

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4700 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CHALLENGES AND OPPORTUNITIES IN BUILDING THE EMPLOYEES' ORGANISATIONAL COMMITMENT: A STUDY WITH REFERENCE TO THE EDUCATION SECTOR (NCR REGION) <i>SANGEETA RANI & PRABHAT SRIVASTAVA</i>	1
2.	COMMON DENOMINATORS OF WRITING DISABILITY <i>DR. SREEDEVI.V.G.</i>	4
3.	CONSUMERS ATTITUDE AND PREFERENCES TOWARDS DAIRY PRODUCT: A STUDY OF MILMA MILK WITH SPECIAL REFERENCE TO NALLEPILLY PANCHAYATH <i>DR. P. S. CHANDNI & SARANYA .S</i>	10
4.	GOLD JEWELLERY TREND IN INTERNATIONAL GOLD MARKETS <i>GNANADURAI PANDITHURAI & JOJI CHANDRAN</i>	14
5.	IMPACT OF TELEVISION ADVERTISEMENTS OF JUNK FOOD ON CHILDREN WITH SPECIAL REFERENCE TO SALEM CITY <i>DR. S. DHAKSHAYANI & P. V. RAJESWARI</i>	18
6.	FDI IN INDIA: CURRENT TRENDS AND WAY FORWARD <i>BALA DEVI & REKHA RANI</i>	25
7.	WORK STRESS WITH SPECIAL REFERENCE TO EMPLOYEES OF ELANTE MALL (CHANDIGARH) <i>RENU SAINI</i>	28
8.	STOCKHOLM SYNDROME WITHIN THE FRAMEWORK OF GOVERNMENT-VOTER BEHAVIOUR: COALITION YEARS 1991-2002 IN TURKEY <i>CEYHUN HAYDAROĞLU</i>	34
9.	AN INSIGHT INTO THE CONCEPT OF FINANCIAL SOCIALIZATION WITH SPECIAL REFERENCE TO ROLE OF PARENTS <i>SHIKHA SHARMA</i>	41
10.	A STUDY ON ROLE OF MILKFED IN PUNJAB <i>HARPREET KAUR</i>	45
11.	MANUFACTURING SECTOR: AN MISSED OPPORTUNITY & WAY AHEAD <i>BALA DEVI</i>	48
12.	ROLE OF FISCAL POLICY IN ECONOMIC DEVELOPMENT <i>DARSHINI.J.S</i>	52
13.	ANALYSIS OF THE FINANCIAL SUPPORT FOR HOTEL AND LODGING INDUSTRY IN KASHMIR: PERSPECTIVES ON INSTITUTIONAL SUSTAINABILITY INITIATIVES <i>AIJAZ AHMAD DAR & DR. SUSHIL KUMAR MEHTA</i>	60
14.	RESEARCH AND METHODOLOGIES OF RURAL DEVELOPMENT AND EMPLOYEES JOB SATISFACTION <i>G. APARNA & DR. C. SUBRAMANIAN</i>	65
15.	A STUDY ON IDENTIFICATION OF TOP FACTORS IMPACTING EMPLOYER BRANDING IN IT MULTINATIONALS IN INDIA & ITS STRATEGIC IMPLICATIONS <i>DR. SONAL SHREE, APURVA SAXENA, ASTHA AWASTHI & SEEMA KOHAR</i>	68
16.	ANALYSIS OF THE EFFECT OF GOVERNORS' TERM ON MONETARY POLICY: A CROSS-SECTIONAL ANALYSIS OF SELECTED SUB-SAHARAN AFRICAN CENTRAL BANKS <i>DR. IBRAHIM NYABOGA, NYAUNCHO JOSIAH & ELIJAH MAGORI OMOBE</i>	73
17.	VERTICAL INTEGRATION AS GROWTH STRATEGY: AN ANALYSIS IN THE MEXICAN CORN SECTOR <i>JOSÉ G. VARGAS-HERNÁNDEZ, JOSÉ SATSUMI LÓPEZ-MORALES & ROSA PENÉLOPE MARES-GALINDO</i>	78
18.	ANXIETY AND SELF-CONCEPT OF SECONDARY SCHOOL STUDENTS: SPECIAL REFERENCE TO THE STATE OF ASSAM AND SIKKIM <i>RASHMI MILI & NAR MAYA SUBBA</i>	83
19.	MODELING THE CAUSES OF STAGNATION OF A MATURED CAPITALIST ECONOMY <i>SAIKAT BHATTACHARYA</i>	88
20.	RISE OF PLASTIC MONEY IN MODERN ERA AND ITS ECONOMIC DIMENSIONS <i>KIRAN SINGH PARIHAR</i>	92
	REQUEST FOR FEEDBACK & DISCLAIMER	97

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

FORMER CO-EDITOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- 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.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

G. APARNA**PG & RESEARCH DEPARTMENT OF COMMERCE
SUDHARSAN COLLEGE OF ARTS & SCIENCE
PUDUKKOTTAI****DR. C. SUBRAMANIAN****ASST. PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
SUDHARSAN COLLEGE OF ARTS & SCIENCE
PUDUKKOTTAI****ABSTRACT**

The study of this paper is basically conducted to cover 658 industrial and 1033 educational R&D groups in eleven countries, not as well as the U.S.A. The climate variable of labor importance explained distinctive variance in publication of original articles in addition as external ratings of technical quality for each samples. Development within the world is evaluated at intervals the compass of the info covering economic and financial aid level. Guaranteeing the standards necessary to be considered a developed country, in different words, increasing education, health, economic, and human life index is feasible with the event of nations. Within the developed countries, this development is progressed in an exceedingly structure that is expanded to rural with urban characteristics. Development of the developing or underdeveloped countries is attainable with the event of the agricultural. During this context, rural development studies have a vital place each in our country and within the world. Rural development is that the development studies of the area unites that are considered rural, and in these studies, simply economic models don't seem to be decent, and social models are developed. Regardless of what the event model is, use of geographical info systems within the studies which is able to make sure that the infrastructures and models to accompany these models is offered, and applications that area unit sure to the geographical info systems taking part in a neighborhood within the analysis and style processes, became important. during this study, however the merchandise, areas, space residential districts and residential area growth plans, idea of geographical sign language that area unit subject to development ought to be planned within the rural development studies in accompany with the geographical info systems, and the way these coming up with is/will be followed with GIS applications were explained.

KEYWORDS

global information system applications, gis and its importance in rural development, job satisfaction, job and rural development strategies, rural development.

INTRODUCTION

Now-a-days, development is that the major goal of particularly the mounting countries. The expression growth is a very important idea not solely within the economic science regulation, however additionally in alternative regulations [1]. At now, it'll be correct to form a general definition of development. Within the most general sense, development is creating ameliorations within the fields like organization and management, in alternative words, results of the investments making certain that economically higher conditions are often reached with the arrangements within the social conditions. Speaking of the event between countries; development is that the moves of developing countries or the countries in want for development to catch the developed countries, by creating economic and social, in alternative words socio-economic arrangements. Sensible analysis of those moves and use of resources within the correct time and place area unit a requirement of development. Whereas the countries having a development objective area unit the countries that presently have some boredom; (they're) additionally the countries that are obligated to use their resources within the most correct manner. This obligation needs that, contemporaneousness and improvement and technology that area unit brought by now area unit utilized in most. Realization of development is feasible by carrying on successfully each the urban transformation and rural transformation, and creating correct investments within the method of those transformations. problems like investment, investment designing, tracking, and method watching area unit the problems that continuously exist within the ideational behaviours of development, whether or not they area unit outlined or not. Chase of those problems are often created easier and monitored by linking the event to space and place. From grasp of the geographical approaches like space and place and technology, the idea of Geographical Info Systems [GIS] comes into read.

RURAL DEVELOPMENT

In order to make the thought of development on a ground, initial of all it's necessary to grasp it. They represent so as to extend these savings with restricted resources; have additionally official the economical use of resources designing [2]. Throughout the world's history, serious conflicts are engaged for superintendence and management of the resources, and at the top of those conflicts, resources have passed into different hands. The resources' passing into different hands has emerged the "powers" with the addition of the population density. within the last century, with the struggle of human community for resources dominations, and with some communities not keeping in step with this struggle, domination fight of the nice powers has come back to a significant state, and with the globe Wars I and II, that were really one war, domination fight of the globe has physically entered into a halt. In 1920s, in different words, within the amount when the globe War I and before the globe War II; whereas the thought of economical development [1] utilized by political economy historians was the condition of best utilization of the resources within the historical approach, it's been explained because the community's creating use of the resources as an entire while not monopolisation, for economists like Marks (in different words, within the economical approach).

A. EMERGING EMPLOYMENT SCHEME

In addition to the advantages like these, once solely the economic process is targeted, the rising employment centers additionally become immigration centers, since they increase the attraction. This condition emerges immigration movements alongside new unemployment. Again, rural issues additionally begin with that means well. Provision of this understanding is feasible by creating use of a historical method. Continuous struggle of individuals to achieve the higher, and therefore the savings that they create so as to confirm this, and therefore the struggle to answer the set of desires that the immigration moves.

The most issues within the developing or underdeveloped countries once the planet War II lies behind this. Single – pole world order that has started along side the disintegration of the Union of Soviet Socialist Republics, has small the good armament and stock expenditures, and additionally has emerged a system that is globalizing along side the technological investments covering these expenditures additionally. Along side the globalisation, each the economically advantageous areas, and measuring device areas and areas that couldn't adapt and dissolved, have arisen [3]. it's a identified proven fact that the countries within the system having advantage (low population), having geographical blessings, having high offer capability, and therefore the countries having commercialism partners have provided their economic development by victimisation these opportunities.

Alongside this development model, it's seen that, international organizations have additionally get play. ILO, UNDP and UNOPS have place into use the programs centered on making a business and awareness by providing coming up with and attendance; OECD has brought into forefront the native development by supporting the entrepreneurship additionally, and therefore the world organisation has planned region employment packages and equal leadership studies [3]. Once the assembly space, resource and population are combined, it's determined that improvement potentials additionally get being [4]. With the mobilization of the population potential and development potential, way forward for the countries and communities take form. Shared the event plans are being created, insufficiency of the economic improvement analysis has been mentioned within the previous paragraphs.

However, several models will be developed for the investment planning's geared toward the event. Despite what the developed model is, what is going to be made, wherever it'll be made, what quantity it'll be made, below that conditions it'll be made, with that technology it'll be made, and the way it'll be shared are continually vital queries [5]. During this context, within the studies, countries are evaluated below 2 classes. Developed Countries and Developing Countries.

TABLE 1

Fooder Crops	Required In Kg	Area	Required Calories	Available In Kg	Available Calories	Variation
Rice	2.451	437	86.4	3.12	110.25	675.7
Fruit	502.24	27	1.787	75.3	2.657	246.6
Vegetable	172	104	6.6	126	4.01	47
Cole	333	665	11.2	182.9	6.01	150
Milk	1.3	3760.1	49	292	10.2	1.020

As it is seen within the Table one, the distinction between the wants and stocks is set with GIS applications and general knowledge. This case forms the bottom for coming up with. Within the study, the water resources determination supporting this base has conjointly been created, and afterward the surface of the parcel was analysed. At the side of this analysis; with the aim of making certain the agricultural development, environmental health, economic development, production and tolerance assessment are created.

B. RURAL EMPLOYMENT AND EMPLOYEE JOB SATISFACTION

The study of this paper is essentially conducted to hide 658 industrial and 1033 academic R&D teams in eleven countries, not in addition because the U.S.A. In rural areas industrial development is additional peak now-a-days, so there's a biggest got to analyse the performance of worker and describe the task satisfaction. The climate variable of labour importance explained distinctive variance in publication of original articles additionally as external ratings of technical quality for every sample. The climate variable of participation cooperation accounted for distinctive variance in articles disclosed in every sample, and in technical quality ratings for the business sample. Satisfaction with pay advancement explained distinctive variance in patents for the business sample and in articles for the academic sample. Satisfaction with management accounted for distinctive variance in patents and technical quality ratings for the academic sample. The inclusion of country as a bearing variable had some effects on the results, but still left work climate and job satisfaction as relatively robust predictors of R&D team productivity. Implications for R&D managers are mentioned inside the discussions.

RELATED WORK

In [6] C. D. Fisher Quoted on "On the dubious wisdom of expecting job satisfaction to correlate with performance", the lack of consistent findings on the satisfaction/performance relationship is explained as Associate in Nursing aggregation drawback. I recommend that specific perspective measures ought to be associated with specific job behaviors, whereas general satisfaction measures ought to be associated with the favourableness or disadvantage of somebody's total set of work-related behaviors.

In [7] S. W. J. Kozlowski and B. M. Hulst quoted on "An exploration of climates for technical updating and performance", Rapid technological innovation has created change the data and skills of technical professionals, like engineers, a key concern for several organizations. The facilitation of performance and change activities to stop degeneration is believed to need the event of a congruent structure climate. To date, this issue has received some theoretical however very little analysis attention. This study assessed the effectuality of the conception of change climate. It had been hypothesized that the technical change climate construct would (1) be ready to distinguish among organizations below totally different pressures for technological innovation, (2) proof inter-observer accord among organizations, and (3) be related to relevant structure context options and affection, performance, and change responses. Information gathered from 447 engineers and their 218 supervisors drawn from ten numerous organizations provided support for the hypotheses. It had been complete that the conception of change climate provides a helpful framework for understanding factors that facilitate technical ability and performance.

In [8] S. D. Saleh and C. K. Wang quoted on "The management of innovation: Strategy, structure, and organizational climate", some of the factors that differentiate innovative and fewer innovative corporations are investigated. That has won the Canada Awards for Business Excellence Program for invention and innovation within the past six years are compared to similar teams of companies. The study focuses on the variations in social control strategy, structure, and structure climate. The results show that the innovative corporations use, or have, additional of the subsequent than the less innovative ones: calculated risk taking, management commitment to entrepreneurial activities and innovation, integration and intermingling of abilities in groups and task forces, cluster and collective orientation, and a gift system that reinforces entrepreneurial behavior.

In [9] S. G. Scott and R. A. Bruce Quoted on "Determinants of innovative behaviour: A path model of individual innovation in the workplace", the present study integrated variety of streams of analysis on the antecedents of innovation to develop and take a look at a model of individual innovative behaviour. Hypothesizing that leadership, individual problem-solving vogue, and work cluster relations have an effect on innovative behaviour directly and indirectly through their influence on perceptions of the climate for innovation, we tend to used structural equation analysis to check the parameters of the planned model at the same time and conjointly explored the palliative impact of task characteristics. The model explained around thirty seven % of the variance in innovative behaviour. Task sort qualified the connection between leader role expectations and innovative behaviour.

In [10], R. TELLI quoted on "Effects of EU Rural Development Policies on Turkey: Pozanti Example, Social and Human Sciences Magazine", Today, the South-eastern and Japanese (SE&E) elements of Turkey face several issues. The clear distinction in economic development between the Western and Japanese elements of Turkey has born the Japanese half into deep crises. Several have debated these crises and postulated totally different causes. Some say that it's AN psychological state and a few argue that there's no substance, the economic bias, created against the Japanese a part of Turkey that on the total is populous by a unique grouping. During this study, these instructional establishments and also the economic state of affairs during this region and also the role of pre-university education in economic development of those elements of Turkey are analysed. Thus, the tutorial, economic and social structures of the SE&E elements of Turkey are compared with Turkey as a full. Supported these findings generalization are created on factors inflicting the political instability that are in progress for several years in SE&E. The study can advise suggestions for solutions to those issues.

In [11], A. TOLUNAY, A. AKYOL Quoted on "Development and Rural Development: Basic Concepts and Definitions", From Wikipedia: Rural square measure areas giant and isolated areas of an open country with low population density. From Wikipedia: Rural development normally is employed to denote the actions and initiatives taken to enhance the quality of living in non-urban neighbourhoods, rural area, and remote villages. These communities will be exemplified with a coffee quantitative relation of inhabitants to open area. Agricultural activities could also be outstanding during this case whereas economic activities would relate to the first sector, production of foodstuffs and raw materials. u. s. Census (2000 census) defines rural areas as comprising open country and settlements with fewer than two,500 residents (population/administrative-based); areas selected as rural will have population densities as high as 999 per square measure or as low as one person per square measure (population/land use-based). u. s. Department of Agriculture (2002 farm bill) defines rural spaces as any area apart from (a) a town or city that encompasses a population of bigger than fifty,000 inhabitants, and (b) the urban areas contiguous and adjacent to such a town or city. U.S.A. workplace of Management and Budget defines a Metropolitan applied mathematics space as consisting of (a) central counties with one or additional urban square measure areas (as outlined by the Census Bureau) and (b) far counties that are economically tied to the core counties as measured by employee travelling information (i.e. if

twenty fifth of staff living there commute to the core counties, or if twenty fifth of the use within the county consists of staff coming back from the central counties). Non-metro counties (rural counties) square measure outside the boundaries of underground areas.

CONCLUSION

As a result, enhancing the welfare level and developing economically is very necessary from the perspective of each the underdeveloped and developing countries, and therefore the countries, policy determinations of that are improved. For this reason, for the aim of levelling the economic distribution and preventing the social issues before they are available to the forefront, human orientated onsite development policy has become very necessary, and this can be "rural development". Rural development studies are the studies maintained within the past years upon policies that are completely different from one another and these studies are the studies that are maintained field – primarily based within the past years. The field-based studies kind prices like intelligence activity and survey, and conjointly causes a heavy waste of your time. The development of the technology can even give the utilization of practices which will cut back these prices. At intervals this scope, the studies that are applied for rural development, application of that is developed, and development of that is in progress, involve the subsequent abilities:

- ✓ Identification of land and Segmentation,
- ✓ Production of machineries and vegetable products,
- ✓ Equipped idea in packages and practical works,
- ✓ Literal background and understanding the latest ideas,
- ✓ Moralities

Additionally, in this descriptions we formalize the working and job satisfaction level of employees who work in the rural areas and how the companies or corporate plan to formulate their firms in those areas.

FUTURE WORK

In the presented work we fully concentrated on the rural area development methodology and the work nature as partially and quote on it like a parallel manner. But in future we plan to extend our work deeply based on the job satisfaction and improvisation of rural area development works. And predict the advantages and disadvantages of the rural area firm/organization/company development plans and improve the culture of rural areas like developed areas.

REFERENCES

1. C. YAVILIOGLU, Cumhuriyet University, Economics and Administrative Sciences Magazine, Volume:3, Issue:1, 2002
2. B.B. DOGAN, Development Process of the Development Economics in the XXth century, its Effect on Economics Policies, and Possible Effects on the Future of Discipline of the Conjuncture in the Last Decade, Kocaeli University Social Sciences Institute Magazine, Issue:22, 2011 /2:41 - 83
3. M. CETIN, Local Economic Development Approach and International Organizations, Management and Economy, Celal Bayar University, Year: 2007, Volume: 14: Issue:1
4. M. OCAI, The Turkish Reality, The Diplomatic Observer, No: 80, October 2014, ISBN: 1308 - 1675
5. A. TOLUNAY, A. AKYOL, Development and Rural Development: Basic Concepts and Definitions, Süleyman Demirel University Faculty of Forestry Magazine, Serie: A, Issue: 2, Year: 2006, ISSN: 1302 - 7085, Pages 116 – 127
6. C. D. Fisher, "On the dubious wisdom of expecting job satisfaction to correlate with performance," Acad. Manage. Rev., vol. 5, pp. 607-612, 1980.
7. S. W. J. Kozlowski and B. M. Hulst, "An exploration of climates for technical updating and performance," Personnel Psychol., vol. 40, pp. 539-563, 1987.
8. S. D. Saleh and C. K. Wang, "The management of innovation: Strategy, structure, and organizational climate," IEEE Trans. Engineering Manage., vol. 40 pp. 14-21, Feb. 1993.
9. S. G. Scott and R. A. Bruce, "Determinants of innovative behavior: A path model of individual innovation in the workplace," Acad. Manaxe. New York Marcel Dekker, 1993, pp. 11 1-140.
10. R. TELLİ, Effects of EU Rural Development Policies on Turkey: Pozantı Example, Social and Human Sciences Magazine, Volume: 5, No: 2, 2013, ISSN: 1309 – 8012
11. A. TOLUNAY, A. AKYOL, Development and Rural Development: Basic Concepts and Definitions, Süleyman Demirel University Faculty of Forestry Magazine, Serie: A, Issue: 2, Year: 2006, ISSN: 1302 - 7085, Pages 116 - 127

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

