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ROLE OF SELF-AWARENESS IN STRATEGY FORMULATION PROCESS

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ABSTRACT

Borrowing insights from self-awareness studies in computing systems and other self-awareness theories from psychology, the author establishes a parallel between a firm's mission and its self-awareness. A firm's mission is an idea – the idea of distinction - that separates it from its environment. And it is fundamentally non-dualistic in nature and, therefore, in principle, ineffable. According to the author, not all firms are self-aware, and there are varying degrees of self-awareness. Moreover, self-awareness is an emergent phenomenon, and it resides within the firm, distributed among a network of key stakeholders called 'nodes.' A key feature of a self-aware system is that it need not have to possess a global omniscient controller. For ordinary members of self-aware systems, it is sufficient to have knowledge of their relevant roles.

CHALLENGES OF HUMAN RESOURCE MANAGEMENT IN PUBLIC SECTOR BANKS IN INDIA

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ABSTRACT

In the contemporary context, the Indian management mindspace continues to be influenced by the residual traces of ancient wisdom as it faces the complexities of global realities. One stream of holistic wisdom, identified as the Vedantic philosophy, pervades managerial behavior at all levels of work organizations. Human Resource Management has evolved considerably over the past century, and experienced a major transformation in form and function primarily within the past two decades. Driven by a number of significant internal and external environmental forces, HRM has progressed from a largely maintenance function, to what many scholars and practitioners today regard as the source of sustained competitive advantage for organizations operating in a global economy. In this article, we would be discussing the various Issues that HR is facing in today's corporate scenario. A few challenges they have been able to overcome successfully but a lot of issues still need to be dealt with. We would be discussing issues HR is facing in the present and some strategies which, if adopted, can help the HRM to sustain better in the challenging and dynamic scenario.

PRODUCTIVITY OF AGRICULTURAL EXTENSION PACKAGE (CASE OF WOLAITA ZONE)

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ABSTRACT

This study assessed the impact of extension package participation of the farm households on the productivity of crop production in Wolaita zone. It made use of survey data of 149 full package farmers and 151 partial package farmers. In order to measure the total factor productivity differentials, this study use the transitive version of Tornqvist index. To identify factors affecting farm level total factor productivity we used ordinary least square. Thus, results from the findings showed that partial package farmers are about 69% less in total factor productivity compared to full package farmers showing engaging in extension package fully has advantage in crop production. Results of the ordinary least square regression of total factor productivity showed that only non-farm income and distance to market have significant positive effect on total factor productivity differential. Finally, it was recommended that agricultural support services should direct their efforts to make farmers fully adopt agricultural extension packages.

PATTERN OF POPULATION GROWTH DURING 1901 TO 2011 IN THE INDIAN HIMALAYAN REGION

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HALDWANI

ABSTRACT

The level of socio- economic development of the Himalayan Region cannot be compared with the whole country even after independence number of schemes has been launched specially for the Himalayan Region of India. It is believed that any development plan prepared for wellbeing of the society in any specific region is more or less ineffective after a gap of ten years due to changes occurred in demographic structure and its associated set up. Therefore, census in regular interval of ten years is become mandatory and new planning will take place according to the needs of the society and demographic behavior. Therefore, it is necessary to analyze the present situation and underlying factors for comparatively low development. Based on these findings, the corrective measures and new feasible plans can be prepared and implemented. Demographic study of any region is also an important aspect for preparation of new plans and modification in previous scheme. An attempt has been made here to study the distribution of population and decadal growth since 1901 in the Indian Himalayan Region. The present investigation is based on the data released by the Census of India, 2011 and 2001.

A STUDY ON RURAL CONSUMER AWARENESS AND BRAND PREFERENCE OF INSTANT FOOD PRODUCTS (WITH SPECIAL REFERENCE TO VADAKARAPATHY PANCHAYATH)

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ABSTRACT

Consumers around the world vary greatly in age, income, education level, and tastes and understanding how these differences affect consumer buying decision is never easy. However, marketing success largely depends on the ability to anticipate what buyers will do and what they prefer from available products. Today, the highly fragmented instant food industry with large number of players both from the organized and unorganized sectors has resulted in severe competition and as a result, Instant food businesses in India have shifted their focus to understand consumer choices better on one side and increasingly moving away from products to embracing a structured brand management to achieve competitiveness and profitability in the market place. The present study explores the consumers awareness on instant food products and its brand preference. The study highlights that, Price, Brand image, Quality & Taste, Easy availability, Package and Hygiene of particular brand are the most important factors influencing consumers decision making for instant food product preferences.

ROLE OF MICRO-FINANCE INSTITUTIONS IN DEVELOPMENT FOR UNDERPRIVILEGED IN HARYANA STATE AMONGST WOMEN: AN EMPIRICAL STUDY

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ABSTRACT

This study aims to evaluate the position of rural poor borrowers in groups and centers that are a part of the lending operation. Also, it would study that microfinance is not only given to provide them economic opportunities but it also helps to create an environment in which rural poor are able to exchange socially-needed information, encouragement and motivation for confidence-building. The study focuses on both social and economic aspects. Data will be obtained by visiting the various branches of Ujjivan financial services Haryana. With the help of a structured questionnaire. Independent T- test will be used to make a comparison in the position of the rural households between customers of Ujjivan financial services. It was concluded that in Haryana still there is gender biasness prevails and when it comes to empowerment still males dominate in the society, unlike other studies in Tamil Nadu and southern parts of India, similarly there has been a contradiction in the studies conducted in Punjab. Though there has been economic improvement and financial upliftment in the society due to microfinancing but still when it comes to empowerment there is a substantial difference between males and females.

IMPACT OF TOURISM ON INDIAN ECONOMY

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ABSTRACT

Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio-economic magnitudes. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. National Tourism Development Policy, 2002 introduced with the principles of positioning tourism as a major engine of economic growth and that removes the large exercise of unplanned tourism development. Tourism policy highlights seven key areas viz. Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness) that would provide the thirst to tourism development. Public Road Shows and mass media communication in newspapers, Television, and outdoors media create general awareness about the Atithi Devo Bhavah program. Under the Incredible India Online Campaign, a domestic online campaign was launched to promote tourism within the country. This paper aims to study tourism industry, impact on Indian economy, contribution to GDP and employment and some highlights of tourism industry.

FACTORS DETERMINING WOMEN SHOPPING BEHAVIOUR

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ABSTRACT

Women and shopping are complementary to each other. Shopping is both a utilitarian as well as a hedonic activity for women. There is various retailing related factors which shape their shopping behaviour. These factors range from merchandize, store staff, ambience, to store image and discounts. The relative importance of different factors may vary. Retailers can understand such factors and consider them while designing their strategy to attract women shoppers. The present study was aimed at understanding and examining different factors influencing women shopping behaviour. In a survey based study of women shoppers, nine different factors have emerged which govern their shopping behaviour. The data was analyzed using exploratory factor analysis and all the factors are discussed in detail. The present study provides important implications for retailers as well as for future researches in the area of retailing.

REVIEW OF CHANGES IN AGRICULTURE SECTOR IN PUNJAB**DALVIR SINGH****RESEARCH SCHOLAR, SANT LONGOWAL INST. OF ENGINEERING & TECH. (DEEMED
UNIVERSITY), LONGOWAL; &****ASST. PROFESSOR****AKAL GROUP OF TECHNOLOGY & MANAGEMENT INSTITUTIONS
MASTUANA SAHIB****ABSTRACT**

Agriculture sector was central hub for the progressive of Punjab. In the central food-grain pool it was the highest share. Around 82% of its geographical are under agriculture & 36% of population (census 2011) working in this sector. 99% of agriculture area under irrigation. After the green revolution, although, Punjab has given its best in national food security, but now, agriculture sector has so many challenges like as stagnation in production rate, no profit & exploitation of natural resources. Agriculture sector contribution into Gross State Domestic Product as well as net state income is decreasing. Through This paper, we will try to find the changes (since 1981) in various factors which are related with agriculture sector.

EFFECT OF BANK CREDIT ON FINANCIAL PERFORMANCE OF FIRMS IN INDIA

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ABSTRACT

The central role of banks is channeling funds from investors to those who lack in funds. At this conjecture, this paper investigates the effect of a bank credit in improving the firm's overall performance. To conduct the study on 'effect of bank credit on firms' performance, gross bank credit considered as an independent variable and the value of output is taken as dependent variable. The results show that there is significant positive effect of bank credit in improving the overall financial performance of the firms.

FACTORS INFLUENCING PASSENGERS' SATISFACTION TOWARDS SERVICES PROVIDED BY KADAMBA TRANSPORT CORPORATION WITH REGARD TO SHUTTLE SERVICES IN GOA

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ABSTRACT

In India, among the various infrastructure sector available, transport sector occupies an important position. It not only fulfills business requirements but also meets the social obligations. Now a days, there is a steep increase in the mobility of the people from one place to another in order to earn their livelihood. Among the various modes of transport available, road transport is a better means of transport. Goa being the tiny state in India has a well developed network facilities of road connectivity between different places. In Goa, there is simultaneous existence of both public and private transport. Public transport is owned by the Kadamba Transport Corporation. It is a state owned corporation owned by the Government of Goa. This Corporation also runs nonstop buses called shuttle services. These shuttle services operate in 6 major cities. This study is undertaken to analyse the factors influencing passenger's satisfaction towards shuttle services in Goa. A total of 470 passengers are interviewed with a well designed questionnaire in 6 different locations. Around 10 factors were identified and the passengers were asked to rank these factors in order of their preference. Gartell ranking were used to identify the most important factor influencing passengers to prefer shuttle services. The research paper concludes by stating that comfort, travelling distance and Convenience are the most important factors influencing passengers to select shuttle service while travelling.

A DESCRIPTIVE STUDY ON THE CHALLENGES FACED BY THE MANAGEMENT IN PSEUDO-MODERN ERA

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ABSTRACT

Over the last decade, the business world has been thoroughly evolved. Some businessmen, who were visionary enough to forecast the upcoming changes, survived this change successfully and flourished. On the other hand, many managers and executives fell behind. Now-a-days, each management not only has the traditional issues and problems to tackle, they also have to deal with the modern challenges of management. The contemporary challenges require skills, in-depth management knowledge and a vision to anticipate what is to come. However, there is lot of businesses that is still not optimizing their resources. Just by tweaking their management a bit, they can explore a lot of different possibilities and avenues of success. After all, we live in a world of endless possibilities. Knowing the modern challenges in management can be a good start in the right direction. The paper intends to enlighten the challenges faced by the management during and after the transition phase according to the changing trends. The study has been developed through an extensive literature survey to determine the most common challenges that are being faced by the management in the pseudo modern era.

COMPARATIVE ANALYSIS OF INDIAN Vs. GLOBAL SMARTPHONE MARKETING STRATEGY IN INDIAN MARKET

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ABSTRACT

The Indian smartphone market is in a very dynamic stage. Which enables various players in the market to play around with various strategies in order to maximize their hold in the market. The paper aims at reviewing the various strategies being employed by two major players in the market. Micromax is chosen as a shining example of Indian origin, whereas Samsung represents the other end of the spectrum with it being of foreign origin and the current leader in the segment. The comparisons are to be done while keeping the constantly varying market dynamics in mind. This study will also look at the various influences that the buyer bring while selecting a device of their choice, which in turn effects the market performance of the various firms in the market. An analysis would also be performed for the other payers in the market to know their standing and their strategies to counter the big players.

RECURRING FAILURES IN CORPORATE GOVERNANCE: A GLOBAL SYNDROME?

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ABSTRACT

The recurrence of corporate governance disasters in highly developed, as well as developing, economies reminds us that the price of economic growth and opportunity is indeed eternal vigilance. Understanding the differences in the institutional contexts helps us to realize that what works to curb governance failures in one context may be less effective in another, and that the timing and focus of reforms should reflect the realities of the economic and institutional conditions that different nations face. Ultimately, the most effective and sustainable governance reforms would be those that simultaneously increase the costs of corporate frauds and decrease the benefits that individuals and corporations can derive from ignoring governance norms and laws.

A REVIEW PAPER ON LEADERSHIP AND POLITICAL COMMITMENT TO GREEN ECONOMY: THE CASE OF ETHIOPIA

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ABSTRACT

This review paper aimed at identification of leadership and political commitment in attaining the green economy vision as well as to identify key actors and achievements following its implementation in Ethiopia. Accordingly, the leadership commitment of the Ethiopian government made it the pioneer country to design and implement transformational climate policy and devised latest relevant law in Forestry Development, Conservation, and Utilization Proclamation (542/2007). Key sectors involved in the strategy were Prime Minister Office, EPA, MoA, MoWE, among other national and international communities. Tremendous achievements were recorded following the implementation of the strategy via afforestation, reforestation and clean energy generation with great commitment and mobilization of the community. Finally, measures that need to be taken in to account for the success of the green economy strategy were recommended.

ENGINEERING EDUCATION IN INDIA: YESTERDAY AND TODAY

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ABSTRACT

The importance of education, especially in higher education, has been continuously growing and the knowledge based industries are now occupying the centre stage in development. Though the modern higher education system in India is almost 135 years old, its growth has been much faster after India became independent. Over the past 50 years, there has been a significant growth in the number of new universities and institutions of higher learning in specialized areas. Modern society is technology based and the quality of life of the people is directly or indirectly related to the quality and level of technical education in vogue. In this fast changing world, technology is the pivot around which the human needs and services revolve. Technical education in India contributes a major share to the overall education system and plays a vital role in the social and economic development of our nation. This paper suggests that highest growth in basic occupation that has large base and in high skill category having a very small base. A large number of people require vocational skills and their number is also growing.

FINANCIAL REGULATORY ARCHITECTURE: A REVIEW OF LITERATURE**MANAS SHANKAR RAY****RESEARCH SCHOLAR, INDIRA GANDHI NATIONAL OPEN UNIVERSITY, NEW DELHI; &
PRINCIPAL COMMISSIONER OF INCOME TAX (AHMEDABAD)
INDIA****ABSTRACT**

Sound Financial regulatory architecture is a pre-requisite for creating an efficient, vibrant and mature financial market. In this paper, we review important committee reports including their observations and recommendations for developing various elements of financial regulatory system. The committee reports deal with Indian financial system and also with financial systems of other countries. The paper also critically reviews the academic papers and identifies important research gaps on the subject. The discussion in the paper is highly useful for policy makers, existing market regulators, financial institutions, market players as well as the academic community. It highlights the key issues that should be kept in mind while developing a comprehensive financial regulatory architecture in India.

CASUAL WORKERS AND THEIR WAGES

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ABSTRACT

From 2004-05 to 2009-10, the proportion of casual workers had increased. This fact provides a motivation for investigating the relationship between proportion of casual labours and their wage rates. Also, there is a need to examine the wage inequality between male and female casual labours during 61st and 66th rounds. Using regression models, this paper has found evidence that there exists a negative impact of increase in proportion of casual workers on their wages. It was also found that though overall wage inequalities between male and female casual labours had increased, there were some industries/operations where these had gone down between 61st and 66th rounds. Furthermore, it was observed that there exists a negative correlation between female to male casual labour wage ratio and sex ratio of states.

ISSUES AND PROSPECTS OF FDI IN RETAIL SECTOR IN INDIA

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ABSTRACT

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors Indian retail industry is one of the fastest growing industries in Indian, Indian Retail Industry is one of the sunrise sectors with huge growth potential. According to the Investment Commission of India, the Retail sector is expected to grow almost three times its current levels to \$660 billion by 2015. In this context, the present paper attempts to analyze the issues concerning the influx of foreign direct investment in the Indian retail industry. Moreover, with the latest move of the government to allow FDI in the multi-brand retailing sector, the paper analyzes the reason why foreign retailers are interested in India, the strategies they are adopting to enter India and their prospects in India. The finding of this study point out that FDI in retail would undoubtedly enable India Inc to integrate its economy with that of the global economy. Thus, as a matter of fact FDI in the buzzing Indian retail sector should not just be freely allowed but should be significantly encouraged. It analyses the reasons why foreign retailers are interested in India and their prospects in India and also find out the suggestions for the future growth of the retail industry.

IMPACT OF FOREIGN DIRECT INVESTMENT (FDI) ON ECONOMIC GROWTH

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ABSTRACT

India is the fastest growing economy in the world. India is ranked 3rd in the destination for the inbound investment. FDI is the monetary source for economy development and foreign company invest in India to take the benefits of cheaper wages and change the business environment of India economic liberalisation. In Indian economy reform program, policy and procedure and transfer of technology is allowed freely in all the sectors including only service sector except where sectorial ceiling's. FDI is the safest way for the international capital flow out of the available resource of the external finance is available to them. This FDI policy is utilise in enhancing the domestic production, saving and exports through the equitable distribution of the investment. This research paper examines the impact or the role of FDI in Indian economy.

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Thanking you profoundly

Academically yours

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