportunities, issues, challenges faced by these women employees in this sector. The analysis of primary survey reveals that the IT woman finds working for long hours and the travel factor the most difficult part of her employment. She favours flexitime, and prefers better support systems at home, and expects the IT sector employer to offer her childcare and other facilities at workplace.

INDIAN CAPITAL MARKET: AN OVERVIEW

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ABSTRACT

Capital market is a market where buyers and sellers engage in trade of financial securities like bonds, stocks, etc. The buying/selling is undertaken by participants such as individuals and institutions. Capital market in any country plays a pivotal role in the growth of economy and meeting country's socio economic goals. They are an important constituent of the financial system, given their role in the financial intermediation process and capital formation of the country. The importance of the capital market cannot be underemphasized for developing economy like India which needs significant amount of capital for the development of strong infrastructure. The entire paper is divided into three parts. In the first part we have discussed the conceptual framework of the capital market and in the next section, we have focused on the trends in the capital market in India. In the third section, we have discussed various issues and challenges of the capital market in India.

CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY: A REVIEW

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ABSTRACT

Since all of us are well aware about the concept of corporate social responsibility corporate governance well in basic terms but still there are a series of questions still being raised about its conduct execution and actual implementation in the economy .This has resulted in changes in the laws and the regulatory framework of India ,with the introduction of companies act 2013 and its respective amendments in corporate social responsibility and Corporate governance has implied how crucial this is for Indian economy to set its standards high. Thus, this paper attempts to gather the information regarding corporate social responsibility and corporate governance in light of some scams & scandals in Indian context.

AUDIT PLANNING: MATERIALITY CONCEPT

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ABSTRACT

The basic objective of a financial audit is to express an opinion on the truth and fairness of the financial results. An auditor takes into consideration the financial as well as non financial information to form the opinion. Given the limited resources and time, an auditor needs to plan the audit in a proper way. Inter alia, the most important factors while framing the plan is 'materiality'. Generally materiality is defined as 'an omission or misstatement is material if knowledge of the omission or misstatement would influence the judgment of a reasonable person'. Materiality needs to be determined for individual items of financial statements and taken as a whole, ab ovo. Strictly speaking there is no thumb rule for determination of 'Materiality'. It depends on the judgment of Auditor. This paper explains the concept of materiality, its determination and practical application. Best estimate of materiality with proper planning helps the auditor to reduce the audit cost and effective use of resources.

EMPOWERING WOMEN THROUGH PROACTIVE NATIONAL INITIATIVES: A CATALYST FOR HUMAN DEVELOPMENT

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ABSTRACT

For various historic and socio – cultural reasons, women are a vulnerable section of our society and several macro indicators related to education, health, employment, economic participation etc point towards an adverse status women vis – a – vis men. Empowerment of women is multifaceted. It involves aspects which are diverse and broadly range between – economic opportunity, property rights, political representations and social acceptance. Development and empowerment of women has been a priority in successive national plans and several public expenditure programmes are also directed towards this objective. The process of empowerment is taking place at many levels and so it is quite difficult to gauge the actual nature and extent of empowerment in improving status of women. This study aims at analyzing the extent of women economic empowerment with respect to the defining forces. It also aims at creating a panoramic view of the initiatives and results achieved since the times of women liberalization undertaken as a part of the Indian freedom movement. The objectives of this paper are to study the concept of women empowerment vis-à-vis and various policies related to women empowerment which have been introduced by the governments' policy to enforce the fundamental right of equality as enshrined in the constitution of India, to study the organization and their contribution which have been constituted at the national level aiming towards women empowerment and for analyzing the actual extent of women empowerment through indicators which are social, political in nature but have contributed towards economic development of women. This study has incorporated the various aspects and has synthesized the information taken from the government policies defining the scope and aims of financial planning through five year plans. The structural and economic importance of constituting national commissions aiming at women development has also been studied and discussed to arrive at the conclusions drawn. Women empowerment is not an isolated event that happens; it is an overlapping and significant society at large. Women empowerment thus cannot be achieved till the society comes together to achieve it. Political legislatures and various commissions can only bring in awareness but the real progress towards the aim is through the members of the society.

NATIONAL FOOD SECURITY ACT OF INDIA AND RELATED CONCERNS

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ABSTRACT

A major section of the population is malnourished fighting the menace of poverty and hunger. So a compatible food security act should address the issue of not only the quantitative aspects but also the qualitative aspects of food insecurity as reflected in terms of malnourishment and undernourishment. The proposed national Food Security Act (NFSA) aims to address the issue of providing food security to the Indian population. The policy makes special provision for the vulnerable groups like women and children and also seeks to reform the PDS. However there are a number of issues which has raised concern about the successful implementation and completion of the act in achieving its target. This includes the reform of the PDS system, issue of gap between MSP and the market price of these crops, protection of the small and marginal farmers, adequate and proper procurement of foodgrains, the subsidy bill hike and the financial feasibility and its compilation with the WTO Agreement on Agriculture. The present paper raises these concerns and tries to address them in the light of the existing facts and figures.

ECONOMIC AND ECOLOGICAL ANALYSIS OF LEATHER SOLID WASTES IN VELLORE DISTRICT, TAMIL NADU

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ABSTRACT

As we know that leather industry is currently believed to be one of the sectors supporting economic development of the country significantly by generating foreign currency. Different forms of solid wastes in quality and quantity, which emerge during the transformation of hides and skins into leathers. These solid wastes may pose a potential hazard to the human health or the environment when improperly treated, stored, transported or disposed off or managed. This study examine the various sources, types and quantity of leather solid wastes being produced by the leather industry and also evaluate the system of collection, transportation and disposal of leather solid wastes. The results found that Leather solid waste management is increasingly important from a global perspective of resources management and reduce the environmental impacts of industrial activities.

A STUDY ON CUSTOMER SATISFACTION TOWARDS SAKTHI MASALA IN COIMBATORE CITY

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ABSTRACT

The study was undertaken to find out the customer satisfaction level towards Sakthi Masala. This study is also made to provide suggestion to the organization for the improvement of their products. The customer perception was thoroughly studied analyzed and interpreted using the primary data and secondary data was collected through questionnaire. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. Marketing deals with identifying and meeting human and social needs. One of the shortest definitions is the "meeting need profitability".. If the performance false short of expectation, the customer is dissatisfied. If the performance matches the expectation, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. The key to generated high customer loyalty is delivering of high customer value. According to Michael, in his delivering profitable value, a company must design competitively superior values propositions aimed at specific market segments, packed by superior value- delivery system. The customer-centered firms seek to create high customer satisfaction that is not its main goal. If the company increases customer satisfaction by lowering its price or increasing its services the result may be lower profits.

CUSTOMER SATISFACTION OF SMALL SCALE RETAIL OUTLETS IN COIMBATORE CITY

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ABSTRACT

The project entitled "customer satisfaction of small scale retail outlets in coimbatore city" is carried out with an objective to determine the customer satisfaction. Retail is the sale of goods and services from individuals or businesses to the end -user. Now-a-days in the market the retailer faces the lot of competition due to the developement of the departmental stores. The objective of this study is to find out the factors motivating the customer and the customer satisfaction of small scale retail sector in Coimbatore city. The secondary data was collected from related websites, books. The survey was conducted to 50 respondents by using direct questionnaire method. For distribution of questionnaire to the customer convenience sampling method was select. After collecting the data from the respondents it was analyzed using simple percentage method, Chi-Square and Weighted Average method. From the findings the researcher observed that the small scale retail store motivating the customer by the Quality, Fixed Price and Close to Residence and satisfied the customer by the Value for Money, Reasonable Price, Credit Facility, Convenient Location and Helpful. From the suggestion the researcher knew that the middle class people need variety of products with quality which are available in fixed and reasonable price. So the retailer has to concentrate on it and also they need to develop the small scale retail outlet convenient to the customer like meeting place and work place.

MICRO FINANCE, SELF HELP GROUPS AND ECONOMIC EMPOWERMENT OF WOMEN IN ODISHA

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ABSTRACT

The present study finds that there is a correlation between SHGs and local politics; through membership of SHGs or SHGs clusters and federations. Village women can gain experience of relevant processes like regular meeting, taking decision etc. These are also more visible. Even SHG membership can contribute to women's election to Panchayat Raj. Other positive impacts experienced by SHG members related to increase in self worth, communication skills, desire to protest social evils, improved response to problematic situations and decrease in family violence. A consistent increased access to various amenities such as water, health and sanitation schools, and markets is also indicated through the SHGs as per the views presented by Ajay Tankha.

FACTORS OF SPECIFIC JOB SATISFACTION AND GENERAL JOB SATISFACTION

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ABSTRACT

Job satisfaction is the sense when the employees feel satisfy with their job. Various factors influence job satisfaction. This research developed a questionnaire to evaluate banking employees' opinions and perceptions regarding work motivational factors and job satisfaction which includes specific job satisfaction and general job satisfaction. Five hundred participants responded, a 100% response rate. Exploratory Factor Analysis and Cronbach's alpha were computed to measure the reliability and validity of work motivational factors. The mean value for each factor was documented. Multiple regression analysis was used to determine the predictors of job satisfaction. The analysis results indicated that Advancement Opportunities, Work Itself, Work Conditions, and Relationship with Superiors, directly impacted job satisfaction including specific job satisfaction and general job satisfaction.

THE CURRENT SCENARIO OF GOLDEN FIBRE: A SPECIAL STUDY ON JUTE IN THE CONTEXT OF INDIA

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ABSTRACT

Jute, the Golden Fibre occupies an important place not in the economy of West Bengal but also in the National Economy of India through out years. Jute is the cheapest vegetable fibre procured from the skin of the plant's stem and second most important vegetable fibre after cotton for production, consumption and also for availability. Basically, Jute is 100% bio-degradable, natural, renewable and eco-friendly product. Jute was one of the commercial product under british commercialization policy. Jute is actually a export oriented product. Jute fibres are used for curtains, chair coverings, carpets, area rugs, hession cloth etc. Jute is used in paper making and also in manufacturing industry, textile industry etc. The paper discusses various importance of jute goods and jute plants. The paper discusses the production scenario of jute goods since 1995-96 to 2013-14 and I find out the estimated value, of production with the help of time-series analysis. The paper also discusses the domestic consumption scenario and exports of jute goods after reforms period and growth rates. The paper elaborates various problems faced by jute industry currently. Finally, I give some suggestions to improve the condition of the jute industries.

WOMEN EMPOWERMENT AND ITS IMPACT ON AGRICULTURAL PRODUCTIVITY: THE CASE OF KERSA DISTRICT IN EASTERN HARARGHE ZONE, ETHIOPIA

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ABSTRACT

The objective of the study was to analyze the impact of women empowerment on agricultural productivity. Cross sectional data were collected from a total of 150 randomly selected respondents. Seven key indicators of empowerment combining both quantitative and qualitative data and four dimensions of empowerment were chosen for this study. A cumulative empowerment index (CEI) was developed by adding the obtained weighted scores of the seven empowerment indicators based on which the respondents were classified into empowered and non-empowered women. The distribution of CEI demonstrates that 38.7% of women were empowered at varied levels of empowerment whereas, 61.3% of the women were concentrated in non-empowerment category. Cobb-Douglas (CD) production function was applied to estimate the agricultural productivity difference in between the two groups. Results of the study show that empowered women farmer (EWF) own more productive resources such as land, oxen, labor and other agricultural inputs as compared to non-empowered women farmer (NEWF). The estimate of CD production function show that oxen, herbicide use, land size, male and female labor was statistically significant for both EWF and NEWF. The comparison of the Marginal Value Product (MVP) with the factor cost shows that EWF and NEWF could increase productivity using more herbicides, male and female labor. The agricultural productivity difference between EWF and NEWF was about 68.83% in the study area. However, if NEWF had equal access to the input as EWF, gross value of the output would be higher by 23.58% for NEWF. Land size, oxen and seed difference between EWF and NEWF made about 9.1%, 7.73% and 6.6% productivity difference in agriculture, respectively.

IMPACT OF FDI ON INDIAN ECONOMY: AN INTER- COMPARATIVE STUDY BETWEEN CHINA AND USA

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ABSTRACT

Foreign direct investment (FDI) as a strategic component of investment is needed by the countries for achieving the economic reforms and maintains the pace of growth and development of the economies. The role of FDI has transformed from a tool to solve the financial crises to a modernizing force. Foreign direct investment (FDI) has grown dramatically as a major form of international capital transfer over the past decade. The wave of liberalization and globalization sweeping across the world has opened many national markets for international business. The global recession is hastening the shift of focus to developing countries as they remain the only source of growth in the world economy. Recent beguiled financial recession impacted the whole world but surprisingly much negativity has not been witnessed in India. The Indian economy has now come out of the recessionary menace whatsoever. In post-liberalization regime India has experienced tremendous growth in total FDI inflows from an average of US\$5-6 billion during previous five years; it has crossed the level of US\$ 30 billion. But it still receives far less FDI flows from china and the USA in terms of GDP (gross domestic product) or Gross Fixed Investment. This research paper thread bear examine the impact of FDI on Indian economy in terms of GDP growth rate and export. The empirical study compares the impact of FDI inflows from China and the USA on India's growth rate. The paper has been analyzed by making use of correlation and multiple regressions between the variables. It also seeks to discuss the bi-directional relation between FDI and GDP in the three countries in order to access whether FDI is causing growth or growth rate is prerequisite for attracting FDI in case of India.

GEOGRAPHICAL ASSESSMENT OF FINANCIAL INCLUSION IN INDIA

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ABSTRACT

The importance of a well-structured financial system is widely recognized globally, and the financial inclusion is seen as a policy priority in many countries. The increased emphasis on financial inclusion reflects a growing realization of its potentially transformative power to accelerate development gains. A country like India, which has large informal sector economy, needs the implementation of financial inclusion at large scale. Several researches have already done on the implementation of financial inclusion and their loopholes in the policies regarding it. But in this paper the study talks about the implementation of Financial Inclusion in Geographic sense. How the policies have successfully implemented in plain or accessible region while it has not happened in same way for remote and inaccessible regions like Mountainous, hilly, forest dominated parts of the India. This paper also recognizes the role of financial inclusion in inclusive growth in India.

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