#### **INDEX OF ARTICLES**

## (Based on PIMR Library)

Subject Name Serial No. Title Name

**ACCOUNTING** 

Gupta, Mohender and Mehak (2010)." An Analytical Study on Accounting Standard –4 ", **Pragyaan,8**(2),21- 27.

Sahut, Jean-Michael (2010)." Have IAS (International Accounting Standards) IFRS improved the Information Content of Intangibles in France", Journal of Financial Management and Analysis, 23(1),52-62.

ADVERTISING AND PUBLIC RELATIONS

Joshi, Manu ; Joshi, S. and Singh, V.K. and Nagar, Shruti (2011). "Challenges of Indian Advertising Agencies", **Pragyaan** (9), 1, 20-28.

KAnsal,Purva and Sharma,Himanshu R. (2011)."Effect of Absurdity in Advertising on Brand Recall ", **Indian Journal of Marketing**,41(7),03-08.

Kumar, Brajesh and Patra, Gouranga (2011)." Socio-Economic and Cultural Profile and the Success of Advertising: An Empirical Study", **Management and Change 15**(1-2),121-135.

Kumar,S.Ramesh (2011)." Junk Food Advertisements with Free Offer: Their Repercussions on the Minds of Children in

BANKS AND BANKING the age Group of 3-10 years", **Indian Journal of Marketing, 41**(9),73-78.

Puranik, Rakshita (2011)." Effectiveness of Humor Appeal in Advertisements of Fast Moving Consumer Goods (FMCGs)", **Indian Journal of Marketing, 41**(9),38-44.

Sofat, Yashmin (2011)." Strategy of Advertising Agencies in India for Evaluating Advertising Effectiveness Across Experience ", Indian Journal of Marketing, 41(9), 62-72.

Agrawal, Rashmi (2011)." Moderating Effect of Value and Satisfaction on Loyalty", Vishwakarma Business Review, 01(1), 23-27.

Ajao, Mayowa Gabriel (2011)." Queuing Theory: A Model for Improving Customer Satisfaction in the Nigerian Banking Industry", **Prajnan, XL**(1),63-76.

Arora, Anju (2011)." Benchmarking Credit Risk Management Operations and Systems at Transaction Level: An Evaluation of Indian Commercial Banks ", **Prajnan, XL**(2),99-122.

Bedi,Monica (2010)." An Integrated Framework for Service Quality, Customer Satisfaction and Behaviour Responses in Indian Banking Industry: A Comparison of Public and Private Sector Banks",Journal of Services Research ,10(1),157-172

Chowdhury, Subroto (2011)." The Financial Inclusion Network: Indian Postal Banking

Services", **Management and Change15** (1-2),167-180.

Das, M. K. and Meunviseth, Souriya (2011)." The Role of the Bank of Lao PDR in Controllong Money and Forex Market ", **Pragyaan (9)**, 1,05-13.

Daneshvar,P and Ramesh, H.N.(2011)." Gaining Competitive Advantage through Quality of Internet Banking Services: An Empirical Study in the Indian Private Bank Sector",Journal of Marketing and Communication,6(1),34-43.

Gupta, Kamal and Bansal, Ipshita (2011)." effect of Demographic Variables on Customer Perceived Internet Banking Service Quality: Empirical Evidence From India", **Paradigm, XV**, (1-2), 83-92.

Haron Sudin (2011)." Estimating Technical and Scale Efficiency of Malaysian Commercial Banks: A Non-Parametric Approach ", **Finance India,XXV**(2),447-460.

Issac, Diana (2012)." The Indian Banking Sector: The Road Ahead ", **SAJOSPS**, **XIII**(1),92-94.

Jarboui, Anis and Fakhfakh, Hamadi (2011)." Debt Management by Banks and Expansion of the Special Investments: The French Experience", **Finance India**, **XXV**(2), 525-542.

Khandelwal, Anil (2011)." Indian-European Free Trade Agreement: Comparison of the Banking Regulations at Macro Level", **Prajnan, XL**(2),137-154.

Kumar,Barik Prasanna (2011)." Heaing Effectiveness with CNX Bank Nifty and Nifty Futures: VECH (H,) Approach", **Finance India,XXV**(2),429-446.

Kumar, Dilip and Maheswaran (2011)." Volatility Persistence in the Presence of Structural Breaks in the Indian Banking Sector", **Paradigm, XV,** (1-2),08-17.

Kumar, Sharad (2010)." Personality Profile of Indian Bankers, "**Udyog Pragati,34**(3), 22-28.

Kumbhar, Vijay (2011)." Determinants of Customers Satisfaction in ATM Service Setting: Empirical Evidence from India", **Prajnan, XL**(2),123-136.

Mann,B.J. and Sahni,S.K.(2011)." Inter-Relationship of Web Site Interactivity and Customer Outcomes: Building Trust in Internet Banking Web Site", **Global Business Review,12**(1),99-115.

Mehra, Yogieta (2011)." Operational Risk Management: A Study of Practices in Indian Banks ", **Prajnan, XL**(3),167-192.

Mittal,R. K. and Khera, Shikha (2009). An Analysis of Managerial Competencies of Bank Branch managers in India: A Study of Private and Publi9c Sector Banks", Management and Change 13(2),31-44.

Noor Mohamad Akbar and Ahmad ,Nor Hayati Bt (2012)." The Determinants of Islamic Banks Efficiency Changes; Empirical Evidence from the World

Banking Sector ", Global Business Review, 13 (2) 179-200.

Pillai R,Prakash (2011)." Learning Orientation of Bank Employees", AIMS International Journal of Management, 5(1),47-62.

Prabhakar, A.K. and Sheriff S. Feroze (2012)." Relative Efficiency of Banks in India: Evaluation and Policies for Improvement ", AIMS International Journal of Management, 6(2), 109-136.

Prabhakar, A.K. and Sheriff S. Feroze (2012)." Relative Efficiency of Banks in India: Evaluation and Policies for Improvement ", AIMS International Journal of Management, 06(02), 119-136.

Prema C. and Sudhahar, Clement Banking Acceptance, Self (2010).Internet efficacy and Perceived Security Extended Technology Acceptance Model", Journal of Banking, IT and Management, 7(2), 91-102.

Raju,M.Thiripal and Acharya, Rajesh (2010)." The Cost of Equity for Indian Banks: A CAPM Approach ", Prajnan, 39(3), 199-216.

Rao, Hanumantha (2011)." Spread Analysis of Indian Banks For the Period 2006-11", Paradigm, XV, (1-2), 26-33.

Roy, Nibedita and Chakraborty, Tanupa (2011)." Drivers of Securitisation in Indian Banking Industry: An Empirical Study ", Paradigm, XV, (1-2), 01-07.

Sakthivl,P.and Kamaiah B. (2011)." Dynamic Interrelationship between Stock and Foreign Exchange Markets: Evidence from India", Prajnan,XL(3),193-214.

Sharma, Sanjeev (2011)." Basel- II Norms and Performance of Indian Banking Sector with Special Emphasis on NPA Management and Capital Adequacy Ratio", Journal of Banking, IT and Management, 08(2), 50-61.

Singh, Fulbag and Kaur, Davinder (2010)." Service Quality and Customer Satisfaction in Banks: A Review", Prajnan, 39(2), 109-126.

Sufian, Fadzlan and Noor, Mohamad Akbar (2012)." Determinants of Bank Performance in a Developing Economy: Does Bank Orgins Matters "Global Business Review, 13(1), 01-23.

Uppal,R.K.(2011)."Deregulation and Changes in the Performance of Indian Banks", Vishwakarma Business Review, 01(1), 36-43.

Verma, Richa (2011)." Performance of Scheduled Commercial Banks in India: An Application of DEA", Decision, 38(1), 5-76.

BRAND MANAGEMENT

Dou, W.; Lim, K.H. and Su, C. (2010)." Brand Positioning Strategy Using Search Engine Marketing", MIS Quarterly, 34(2), 261-280. Kolhatkar, Malhar and Kulkarni, Nirzar (2011)." Demystifying Buying Behaviour of Indian Consumer: Comparative Brand Preference Analysis", Vishwakarma

Business Review, 01(2), 58-62.

Kureshi ,Sonal and Sood,Vandana (2012)." In Film Placements of Product Brands in Hindi Films: Practices and preferences", South Asian Journal of Management,19(2),37-59.

Memon, Sharif (2011)." Intrnational Brands and the Indian Consumer: A Study of Critical Success Factors with Special Focus on Select FMCG Brands ", Indian Journal of Marketing, 41(9), 04-15.

Sahay, Arvind and Sharma, Nivedita (2010)." Brand Relationship and Switching Behaviour for Highly Used Products in Young Consumers", Vikalpa,35(1),15-30.

Samudre, Milind M. (2011)." The Role of Corporate Branding in a Market Driving Strategy with Special Reference to Ecoboard Industries Ltd.", Ethos 4(2), 37-48.

Siddhanta, Somroop and Pal, Swati (2011)." The Challenges in Establishing Prerequisites and Characteristic Features of Global Brands", Pragyaan (9), 1, 49-53.

Venkateswaran, R. S; Ananthi, N. and Muthukrishnan, K. Binith (2011)." A Study on Customers Brand Preference for Selective Household Brands at Dindigul, Tamil Nadu ", Indian Journal of Marketing, 41(10),09-22.

Verma, H. V (2011). "Skin Fairness: Culturally Embedded Meaning and Branding Implications", Global Business Review, 12(2), 193-211.

#### CASES

Bhattacharya, A. (2011)." Graduating into the Big League: From an Equipments Supplier to a Trunkey Project Contractor", Decision, 38(2), 84-101.

Ganguly, Kunal ((2013)." Case Study Approach for Understanding inbound Supply Risk Assessment", Decision, 40(1-2),85-97.

Banerjee,P.L.; Husain,A.Sakeer and Bijukumar,S. (2011)." Marketing of Titanium Dioxide by Kerala Minerals and Metals limited An Analysis", Indian Journal of Marketing, 41(8),41-46.

Bhati, Rajesh; Maniar, Hiren and Maniyar, Dharmesh (2011)." Arbitrage Opportunities in Intraday Trading between Futures, Options and Cash Markets: Case Study on NSE India", Finance India XXV (1),163-187.

Chawla, D. and Sondhi, N. (2011)." Assessing the Role of Organizationa Personal Factors in Predicting turn-over Intentions: A Case of School Teachers and BPO Employees", Decision, 38(2), 05-33.

Dabade, M.S. (2011)." Employment Generation by Sugar Co-operatives in Rural Areas: A Case Study of Shri Dattas Shetkari Sahakari Sakhar Karkhana Ltd., hirol", Ethos,4(1),60-71.

Das, Bidipta; Rao, Menaka and Srinivasan, Vasanthi (2012)." Bridging the Cross-Cultural Transformation Li (Distance Measure) at Huawei technology India

Private Limited", South Asian Journal of Management, 19(1), 138-153.

Das, K. and Garg, R. (2011)." CRM Best Practices: A Cse Study Research on State Bank of India", Journal of Marketing and Communication, 6(1), 13-20.

Dash,Ajit Kumar (2011)." Use of Online Social Networking Sites by College Students and its Implications for Marketing: A Case Study in Tripura ", Indian Journal of Marketing, 41(10),68-76.

Datta, S. and Vijayvargy, L. (2011)." Enhancing Market Presence in Jaipur: A Case of Indian Chocolates", Journal of Marketing and Communication ,6(1),04-12.

Gunputh, Rajendra Prasad (2011)." Small and Medium Enterprises (SMEs) in Develping Countries the Mauritian Success Case Study", Vishwakarma Business Review, 01(2), 63-68.

Jakhotiya Girish P. (2011)." Pseudo Privatisation ",Ethos 4(2), 103-109.

Jakhotiya, G.P.(2011)." Peoples Trust for Public Finance", Ethos, 4(1),92-95.

Joseph, J. and Jagannathan, S. (2011)." Employment Relations and Managerialist Undercurrents; The Case of Payment of Gratuity Act, 1972", The Indian Journal of Industrial Relations, 47(2), 253-263.

Joshi, M.; Ubha, D.S. and Sidhu, J. (2011)." Intellectual Capital Disclosures in India: A Case Study of Information Technology Sector, Global Business Review, 12(1), 37-

49.

Khan, Mohd Azam and Ansari, Iqbal Zafar (2010)." Municipal Solid Waste Management in India: A Case Study of Aligarh City ", Pranjana,13(2),92-104.

Kumar, R. and Dhankar, R.S. (2011)." Non Linearity and Heteroskedasticity Effectson Stock Returns Volatility: A Case of US Stock Market", Global Business Review, 12(2), 319-329.

Kumbhar, V.M. (2011)." E-Banking and its Impact on Customer Satisfaction: A Case Study of Public and Private Sector Banks in Satara City, Ethos, 4(1), 72-80.

Korra, Vijay (2012)." The Role of Seasonal Labour Migration in Household resources: A Case Study in Mahabubnagar district of Andhra Pradesh", Decision, 39(2), 86-99.

Lakshmanan,S. and Narayanswamy,B. (2011)." A Case Study of H.doddi Sericulture Quality Club in Magadi Taluk of Ramanagaram District of Karnataka - TNA Approach ", Indian Journal of Training and Development, 41(4),01-04.

Lather, Anu Singh and Vikas, Sona (2010)." Sustainable Business Strategy or Eyewash for Unethical Business Practice: A Study of the CSR Initiatives of Coca Cola India ", Management and Change, 14(2),01-21.

Nayak, Sunanda and Bhatnagar, Jyotsna (2011)." Talent management in the Healthcare Industry: The Case of Pulse Care Hospital ", Management and Change 15 (1-

2), 209-225.

Patil A. V (2011)." Export Marketing System of Floriculture: Shrivardhan Biotech, Kondigre A Case Study ", Ethos, 4(1), 81-91.

Parulekar, Ajay (2011)." Case of Missing Deliveries", Vishwakarma Business Review, 01(1), 78-80.

Perera, H.S.C. and Kulasooriya, M.A. (2011). "Lean Manufacturing: A Case Study of a Sri Lankan Manufacturing Organization ", South Asian Journal of Management, 18(1), 149-158.

Prabhu,Dwarkanath and Hegde,Sateesh (2012)." Design and Implementation of Performance management Systems LPIs and Responsibility Centers: A Case Study ", South Asian Journal of Management, 19(2),121-133.

Roy, S. (2011)." Competitiveness in Service Sector: A Case of Hotel Industry in India", Global Business Review, 12(1),51-69.

Sahoo, T.; Banwet, D.K and Momaya, K. (2011)."Developing Conceptual Framework Strategic **Technology** for Management Using ISM and MICMAC Methodology: A Case of Automotive in India", Global Industry **Business** Review, 12(1), 117-143.

Saini,Debi S. (2011)." Westing Tours and Travels INC: The Clash of Two Cultures", Management and Change 15(1-2), 203-208.

Salwan, Prashant (2011)." Growth and Internationalization: The Case of TATA Motors", The Indian Journal of Industrial Relations, 47(1),01-19.

Satrya, A. and Parasuraman,B.(2011)." Multi-Dimensional Approach to Union Effectiveness: Case Studies from Indonesia and Malaysia", The Indian Journal of Industrial Relations", 47(2),219-234.

Seth, Vijay K. (2012)." The East India Company: A Case Study in Corporate Governance ", Global Business Review, 13(2), 221-238.

Shekhar, Shantanu (2011)." Building Successful Retail Strategies: A Case Study of Coupon Store ", Indian Journal of Marketing, 41(10), 45-56.

Shetty, A. Shivakanth (2011)." Nokias Shrinking Market Share in India: Can Nokia Sustain its First-Mover Advantage?", Indian Journal of Marketing, 41(8),36-40.

Singh, Surendar and Mishra, R.C. (2012)." The Emergence of SWFs and Its Implications to Global Financial System: A Case Study of India", South Asian Journal of Management, 19(2), 23-36.

Singhania, Monica (2013)." CPC Bangalore: Business Process Redign", Decision, 40 (1-2),135-144.

## CONSUMER BEHAVIOUR

Damnjanovic, Vesna and Milicevic (2010)." The Study of the Serbian Young Consumer

Attitude towards Mobile Advertising ", Pranjana, 13(2),01-15.

Makgosa,Rina and Mabalane,Nchenesi (2011)." Fast Food Purchase Behaviour in Botswana: An Exploratory Study ", Indian Journal of Marketing, 41(11), 23-30.

Menon Balakrishnan and Raj V.P. Jagathy (2012)"Consumer Purchase Behaviour Model on Passenger Cars", AIMS International Journal of Management, 6(1), 41-58.

Mishra, Manit (2011)." Assessment of Influence of Materialistic Values on Consumption Innovativeness", Indian Journal of Marketing, 41(9), 23-30.

Neelmani, Nilesh (2011)." Consumer Attitude towards FMCGs: A Comparative Study of Private Labels and National Brands", Indian Journal of Marketing, 41(8),28-35.

Rajanikanth, M. (2011) "Consumerism: A Study on the Evoluation of the Consumer Movement", Indian Journal of Marketing, 41(10), 04-08.

Ramanathan, V. and Hari, K. (2011)." A Study on Consumer Perception about Organized Vs Unorganized Retailers at Kanchipuram, Tamil Nadu", Indian Journal of Marketing, 41(12),11-23.

Sharma, R. (2011). "An Investigation into Impulse Buying Behaviour Among Indian Urban Adolescents", Abhigyan,28(4),43-49. Sulthana, Nasrin and Murugan, Sakthivel

(2011)." A Study on Consumer Buying Behaviour of Home Appliances with Reference to LG Products", Indian Journal of Marketing, 41(12), 52-60.

Trivedi, Arti ; Suri, Beenu and Mishra, Saurabh (2011)." Moments of Truth: An Empirical Analysis of Indian Consumers ", Indian Journal of Marketing, 41(12),39-51.

Vani, G.; Babu, Ganesh and PAnchanatham N. (2011)." Consumer Buying Behaviour Model for Toothpastes ", Indian Journal of Marketing, 41(10), 57-67.

Vijayakumar,M. and Subburaj, B. (2011)." Housing Finance: An Analysis of Post Purchase Behaviour of Consumers ", Indian Journal of Marketing, 41(10), 23-31.

Yallatti,Ravasaheb M.(2011)." Buying Behaviour towards Life Insurance Policies and Services in Rural Area: An Empirical Study",Ethos 4(2), 70-80.

Customer Relationship Management

Andotra, Neetu and Chalotra, Vipul (2011)." Information Sharing in Managing Collaborative Relationship: An Analytical and Empirical Investigation ", Indian Journal of Marketing, 41(12),31-38.

Bapat, Dhananjay Bapat (2012)." Customer Relationship for Electronic Payment Products: An Empirical Investigation in INdia", Global Business Review, 13(1), 137-151.

Khan, Mohammed Nved (2011)." A Study

on CRM Practices for Public Sector Insurance Companies", Indian Journal of Training and Development, 41(4),49-58.

Roy,R.; Bhattacharya,A.K. and Sengupta,P.P.(2011)." A Comparative Study of Customer Satisfaction Between Two Indian Retail Brands", Global Business review,12(2),331-342.

Satish,S.M.and Bharadhwaj,Sivakumaran (2010)." Information Search Behaviour among New Car Buyers: A Two Step Cluster Analysis",IIMB Management Review,22(1-2),05-15.

Shruthi, V.K. and Devaraja T.S. (2011)." Building Customer Relations Through CRM: A Theoretical Framework of Software Services Firms in Banglore Cluster, Indian Journal of Marketing, 41(11),46-53.

Singh, Dalbir and Ram, tika (2011). "CRM Practices at Organizational Level in Banking Sector: An Empirical Study ", Pragyaan (9), 1, 14-19.

### E-COMMERCE BUSINESS

Gumussoy, Cigdem Altin and Calisir, Fethi (2010)." Acceptance of E-Reverse Auction Use: An Empirical Comparison of Models", **Pranjana**, 13(1), 16-26.

Sharma, Rajendra P.; Chittora, Gajendra and Saxena, Karumesh (2010)." An Empirical Study of E-Commerce Practices of Indian Organisations", **Managemetn and Change**, **14**(2), 231-240.

#### **ECONOMICS**

Banik, Nilanjan and Yoonus (2012)." Trade as an Answer to Sustainable economic Growth: The ECOWAS Stiry ",Global Business Review,13(2),311-326.

Bhaskaran, P. B. (2011)." Strategic Firm Response to Developing Economy Challenges", Global Business Review, 12(1), 71-86.

Bhatnagar, Vinod K. (2011)." Foreign Institutional Investors (FIIs) Investment in India: A Trend Analysis of Monthly Flows during January 2004-August 2010", Vishwakarma Business Review, 01(2), 25-34.

Bhola, Sarang S. and Zanvar, Priyanka S. (2011). "A Study of Investment Pattern of Socio Economic Class A1", Vishwakarma Business Review, 01(1), 14-22.

Chakravarty, S.L. (2011)." Exchange Rate Regime and Monetary Independence: The Indian Experience", Decision, 38(2), 34-50.

Das,koushik and Chakraborti, Pinaki (2013). "General Equilibrium analysis of Trade and Environment under alternative market Structure: A Computable General Equilibrium Study for India", Decision, 40(1-2),99-116.

Dash,A.K. and Padhi,H. (2011)." Corporate Consciousness: A Wakeup Call", Global Business Review,12(2),247-256.

Deb, Kaver and Basu, Partha (2012). "South Asian free area and its impact on exports of SAARC LDCs to India "Decision, 39(2),21-44.

Debasish, Satthya Swaroop (2010)."A Study of Granger Causality between Spot and Futures Prices for Selected Companies", Management and Change ,14(2),29-48.

Dhingra, Neerja (2012)." Future Prospects of Foreign Direct Investment Inflows to India", The Asian Economic Review, 54(1), 123-136.

Dixit, Shailja and Joshi, Manoj (2011)." Enhance Competitiveness of the Indian Automobile Industry: A Study Using Porters Diamond Model", Management and Change 15 (1-2), 181-202.

Dramani, John Bosco and Tandon, Francis (2012)." Economic Growth and Financial Development: Evidence from Ghana", The Asian Economic Review, 54(3), 449-470.

Gaan, Niharika (2012)." Collaborative tools and Virtual Team Effectiveness: An Inductively derived approach in Indias Sofware Sector", Decision, 39(1),5-27.

Ghosh,S.(2011)." Disinvestment, Lending Relationships and Executive Compensation: Evidence from the Indian Experience", Global Business Review, 12(2), 213-235.

Goel, Shuchi (2011)." Price Behaviour of Global Depository receipts", Journal of Banking,IT and Management,08(2),36-49.

Jamali, Mohammad Ali and Nor. Nor Ghani Md. (2012). "Growth of Firms in Manufacturing Sector: A Panel Data Analysis in Iran ", Global Business Review, 13(1),51-68.

Kaur, Mandeep and Sharma, Renu (2013). "Determinants of Foreign Direct Investment in India: An Empirical Study", Decision, 40(1-2), 57-67.

Kolluru,S. and Rao,B.(2011)." East Asian Experience on Growth and Equity: Lessons and Implications", Global Business Review, 12(2), 237-246.

Koul,Saroj and Atul V. (2012)" Good as New: The Promise of Revamping in the Indian Steel Industry", AIMS International Journal of Management, 6(2),137-151.

Kudachimath,Basavaraj S. and Chavan, V. M. (2011)." Impact of Foreign Investment Inflows on Indian Economic Indicators: An Empirical Analysis", Ethos 4(2), 13-23.

Lakshmanasamy, T. (2012). "Neuroeconomics: The Science of the art of Decision Making", The Asian Economic Review, 54(1),49-98.

Manonmani, M.(2012)." Analysis of Productivity in Indian Industries", The Asian Economic Review, 54(1),111-122.

Mathew,M; Mukhopadhyay, C. and Raju, D.(2012)." An Analysis of Patent Pricing", Decision, 39(1),28-39.

Mehrotra, Utkarsh (2012)." The Market Triumphs ", The Asian Economic Review, 54(1),137-158.

Mariappan,R.(2011)."Growth and Productivity of the Unorganized Manufacturing Sector in India",The Indian

Journal of Industrial Relations, 47(1), 20-35.

Mishra,P.K. (2011)." Causality between Credit Market Development and Economic Growth in India: Toda and Yamamoto Approach ", Vishwakarma Business Review,01(1),28-35.

Mishra, P.K. (2012)." The Nexus between Resource Mobilization by Mutual Funds and Economic Growth in India", Global Business Review, 13(1), 123-136.

Mishra, Sanjay Kumar and Mumar, Manoj (2012). "The Impact of perceived purchase risk on investment behaviour of mutual fund investors", Decision, 39(2), 3-20.

Mitra, Sudeshna and Gupta, Kausik (2012)." Foreign Capital, Wage Inequality and Welfare in the Presence of Technology ", The Asian Economic Review, 54(3), 557-564.

Mohapatra, Nihar (2011)." Economics of Ecotourism: A Study on Orissa", Indian Journal of Marketing, 41(7), 36-42.

Mukherjee Sulagna and Mahakud, Jitendra (2012)." Historical Market-to Book Ratio and Corporate Capital Structure: Evidence from India ", Global Business Review, 13(2), 339-350.

Mukhopadhyay, Kakali and Thomassin, Paul J. (2012). Impact of East-Asian Free Trade on the Environment: A ATAP Exercise, The Asian Economic Review, 54(1), 19-78.

Narayana, B.(2012)." An Economic nalysis of Agriculture in Andhra Pradesh", The Asian Economic Review,54(1),171-182.

Parasuraman, Balakrishnan and Rahman, Badariah (2011)." JCC in Malaysian Public Sector: Rhetoric or Reality ",The Indian Journal of Industrial Relations,47(1),78-88.

Pradhan, R. P.(2011)." Effects of Health Spending on Economic Growth: A Time Series Approach", Decision, 38(2), 67-83.

Raghuvanshi,Rinku (2010)." Economic growth of Uttarakhand: A Study", Pranjana,13(2),72-81.

Sakthive, N. (2010)." The Impact of Economic Value Added (EVA) on Shareholders Value: An Empirical Evaluation", Management and Change, 14(2),167-208.

Shahbaz Muhammad and Rahman, Mohammad Mafizur (2012)." The Dynamic of Financial Development, Imports, Foreign Direct Investment and Economic Growth: Cointegration and Causality Analysis in Pakistan", Global Business Review, 13(2),201-219.

Sharma, Meena (2011)." Market Valuation of Research and Development Investment by Indian Firms", Paradigm, XV, (1-2), 34-38.

Singh,,V.K.; Ahmad,N. and Pachori, P. (2011)."Empirical Analysis of GARCH and Practitioner

Black Scholes Model for Pricing S&P CNX Nifty 50 index Options", Decision, 38(2), 51-66.

Singh,D.(2011)." Casual Relationship

Between Macro-Economic Variables and Stock Market: A Case Study for India ", Abhigyan,29(1),18-27.

Sinha,anand (2012)."Changing Contours of Global Crisis Impact on Indian Economy",The Asian Economic Review,54(1),01-18.

Soltane, Bassem and Trigui, Borhen (2011)." Determinants of Repayment Performance in the Individual Microlending: Evidence from Tunisia", Finance India XXV (1),131-151.

Srikanth, maram and Kishore, Braj (2012)." FDI and Its Impact: An Empirical Investigation for the Measurement of Human Development, The Asian Economic Review, 54(3), 481-494.

Srivastava, Swami Prakash (2012)." GM/Bio Tech Crops and its Future Impact on Indian Economy: Issues and Challenges", SAJOSPS,XIII(1),09-21.

Sumanjeet (2012)." The Export Performance of Indian Economy During and Following the Global Financial Crisis", The Asian Economic Review, 54(3), 407-430.

Turan, Alexander (2012)." The European Debt Crisis: New Standards in Monetary Policy", SAJOSPS,XIII(1),73-77.

Vighneswara, Swamy (2012)." Euro Crisis: Implications for Banking Sector ", The Asian Economic Review,54(2),389-406.

Waheed, Abdul (2012)." Economic Uncertainty, Investment and Growth: Cross Country Empirical Analysis for Fifty

## **EDUCATION**

Developing Countries", The Asian Economic Review,54(1),159-170.

Waingade, Rajkumar A. (2011)." Disaggregated Analysis of Inflation in India", Ethos 4(2), 49-59.

Damle, Balkrishna D. (2011)." Educational Technology: An Overview ", Vishwakarma Business Review,01(2),69-73.

Gupta, Namrata and Sharma, R. R. K. (2011). Research Culture in Academia: A Conceptual Scheme and its Application", AIMS International Journal of Management, 5(1), 35-46

Limaye, Shirish and Tamhankar,S.(2011)." An Innovative Experiment in Business Education", Vishwakarma Business Review,01(1),59-65.

Marimuthu, M. and Ismai,Ishak (2012)." Service Quality in Higher Education: Comparing the Perceptions of Stakeholders", AIMS International Journal of Management, 6(2),87-100.

Marimuthu, Malliga, Ismail, Ishak (2012)." Service Quality in Higher Education: Comparing the Perceptions of Stakeholders ", AIMS International Journal of Management,06(02),87-100

Patil,Ravindra M.(2011)." Attrition of Fasculty at MBA and MCA Courses", Ethos 4(2), 97-102.

Phadke, Suniti (2011)." Consequences of Service Quality Linkage: An Insight from

an Empirical Investigation in Higher Education", Indian Journal of Marketing, 41(8),11-19.

Prasad, Sumit (2011)." training for Development of Professional Education ", Indian Journal of Training and Development, 41(4),05-12.

Sankpal,H. and Suryavanshi,S. (2011)." Inclusive Higher Education Through Earn and Learn ", Ethos,4(1),21-30.

Sharma, Lalit Kumar and Saxena, Vikas (2010)." Integration of Industry and Management Education: Future of India", Pranjana, 13(2), 82-91.

Srinagesh, Ch; Venkatswamy, Gopu and Swami, Sujendra (2011)." Technical Education: A Study on Skill Requirements", Indian Journal of Training and Development, 41(3), 65-73.

# ENTREPRENEURIAL MANAGEMENT

Ahmed, Zafar U.and Julian, Craig C. (2012)." International Entrepreneurship in Lebanon ", Global Business Review, 13(1), 25-38.

Ensign, P.C. and Robinson, N.P. (2011)." Entrepreneurs because they are Immigrants or Immigrants because they are Entrepreneurs? A Critical Examination of the Relationship Between the Newcomers and the Establishment ", The Journal of Entrepreneurship, 20(1),33-54.

Heilbrunn, S. and Davidovitch, L.(2011)." Juggling Family and Business: Work-Family

Conflict of Women Entrepreneurs in Israel", The Journal of Entrepreneurship ,20(1),127-141.

Kerr, G.and Armstrong-Stassen,M.(2011)." The Bridge to Retirement: Older Workers Engagement in Post-Career Entrepreneurship and Wage and Salary Employment ", The Journal of Entrepreneurship, 20(1), 55-76.

Koshy, Moli P. and Joseph, Mary (2011)." Women Entrepreneurs and the Pricing Dilemma", Indian Journal of Marketing, 41(9),16-22.

Patil, Anil S. and Gurav Annasaheb M. (2011)." Entrepreneurship in Wine Industries in Maharashtra", Ethos 4(2), 31-36.

Pradhan, Rabindra Kumar and Nath, Papri (2012). "Perception of Entrepreneurial Orientation and Emotional Intelligence: A Study on India's Future Techno-Managers", Global Business Review, 13(1), 89-108.

Sengupta, A.(2011)." Network Strategy and Access to Business Finance: Indian Entrepreneurs in the Information and Communication Technology Industry ",The Journal of Entrepreneurship ,20(1),103-126

Sen,Mitali ; Das, Niladri and Purbey,Shankar (2011)."A Framework for Identifying Key Drivers of Entrepreneurial Success in Jharkhand", Management and Change15(1-2),107-120.

Srivastava, N.and Srivastava, S. (2011)." An Empirical Study on Entrepreneurship in

India: Relationship with Organisation System, Rewards and Leadership", Abhigyan, 29(1), 10-17.

Dhar, Santosh and Dhar, Upinder (2011)." Ethics: Human Concern with No Superhuman Authority ", Indian Journal of Training and Development, 41(2),21-27.

Ganesh, Anjali (2011)." Managing Ethics at workplace: Means to Professionalism ", Indian Journal of Training and Development, 41(2),28-38.

Ghewari, A. A. (2011)." Social Responsible Business Practices of top 500 Companies in India ", Ethos 4(2), 01-12.

Maiti, Prasenjit (2011)." Is it Politics or Profits or Even Compassion? Unraveling the Motivations for Corporate Citizenship", Indian Journal of Training and Development, 41(1), 01-13.

Prabhu, V. and Kalita, Tanuja (2012)." Ethics and Legality of Euthanasia in Indian Context", SAJOSPS, XIII (1),22-25.

Rastogi, Himanshu; Gupta, Nimish and Shukla, Kamlesh Kumarv (2011)." Spirituality in Corporate Governance: A Mantra to Success ", Pragyaan (9), 1, 40-48.

Udayashankar, N. (2012)." Social Values from the Indian Constitution ", SAJOSPS, XIII (1), 63-64.

Agrawal, Deepak (2011)." Analytical Study on the Performance of Indian Mutual Funds", Finance India, XXV (2), 477-488.

#### **ETHICS**

**FINANCE** 

Arora, S. and Meenu (2012)." Microfinance interventions and customer perceptions: A Study of Rural Poor in Punjab ", Decision,39(1),62-76.

Banerjee, Pradip and Banerjee Prithviraj S. (2012). "Signalling Hypothsis and Clientele Shifts: Evidence from Indian Stock Splits", Global Business Review, 13(2), 297-309.

Banerjee, Pradip and Banerjee, Prithviraj S. (2010)." The Informatio Content and Stock Return Behaviour around the Stock Splits: Evidence from India ", Paradigm, XIV, (2), 64-77.

Bhatt,p.R. (2011)." Is FDI Led Exports in New Zealand? ", Prajnan,XXXXIX(4),247-262.

Bihari, Suresh Chandra and Basu, Amrita (2010)." Impact of the Global Meltdown on the Treasury Income of Indian Public Sector Banks", Management and Change, 14(2),259-274.

Bile, Vijay K. and Patil, Parasharam B. (2011). Financing to Small Scale Industries by Maharashtra State financial Corporation in Kolhapur Region Ethos 4(2), 81-92.

Chandra, H.C.; Vashishta, Arvind (2011)." Government of Uttar Pradesh of India-assisted Kamdhenu Project Combined with Sound Financial Management Practices by Sanjay Gandhi Postgraduate Institute of Medical Sciences Provides Affordable Healthcare for Below Poverty Line Patients", Journal of Financial Management and Analysis, 24(1),73-83

Charumathi,B. and Kota,Hima Bindu (2012)." On the Determinants of Derivative Usage by Large Indian Non-financial Firms", Global Business Review, 13(2),251-267.

Chauhan, Gaurav and Kanagaraj, A. (2011)." Can Risk Monitoring of Banks by Subordinate Debt be made Effective by Non-Diversified Investors? Investments by Sector Specific Mutual Funds in India", Prajnan, XL(1),07-35.XL(1),37-61.

Chhikara, Sudesh (2011)." The Syndication of Private Equity: Evidence from the UK", Finance India XXV (1),63-83.

Chikara, Rajendra Singh (2011)." Segmental Reporting and its Linkages to Transfer Pricing Mechanism", Finance India XXV (1),85-115.

Choudhary, Masudul Alam (2011)." A knowledge: Induced Measure of Financial Volatility: Theoretical Exploration", Finance India, XXV(2), 405-414.

Dave, Ashvin (2012)." Financial Management as a Determinant of Profitability: A Study of Indian Pharma Sector", South Asian Journal of Management, 19(1), 124-137.

Gayathridevi, A. and Mallikarjunappa, T. (2012)." An Empirical Study on the Determinants of Divident Policy of firms "AIMS International Journal of Management,6(1),1-22.

Goyal, S. (2011)." Study of Capital Structure

and Pecking Order Dimension and Shareholders Interest in Media Industry: A Comparative Study of Zee TV and NDTV", Abhigyan,28(4),19-29.

Gupta, L.C. (2011)." Share Trading in India: A Historical Perspective and the Present Situation", Prajnan, XXXIX (4), 299-308.

Hassan, Md.Mahmudul (2012)." Foreign Investment, Foreign Trade and Growth Nexus in Bangladesh: A Multivariate Cointegration Analysis", The Asian Economic Review, 54(3), 431-448.

Jayabal,G. and Kasilingam R.(2011)." A Study on Sources of Information among Different Segment of Investors ", Finance India,XXV(2),507-524.

Joshi,H.and Dutta,V.(2011)." Does Foreign Market Listing results into Greater Foreign Institutional Ownership and Better market Co-Integration: evidence from Indian Listed on New York Stock Exchange", Abhigyan,29(1),01-09.

Kalyani, Brinda and Ganeshan K. P. (2011). "Financial Problems Faced by small Scale Entrepreneurs in SIDCO Industrial Estates", Vishwakarma Business Review,01(1),66-72.

Kar, Sujata (2013)." Exploring the Casual Link between FDI and Human Capital Development in India ", Decision, 40(1-2), 03-13.

Kumar, D.N.S. (2011)." Impact of Financial Engineering on Cluster Development: Based on Case Study of Belgaum Foundry Cluster, Karnataka State of India Empirical

Research Findings", Journal of Financial Management and Analysis, 24(1), 84-96.

Kumar, Dilip and Maheswaran (2012)." Testing the Martingale Hypothesis in the Indian stock Market: Evidence from Multiple Variance Ratio Tests", Decision, 39(2), 62-85.

Kumar, Dilip and Maheswaran, S. (2013)." Modeling persistence and Long Memory under the impact of regime shifts in the PIGS Stock Markets", Decision, 40(1-2),117-134.

Kumar, Rakesh and Dhankar, Raj (2011)." Distribution of Risk and Return: A Test of Normality in Indian Stock Market ", South Asian Journal of Management, 18(1), 109-118.

Li,Ji ;Cai,Zhenyao ;Zhu,Hong and Shi,Shengping (2012)." Symbiotic Venture and Social Capital : The Effects of Market Orientation on Small Entrepreneur Firms in China ", South Asian Journal of Management,19(1),07-31.

Maitra,debasish and Dey,Kushankur (2012)." Dividend Announcement and Market Response in Indian Stock Market: An Event-Study Analysis", Global Business Review,13(2),269-283.

Majumdar, R. (2012)." On the determinants and role of secured and unsecured borrowing: Evidence from the Indian Corporate Sector", Decision, 39(1), 40-54.

Manickam, M. and Senthilkumar, G. (2011)." Stock Return, Size and Market to Book

Ratio: Evidence from Selected Indian Industries", Finance India, XXV(2),415-427.

Manjunatha T and Mallikarjunappa T.(2012)."An Empirical Testing of Five Model in Indian Capital Market ", AIMS International Journal of Management,6(1),73-86.

Maran, K. and Sarangi, Pravat Kumar (2011)." Financial Performance of Software Companies in the Global Recession with Reference to India", Finance India, XXV (2), 461-475.

Mishra, Bikash Ranjan (2012)." The Idiosyncrasy of Indian Manufacturing Firms and FDI Flows", The Asian Economic Review, 54(3), 537-556.

Muthamizh D. and Murugavel, Vendan (2011)." Users Attitude on RTGS Services: A Statistical Analysis ", Management and Change 15(1-2), 137-147.

Negi,Divya and Dangwal, R.C. (2011)." Role of Self Help Groups and Microfinance in the Empowerment of Women in Uttarakhand ", Journal of Banking,IT and Management,08(2),03-22.

Pal, Shrabanti and Bhattacharya, Madhua (2013)." An Empirical study on the financial health of the main steel producing segment in India: Application of Factor analysis and Multiple Regression analysis", Decision, 40(1-2), 47-55.

Panda, Swati (2012)." Factors Affecting Capital Structure of Indian Venture Capital Backed Growth Firms", South Asian Journal

of Management, 19(1), 98-123.

Pillai, K.R. and Rao, M.S. (2012)." FDI Trends in India: A Multi-Dimensional Analysis", The Asian Economic Review, 54(2), 471-480.

Pradhan Rudra P.(2011)." Forecasting Stock Price with Artificial Neural Networks ", Prajnan, XXXIX (4), 263-286.

Pradhan, Rudra P. and Mukhopadhyay (2013). "Financial Development, Social Development and Economic Growth: The Casual Nexus in Asia", Decision, 40(1-2), 69-83.

Puri, Himanshu (2010)." Performanc Evaluation of Balanced Mutual Fund Schemes in Idian Scenario ", Paradigm, XIV, (2), 20-28.

Revathy,B. and Kailash, M.(2012)." impact of Microfinance on Empowerment of Women: An Empirical Study of SHGs in Guntur District", The Asian Economic Review,54(1),183-200.

Roy, Malay Kanti and Roy, Hirak and Ghosh, Surajit (2011)." Estimating the Tails: Application of ETV in Indian Capital Market", Prajnan, XL(3), 215-234.

Sahoo, Seshadev and Rajib, Prabina (2013)." Comparable firms P/E multiple and IPO valuation: an Empirical investigation for Indian IPOs", Decision, 40(1-2), 27-46.

Sedaghat, P. and Joshi, S.L. (2011)." Institutional Explanations Theory as Factors Affecting Under pricing of Initial Public

Offerings (IPOs) ", Ethos,4(1),10-20

Selvam, M, Indhumathi, G. and Lydia, J. (2012)." Impact on Stock Price by the Inclusion to and Exclusion from CNX Nifty Index", Global Business Review, 13(1),39-50.

Shanmugham, R. and Zabiulla (2010)." Performance of Managed Portfolios: A Study with Reference to Pharma Funds in India", Pranjana, 13(2), 47-59.

Shanmugham, R. and Zabiulla (2012). "Pricing Efficiency of Nifty BSES in Bullish and Bearish Markets", Global Business Review, 13(1), 109-121.

Sharma, Anil K., Kumar, Satish and Singh, Ramanjeet (2012)." Value Relevance of Financial Reporting and its Impact on Stock Prices: Evidence from India ", South Asian Journal of Management, 19(2), 60-77.

Sharma, A.K. and Kumar, S. (2011)." Effect of Working Capital Management on Firm Profitability: Empirical Evidence from India", Global Business Review,12(1),159-173.

Singh, Prakash (2011)." Performance Analysis of Microfinance Institutions in India: What Drives their Valuation", Prajnan,XL(1),07-35.

Singh, Ranjit and Bhowal, Amalesh (2010)." Comparative Analysis on the Performance of IPOs in the Bullish and Bearish Market", Pranjana, 13(2),27-37.

Singla, Harish Kumar (2011)." Does Firm

Size Affect Profitability? An Empirical Investigation of Indian Textile Industry", Paradigm,XV,(1-2),18-25.

Singla, Harish Kumar (2011)." Financial Inclusion: A Survey in Mohali-Panchkula-Chandigarh Tricity", Prajnan, XXXIX(4), 287-298.

Srivastava, Aman (2012)." Foreign Direct Investment and Stock Market Development: Evidence From India", The Asian Economic Review, 54(3), 529-536.

Swamy,M.R. Kumara (2011)." Financial Management Analysis of Money Laundering,Corruption and Unethical Business Practices: Case Studies of India: Nigeria and Russia", Journal of Financial Management and Analysis,24(1),39-51.

Tardivo, Giuseppe and Bresciani, Stefno (2011)." Internal Dealing and Insider Trading: Focus on Financial Market Discipline in Italy Empirical Research Findings", Journal of Financial Management and Analysis, 24(1), 24-38.

Tripathi, Vanita and Sethi, Shruti (2012)." Inter Linkages of Indian Stock Market with Advances Emerging Markets", The Asian Economic Review, 54(3), 507-528.

Tupe,Sanjay (2011)." An Empirical Investigation of the Nexus between Financial Infrastructure and Economic Development in India", Finance India XXV (1),117-130.

Vanitha,S. (2012)." Aggregate Economic

Variables and Indian Stock Market", SAJOSPS, XIII(1),84-91.

Viswanathan, K.G. and Shah, Ronak (2011)." The Performance of Cross Listed Firms from Developing Countries: Evidence from BRIC Cross Listing in the U.S., AIMS International Journal of Management, 5(1),01-20

Worku, Gardachew (2011)."Impact of Financial Liberalization in Ethiopia An Evaluative Study", AIMS International Journal of Management,5(2),93-106

"Gani, Abdul and Ara,Roshan (2010)." Correlates of Work-Family Conflict among Dual Career Women", **Management and Change**, 14(2),145-166.

Bharathi, S. Vijaykumar; Vaidya, Omkarprasad and Parikh, Shrikant (2012). "Prioritizing and Ranking Critical Success Factors for ERP Adoption in SMEs" **AIMS International Journal of Management, 6**(1),23-40.

Bhat, Mohd. Shafi (2012)." Trajectory of Kashmiri Identity", **SAJOSPS, XIII**(1), 60-62.

Bhat, Mushtaq Ahmad (2012)." Tourism Service Quality: A Dimension-specific Assessment of SERVQUAL", Global Business Review, 13(2), 327-337.

Bose, Indranil (2011)." Contemporary Trends of Expatriate Compensation in India: An Overview", **Vishwakarma Business Review,01**(1),48-53.

**GENERAL** 

Chavan, S. R. and Gotmare, Dilip (2011)." Corporate Governance: Changing Business Scenario", **Vishwakarma Business Review**, **01**(2),74-77.

Chawla, D. and Sondhi, N. (2011)." Assessing Work Life Balance Among Indian Women Professionals", **The Indian Journal of Industrial Relations"**, **47**(2), 341-352.

Chen, Hui Chuan and Prater, Edmund (2012) "Police Presence as a Mediator on Crime Incidents and Residential Property Values", **AIMS International Journal of Management**, 6(1), 59-72.

Das, Debabrata (2011)." Deterioration in Public Transport: A Boon for Personal Vehicles", **AIMS International Journal of Management**, 5(2),141-151.

Dastidar, Surajit (2011)." Efficient Partitioning and Routing of Shipments in a Time Schedule Network", **AIMS**International Journal of Management, 5(1),63-74.

Diwan, Parag; Dubey, Rameshwar and Tiwari, Saurabh (2011)." The Vehicle Routing Problems with Backhaula (VRPB) Option: A Customer Centric Approach Algorithm, AIMS International Journal of Management, 5(2), 131-140.

Dawer, Aashita (2012). "Inclusive Growth: Significance of the Manufacturing Sector", **The Asian Economic Review, 54**(1), 99-110.

Fernandes Denzil and Paul,Bino (2011)." Social Network of Migrant Construction

Workers in Goa", **The Indian Journal of Industrial Relations,47**(1),65-77.

Ganaie ,Muzaffar Ahmed (2012)." Revisiting 123 Agreement and the Hyde Act: What it Means for India and the United States?", **SAJOSPS,XIII**(1),26-30.

Ganesh, Anjali (2010)." Extrapolating Group Decision Making: Means to Overcome Group-Think", **Management and Change**, 14(2),241-258.

Gnanakumar,P. Baba (2012)." Social Fluidity Mapping System: A Way to Reduce Social Stigma in Business Failures ", **South Asian Journal of Management, 19**(1),32-50.

Gholampoor, M.; Kharche, R. M. and Pathade, G. R. (2011)." The Status of Confused Market and BT Brinjal in India: A Review ", **Ethos,4**(1),39-48.

Gupta, Anandra Das (2012)." Corporate Social Responsibility and Strategy: A Birds Eye View", **Global Business Review,13**(1),153-165.

Huang, Z.; Han, X. and Roche, X.(2011)." The Dilemma Facing Strategic Choice of Entry Mode: Multinational Hotels in China", **Global Business Review, 12**(2), 181-192.

Imhanlahimi, Joseph E. and Idolor, Eseoghene Joseph (2011). "Methodological Analysis of Pension Administration in Nigeria: Questionnaire Survey Findings Lessons for Developing Countries", **Journal of Financial Management and Analysis,24**(1),52-72.

Intodia, Vijay (2011). "Mandatory Nutritional Labeling and Implications for Indian Food Companies", **Indian Journal of Marketing**, **41**(8),20-23.

Iyer, Chidambaran G.(2011)." Elasticity of Substitution and Returns to Scale in Indian Chemical Industry", **The Indian Journal of Industrial Relations**, **47**(1), 36-42.

Jain, Monika (2012). "Philanthro-Capitalism : Re-Modeling the Philanthropic Paradigm", **Decision,39**(2),45-61.

Jayalakshmi, K. (2011). "Strengthening Local Capacity for Local Governance in Panchayati Raj Institution: Indian Experience", **Indian Journal of Training and Development, 41**(3), 74-80.

Kademani, B.K. Sangameshwara (2011)." Technological Change in Dryland Ragi Cultivation between DPAP-Watersheds and Non-watersheds Farmers in Chitradurga District", **Finance India, XXV** (1),153-162.

Kalaiselvi, P.and Somasundaram M.(2011)." World Wide Dairy Development: At a Glance", **Indian Journal of Marketing**, **41**(7),43-50.

Kalliath, Praveen and Kalliath, Thomas (2011)." When Work Intersects Family: A Qualitative Exploration of the Experiences of Dual Earner Couples in India", **South Asian Journal of Management**, **18**(1),37-59.

Kathirvel, N. (2011)." A Study on the Satisfaction Level of Betel Leaf Farmers in

Tamil Nadu with Reference to Karur District", **Indian Journal of Marketing**, **41**(7),57-64.

Kaur, Gurvinder and Bawa, Anupam (2011)." Measuring Country Image: Validity and Reliability Results of General Country Attitude Scale", **Management and Change15**(1-2),23-58.

Kellogg, J.; Higgs, C and Lila, M.(2011)." Prospects for Commercialisation of an Alaska Native Wild Resources as a Commodity Crop", **The Journal of Entrepreneurship, 20** (1),77-101.

Khanna, Kamini (2011)." Agriculture Development in the Bordeer and Non-Border Districts of Punjab: A Comparative Analysis", **Finance India,XXV**(2),489-506.

Kumar, A. and Manohar, V.(2011)." An Evaluation of the Size in the Management of Inventory in Tamil Nadu Cement Industry ", **Abhigyan,28**(4),59-61.

Kumar,H.(2011)." Corporate Social Responsibility (CSR): A Welfare or Way of Life (A Special Reference to Business Organizations in the State of Chhattisgarh)", **Abhigyan,29**(1),49-55.

Mahanawar, T.D. (2011)." A Study of Management of Sheep Rearing Occupation in Satara and Sangli Districts of Western Maharashtra", **Ethos, 4**(1), 31-38.

Mir,Parvez A. (2011)." An Empirical Investigation in Delivering QualityHealthcare Services to Patients ", Indian Journal of Marketing,41(11),31-37.

Momen, Nurul (2012)." Regulatory Problems in Elections in Nepal", **SAJOSPS, XIII** (1), 05-08.

Naidu, Jaideep (2011)." A New Algoritham for a Special Structure of the Single Machine Tardiness Problem", **AIMS** International Journal of Management, 5(1),21-20

Nath, Ashish (2011)." Technology Transfer and RD in the Indian Chemical Industry", **The Indian Journal of Industrial Relations**, **47**(1),43-51.

Panigrahi, Rajeshwari and Raut, K. C. (2011)." Corporatisation of Agriculture in India: A Study of Contract Farming ", **Pragyaan (9)**,1,29-39.

Pati,S.P. and Kumar,P.(2011)." Work Engagement: A Rethink ", **The Indian Journal of Industrial Relations",47**(2),264-276.

Pattnaik,M.(2012)." An EOQ model for perishable items with constant deman and instant deterioration ",**Decision**,39(1),55-61.

Ramlugun, Vidisha Devi and Tesha, Seewoo (2011)." Corporate Governance and Earning Management: Empirical Evidence from Mauritian Listed Companies", Vishwakarma Business Review, 01(2), 35-43.

Sabarinathan,G. (2011)." Attributes of Companies Making IPOs in India: Some Observations ", **South Asian Journal of Management,18**(1),83-108.

> Sabharwal, N. and Soch, H.(2011)." Confirmatory Factor Analysis of Determinants of Service Recovery", Global Business Review, 12(2),297-318.

> Sahu, Mrutuyanjaya (2012)." Industrialisation, Marginalisation and Contemporary People's Movements in Odisha", **SAJOSPS,XIII**(1),49-59.

Salwan,P.and Satarkar,S.(2011)." Growth in Adverse External Circumstances: A Study of Indian public Sector Telecommunication Company", The Indian Journal of Industrial Relations",47(2),235-252.

Satsanngi, Rupali and Hazra, Ayan (2012)." An Analytical study of Developing Gender Equality through Watershed Development Programme in India (With Special reference to Chhattisgarh) ", **SAJOSPS,XIII**(1),31-38.

Shaikh,M.S.; Borhade, S. N. and Ghorpade, V.S.(2011)." Problems and Prospects of Textile Industry in Solapur", **Ethos,4**(1),49-59.

Sharma, Amalesh and Borah, Sourav Bikash (2011)." Forecasting the Ensuing Impact of 3G On Business Practices in India: An Exploratory Analysis", Indian Journal of Marketing, 41(9),31-37.

Sharma, E. (2011). "Global Adjustment Perspectives of Indian Professionals", **Global Business Review**, **12**(1),87-97.

Sidhu, L. K. and Punia, Sumandeep Kaur (2012)." State Assembly Elections in India - 2011: West Bengal, Assam, Tamil Nadu,

Punducherry and Kerala", **SAJOSPS**, **XIII**(1),44-48.

Singh, Anita (2011)." Background Verification in IT Company: An Empirical Study", **Vishwakarma Business Review,01**(2),44-50.

Tiwari, Munish Kumar (2011)." Process of Learning with New Models and New Processes", **Indian Journal of Training and Development, 41**(3),44-52.

Verma, Manish " A Fixed-penalty Cost and Expected Consequence approach to Planning and Managing Intermodal Transportation of Hazardous Materials ", AIMS International Journal of Management, 6(2), 101-118.

HUMAN RESOURCE DEVELOPMENT

Ahuja,y.L. (2011)." Faculty and Trainer Motivation and Effectiveness in Global Competitive Environment", **Indian Journal of Training and Development**, **41**(3),29-43.

Akhtar, Mohd; Sushil and Mittal, R. K. (2010)." Enterprise Performance Management Maturity: A Conceptual Model and Research Issues", Managemeth and Change, 14(2), 79-96.

Bhatt,Prachi (2011)." Quality of Work Life in Changing Business Dynamism: A study on Perceptual Difference in Public and Private Sector", **Vishwakarma Business** 

#### **Review,01**(2),01-08.

Biswas, Soumendu (2011)." The Influence of Transformational Leadership on Organisational Citizenship Behaviour when Mediated by Job Involvement: Evidence from India", **Management and Change 15** (1-2),149-166.

Chakraberty, Shampa and Sengupta, Atri Roy (2011)." Competencies and their Effect on Productivity", **Management and Change 15**(1-2), 59-78.

Chaturvedi, Vijit and Arora, Suman (2011)." Factors Affecting Training Decision of Middle Level Employees in Automobile Industry: A Study with Reference to Automobile Industry in NCR", Indian Journal of Training and Development, 41(4),19-30.

Chetty, C. Karuppan and Giridharan , K. S. (2011)." Unexplored Myths of On-Line Induction Training Programme", Indian Journal of Training and Development, 41(3),22-28.

Chimote, Niraj Kishore (2011)." Training Programmes: Evaluation of Trainees Expectations and Experience", **Indian Journal of Training and Development**, **41**(4),39-48.

Chimote, Niraj Kishore (2011)." Measurement of Efficacy of Training Programme: An Empirical Study of Employee's Perspectives", **Indian Journal of Training and Development, 41**(1),40-55.

Dhammika, K. A. S; Ahmad, Fais Binand Sam, Thi Lip (2012)." Job Satisfaction, Commitment and Performance: Testing the Goodness of Measures of Three Employee Outcomes", **South Asian Journal of Management**, 19(2),07-22.

Dumblekar, Vinod (2010)." Interpersonal Competitiveness: A Study of Simulation Game Participants Behaviour", **Paradigm**,XIV,(2),13-19.

Dwivedi, Harsh and Choudhary, Smita (2011)." Leadership Styles of Managers of Top Three IT Companies", **Indian Journal of Training and Development, 41** (2), 39-49.

Gautam, V. and Upadhyay, J.P. (2011)." Enhancing Effectiveness of Employee Performance Management System: Strategy, Organisational Cultural Fit Model", **Abhigyan,29** (1),28-39.

Ghosh, Ayan and Aggarwal, Rashmi (2011)." Directors Remuneration: Various Issues Relating to Firm Performance", **Paradigm**, **XV**, (1-2), 93-101.

Inamdar, V. H. (2011)." Disruptive innovations: A Key to Innovative India", **Vishwakarma Business Review,01**(1),54-58.

Indartomo, Setyabudi and Chen, Chun-Hsi Vivian (2011)." Moderating Effects of Tenure and Gender on the Relationship between Perception of Organizational Politics and Commitment and Trust ", **South Asian Journal of Management**, **18**(1),07-37.

Jain, N. (2011)." Leadership Insights from Jaina Text Saman Suttam", **Global Business Review**, **12** (1), 21-36.

Jain, Neera and Malhotra, Puneet (2010)." Communication Strategies for Job Satisfaction and Employee Engagement in Indian IT Sector", **Management and Change**, 14 (2),97-126.

Jena, L.K. (2011)." Beyond Kirkpatrick Model the ROI Implementation in Training Evaluation", **Indian Journal of Training and Development**, **41**(3),16-21.

Kannan, R. and Pillai, Perumal (2011). An Overview on the Labour Markets Agitation Due to Globalisation, Indian Journal of Training and Development, 41(1),29-39.

Krishnan,Sandeep K. and Singh,Manjari (2011)." Strategic Human Resource Management: A Three Stage Process Model and its InInfluencing Factors", **South Asian Journal of Management,18**(1),60-82.

Kumar, Surendra; Yadav, Manoj P.S. and Chowdhary, Nimit (2010)." Organising Human Resource Management Function in Small Hospitals", **Pranjana, 13**(2), 16-26.

Luxmi and Suri, Gummala (2010) "Relationship between Learning Organization and Organizational Effectiveness: An Empirical Study of Few Selected Information Technology (IT) Firms in India", Management and Change, 14 (2), 49-78.

Marken, Rohit and Marken, Gagandeep (2011)." An Empirical Study on Employee Turnover from Five Star hotels in India ", Indian Journal of Training and Development, 41(1),65-71.

Mathew, Anita T. (2012)." Human Resource Occupation: Expanding Competencies in Indian Organizations", **Global Business Review, 13**(1), 69-88.

Narang,Leenu and Kang,Lakhwinder Singh (2011)." Human Resource Management Practices and Organizational Commitment in Indian Context", **Prajnan,XL**(2),87-98.

Narang,leenu and Kang,Lakhwinder Singh (2011)." Human Resource Practices and Organizational Trust: An Empirical Study", **Paradigm, XV**,(1-2),66-71.

Narkhede, Parag Arun and Lathi, B.J. (2011)." Corporate Mergers and Human Resource vis-a-vis Finance", **Vishwakarma Business Review**, **01**(2), 51-57.

Reddy,Krishna ;Vranda,M.N. and Ahmed,Atique (2011)."Work Life Balance Among Married Women Employees", Indian Journal of Training and Development, 41(2), 01-11.

Sen,R.(2011)." Industrial Relations at Maruti-Suzuki," **The Indian Journal of Industrial Relations'',47**(2),191-205.

Singh, Anupriya (2012)." Performance Management System Design, Implementation and Outcomes in Indian Software Organizations: A Perspective of HR Managers", **South Asian Journal of** 

### **Management, 19**(2), 99-120.

Singh, B. N. Balaji (2011)." A Comparative Study of the Requirement of Additional Training Programs for the Students Belonging to Aided,Self Financed and University Engineering Colleges in Banglore", Indian Journal of Training and Development, 41(1),56-64.

Singh,S.K.(2011)." Leadership and Organizational Learning in Knowledge Management Practices in Global Organizations", **The Indian Journal of Industrial Relations'',47**(2),353-365.

Srivastava, Shalini (2011)." Analysing the Impact of Mentoring on Job Burnout - Job Satisfaction Relationship: An Empirical Study on Indian Managers", **Paradigm, XV**, (1-2),48-57.

Sulphey,M.M. and Bhaskar,Az-Har (2011)." Balance Scorecard: A Tool for Delivering Breakthrough Performance", **Indian Journal of Training and Development, 41**(2),12-20.

Verma, M. D. and Managaraj, Sujata (2011)." Work Life Balance: A Tool for Managing and Retaining Talents", **Indian Journal of Training and Development**, **41**(3),01-15.

Waris, Amtul and Singh, Y. V. (2011)." Women Farmers Training Needs and Relevant Training Programs for Livehood Security in Arid Areas of Rajasthan", Indian Journal of Training and Development, 41(2),70-75.

# INFORMATION TECHNOLOGY

Bhasin, Sonali and Metilda, Mary (2011)." Using Agile Development in Mature/Legacy Software Products and Lessons Learned", **Journal of Banking, IT and Management, 08** (2),23-35.

Chowdhary, Anupama ; Singh, Ram and Jayani, Kapil Kumar (2011)." Impact of Data Quality on Performance of Data Mining tools: An Analysis", **Journal of Banking, IT and Management**, **08**(2), 62-72.

Dasgupta,M.; Gupta,R.K. and Sahay,A. (2011)." Linking Technological Innovation, Technology Strategy and Organizational Factors: A Review", Global Business Review,12(2),257-277.

Kak, Anjana (2010)." Significance of Technology Management and Core Competence for Competitive Sustenance ", Management and Change, 14(2), 209-230.

Karma, Ashok Kumar (2012)." Technology as an Effective Tool to Reduce Mass Poverty: A Study of GramSat E-governance Programme and KBK Districts; Odisha", **SAJOSPS, XIII**(1),65-72.

Mohite, Babasaheb J. and Kumthekar, Dilip and Joshi, Milind J. (2011). "E-Computing Security in Cooperative Sugar Industry: Status and Challenges with reference to Warana Sakhar Karkhana", **Ethos 4**(2), 60-69.

Murale, V.; Raju, G. Prageetha and

Preetha,R. (2011)." An Malmquist Dea Approach on Intellectual Capital Efficiency Utilisation of Selected Indian Firms", **Management and Change15**(1-2),79-106.

Sangvikar, Vaishali and Chitale, C.M. (2011)." Information Technology Service and Network Connectivity initiatives in rural India", Vishwakarma Business Review, **01**(2),78-85.

Saxena, Anant (2011)." Blogs and their Impact on Purchase Intention: A Structural Equation Modelling Approach", **Paradigm**, **XV**,(1-2),102-110.

Venkatesh, V. and Goyal, S. (2010). "Expection Disconfirmation and Technology Adoption: Polynomial Modeling and Response Surface Analysis", MIS Quarterly, 34(2), 281-304.

Wang,P.(2010)." Chasing the Hottest IT: Effects of Information Technology Fashion on Organizations", **MIS Quarterly**, **34**(1), 63-86.

Kollias, Christos and Mastronikolos, Apostolos (2011)." Empirical Examination of the Impact of Terrorist Attacks: Newyork, Madrid, London On Stock Returns: Cross Stock Market Study", **Journal of Financial Management and Analysis,24**(1),01-23.

Kumar, Rohit and Singh, Manjit (2010)." Using Servqual Model for Comparative Service Quality Analysis of the Indian Non-Life Insurance Sector", **Paradigm**, **XIV**, (2),56-63.

#### **INSURANCE**

Negi, Meenakshi and Kaur, Parmjit (2010)." A Study of Customer Satisfaction with Life Insurance in Chandigarh Tricity ", **Paradigm, XIV**,(2),29-44.

Sharma, Deepa (2010)."Redress of Insurance Consumers grievances: A Study of Company Executives Perception", **Paradigm, XIV,**(2),01-12.

Silva, Bernadette and D'Silva Stephen (2011)." A Study on the Factors Influencing the Insurance Coverage of the Girl Child in India: An Empirical Study ", Indian Journal of Marketing, 41(11),15-22.

## KNOWLEDGE MANAGEMENT

Chawla,D. and Joshi,H.(2011)." A Comparative Study of Knowledge management Assessment in Business Excellence Awarded and Non-awarded Organizations in India", Global Business Review, 12(2),279-295

Chawla, D. and Joshi, H. (2011). "Knowledge Management Across Various Hierarchical Levels in Indian Organizations: A Comparative Study", **Abhigyan, 28**(4), 06-18.

Jagdale, Prakash (2011)." Use of Expert Model and Knowledge Management ", **Journal of Banking, IT and Management, 08** (2), 73-80.

Markale, Aditi (2011)." A Study of the Knowledge Management Systems in

Software Dependent Organisations", **Vishwakarma Business Review**, **01**(1),73-77.

Singh, Nityanand and Javadekar, Prachee (2011)." Supply chain Management of Perishable Food Products: A Strategy to Achieve Competitive Advantage through Knowledge Management ", Indian Journal of Marketing, 41(10), 32-44.

Tiwari,B.K.(2012)."Speedly Trial Is A Fundamental Right", **SAJOSPS, XIII** (1), 39-43.

MARKETING MANAGEMENT

Anandaraj, P. and Chinniah,V. (2011)." A Study of the Marketing Problems of Mango Growers (Using Factor Analysis) in Madurai District, Tamil Nadu ", **Indian Journal of Marketing**, **41**(12),24-30.

Bhat, Anil (2012). "Price Quality Tradeoff: An Integrative Review of Theory and its Implication for Marketing Practice", **AIMS International Journal of Management**, **6**(2),153-166.

Dhyani,Atul and Bist,Manoj (2010)." Preferences and Attitude of Indian Consumers towards Foreign Brands: With Reference to Durables", **Journal of Banking IT and Management,7**(1),54-64.

Bhat.Anil (2012)." Price Quality Tradeoff: An Integrative Review of Theory and its Implication for Marketing Practice ", **AIMS** International Journal of Management,

LAW

**06**(02),153-166.

Joshi, Sandhya (2011)." A Study of Service Quality and Customer Satisfaction across Various Service Providers in the Telecom Sector ", **Indian Journal of Marketing**, **41**(9),55-61.

Kapoor,Neeru and Renu(2010).Brand Choice Behaviour of Consumers (A Perceptual Profile)" **Journal of Banking,IT and Management, 7**(2),61-70.

Karthikeyan, K. (2010)." An Empirical Study on Indian Retail Shopping Behavior", **Pranjana**, **13**(1),88-97.

Kaushal, Shailesh K. (2011)." A Survey of Teenagers Apparel Purchase Behaviour: Fashion Apparels, Promotion, Reference group and Body Cathexis", **Paradigm**, **XV**, (1-2), 72-82.

Mandal, Kaushik and Roy, Koushick (2012)." Impact of Marketers Influence Strategies on Distribution Channel Partners: A Comparision Among Distribution Channel Partners", **South Asian Journal of Management,19**(1),82-97.

Mendiratta, Ankita and Mehta, Vinayak (2011)." effectiveness of Media in Mobilizing People Towards Social Causes and Companies ", **Indian Journal of Marketing**, **41**(12), 04-10.

Mahapatra, Sabita; Sreekumar and Mahapatra, S. S. (2010)." Attribute Selection in Marketing: A Rough Set Approach", **IIMB Management Review, 22**(1-2),16-24.

Naik,Subhash S. and Reddy,Y.V.(2011)." The Influence of Decision Makers Characteristics on Export MArketing Performance", **Vishwakarma Business Review,01**(1),06-13.

Nsimbi, Catherine Phambuka (2011)." Relationship Building As a Marketing Strategy: A Conceptual Guide for African Exports", **Indian Journal of Marketing**, **41**(8),03-11.

Parekh, Mohit (2011)." GCMMF: Preempting Competition with an Innovative Business Model", **Indian Journal of Marketing**, **41**(8), 24-27.

Prasad, M. V. Rama (2011)." Marketing in Global Economic Turbulence: Role of B-schools in Grooming Management Graduates", Indian Journal of Marketing, 41(8),52-55.

Ramakrishna H. (2011)." Marketing of Tourism Products in Karnataka: Policy Implications ", **Indian Journal of Marketing**, **41**(11),38-45.

Ramesh, G. (2011)." Standardization Vs Adaptation of Marketing Strategy: A Qualitative Study ", **Indian Journal of Marketing**, **41**(11),54-64.

Ramesh, H. N. (2011). "Customer Loyalty Programs and Marketing Strategies", **Indian Journal of Marketing,41**(7),51-56.

Rauf, Abdul and Saraf, Sajad, A. (2011)." Marketing Strategies in Apple Industry: An Empirical Study in Himachal Pradesh and Jammu And Kashmir", **Indian Journal of** 

#### Marketing, 41(8),78-86.

Sapna Rakesh and Singh, Swati (2011)." Netnography: An Emerging Method of Marketing Research: A Conceptual Study", **Indian Journal of Marketing, 41**(8),47-51.

Sharma, Monika and Kalra, Deepshika (2011)." An Empirical Study of Online Social Influence Marketing With Reference to Customers Product Purchase Decision and Product Recommendation", **Indian Journal of Marketing, 41**(8),68-77.

Srivastava, Shweta and Sharma, Anand (2010)." A Study of Attitude and Perceptions of Pharmaceutical Value Chain Members towards Consumer Promotions", **Paradigm, XIV**, (2), 45-55.

Chavan, Vinay N.(2011)." Complex Dynamic Behaviour for Demands in Supply Chain", **Ethos 4**(2), 93-96.

Kotni, V.V.Devi (2012)." A Study on Dry Fish Value Chain Management Practices in Indian Marine Fisheries", **SAJOSPS, XIII**(1), 78-83.

Verma, Manish (2012)." A Fixed-penaly Cost and Expected Consequence Approach to Planning and managing Intermodal Transportation of Hazzrdous Materials", **AIMS International Journal of Management**, **06**(02), 101-118.

Agrawal, Babita: Chouhan, Sunil and Sharma, Prateek (2011)." A Study of

MATERIALS MANAGEMENT

ORGANIZATIONAL BEHAVIOUR

Organisational Climate in Nationalised Banks of India and its Relation to Employee Commitment ", **Vishwakarma Business Review,01**(1),44-47.

Ghosh, Apoorva (2011). "Power Distance in Organizational Contexts: A Review of Collectivist Cultures", **The Indian Journal of Industrial Relations**, **47**(1),89-101

Iyer, Suryanarayan and Israel, D. (2012)." Structural Equation Modeling for Testing the Impact of Organization Communication Satisfaction on Employee Engagement, South Asian Journal of Management, 19(1),51-81.

Kumar, M. and Singh, S.(2011)." Leader Member Exchange and Perceived Organizational Justice An Empirical Investigation", **The Indian Journal of Industrial Relations",47**(2),277-289.

Luxmi and Yadav, Vibhuti (2011)." Impact of Work Values on Organisational Commitment ", **Management and Change 15**(1-2),01-22.

Mishra, Snigdha and Gupta, Anshul (2011)." Kaizen Culture: Enabling Organizational Change Management for Sustainable Competitive Advantage", Indian Journal of Training and Development, 41(3),53-64.

Narang, Leenu and Singh, Lakhwinder (2012)." role of Perceived Organizational Support in the relatioship between HR Practices and Organizational Trust", **Global Business Review,13**(2),239-249.

Sahoo, Chandan kumar and Das, Sitaram (2011)." Employee Empowerment and Organizational Outcomes: The Strategic Integration", Indian Journal of Training and Development, 41(4),31-38.

Strong,D.M. and Volkoff,O.(2010)." Understanding Organization: Enterprise System Fit: A Path to Theorizing the Information Technology Artifact ", MIS Quarterly,34(4),731-756.

# PRODUCTION MANAGEMENT

Koul, Saroj and Atul V. (2012)." good as New: The Promise of Revamping in the Indian Steel Industry", **AIMS International Journal of Management**,06(02),137-151.

Sharma, Satyendra Kumar and Bhat, Anil (2011)." Supply Chain Risk Management: Literature Review", **AIMS International Journal of Management**, **5**(2), 107-130.

Singh, Aniruddh and Das, Debadyuti (2010)." Forecasting the Passenger Traffic Movement in Lufthansa Airlines: A Supply Chain Perspective", **Journal of Services Research**, **10** (2),63-77.

Chandrasekhar, K. L. and Kothari, D. P. (2009)." Three Gorges Dam: Stochastic Perspective for the Project Planning Issues", **Management Dynamics,09**(1),71-81.

Nakagawa, Masahiro and Watanabe, Chihiro (2010)." A Revival of Compound Semiconductor Material Innovation: Strategic Technology Spillovers in Japans

## PROJECT MANAGEMENT

#### **PSYCHOLOGY**

Nonferrous Metal Industry in the 2000", **Journal of Services Research**, **10**(2),1-23.

Agarwal, Babita and Ganjiwala, Kshama (2011)." The Role of Psychological Contract in Retention Management ", **Indian Journal of Training and Development**, **41**(2), 60-69.

Agarwal,P. (2011)." Relationship Between Psychological Contract and Organizational Commitment in Indian IT Industry", **The Indian Journal of Industrial Relations"**,47 (2),290-305.

Bedi, Savneet (2011)." Lateral and Longitudinal Thinking Towards Strategic Success", **Indian Journal of Training and Development**, **41**(4), 70-82.

Gautam, V. (2011)." Longitudinal Thinking: An Action Perspective", **Abhigyan**, **28**(4), 01-09.

Gunavathy, J.S. and Asywarya, R. (2011)." Emotional Intelligence and Job Satisfaction as Correlates of Job Satisfaction: A Study among Women Employed in the Indian Softare Industry", **Paradigm**, **XV**,(1-2),58-65.

Iranfar, Shirin and Tranfar, Khosro (2011)." Critical Thinking Disposition in Nursing and Midwifery Students of Kermanshah University of Medical Sciences", **Indian Journal of Training and Development, 41**(4),13-18.

Sharma, Abhishek and Agrawal, Manisha (2011)." Relationship between Perception of the Hospital's Psychological Work

Environment and Mental Health Status of Medical Professional", **Indian Journal of Training and Development, 41**(1),14-28.

Upadhyay, Divya (2011)." Defamation: Human Resource and Psychological Perspectives in Organizations", **Indian Journal of Training and Development**, **41**(4), 59-69.

Uppal, Rachit (2011)." Employee Engagement: Role of Emotional Intelligence in Aligning Personal Aspirations to Organizational goals", **Indian Journal of Training and Development, 41**(2), 50-59.

Bhat, Mushtaq Ahmad and Malik, M. Y. (2010)." Variation in the Quality of Medical Services: An Empirical Investigation", **Managemetn and Change**, **14**(2),127-144.

Varma, Ashish and Varma, Ishika (2010)." Application of Earnings Quality Assessment Model on Infosys and TCS", **Pragyaan**, **8**(2), 28-32.

Phadtare, Milind (2011)." Study of Quality of Service Providers in Motorised Two-Wheeler Industry ", **Vishwakarma Business Review**, **01**(1),01-05.

Adlakha, Amit (2011)." Emergence of Organized Retail in India: Opportunities and Challenges for Uttarakhand ", Pragyaan (9), 1, 01-04.

Bhattacharya, Debasis and Ray, Subrata (2011)." Motivational Retail Sales Personnel

**QUALITY CONTROL** 

RETAIL MARKETING

Customer Orientations: An Empirical ", **Indian Journal of Marketing, 41**(8),56-67.

Bulsara, Hemantkumar and Matharu, Manita (2010)." Retailing and Branding of Vegetables and Fruits: An Exploratory Study ", **Pranjana,13**(2),60-71.

Das, Gopal (2011)." Effect of Retail Sales Promotion on Buying Behaviour of Customers: An Empirical Study", **Indian Journal of Marketing**, 41(7),25-35.

Farooqi, Rahela and Rehmaan, Amaara (2010)." A Comparison of Loyalty Programs of Two Lifestyle Retail Stores Using the Net-Promoter Score Method", **Pranjana**, **13**(2), 38-46.

Gupta, Mathala Juliet and Hiremath, Chetan V. (2011)." Apparel Retail Outlet Selection: Influence of Service Levels in Goa ", Indian Journal of Marketing, 41(11),04-14.

Jain,R.(2011)." Organized Retailing and its Effect on Grocery Stores with Special Reference to Kota City", **Journal of Marketing and Communication**, **6**(1),21-29.

Kalia, Sumedha and Kalia, Rishi (2011)." Subhiksha: A Battle for Survival", **Indian Journal of Marketing**, **41**(7),20-24.

Pawar,S.N. (2011)." A Comparative Study of Organized Retailing Formats (Retail Market) in Perception of Consumer in Pune,India", **Ethos,4**(1),01-09.

Pawar, Satish N. and Jagnade, M.S. (2011)." A Study of Various Strategies Adopted by

Traditional Retailers (Unorganized) to Compete with Organized Retailers (Malls)", **Ethos 4**(2), 24-30.

Rashid, Sanuwar (2011)." The Structured Frame of Category Management for Optimization of Retail Business ", **Indian Journal of Marketing**, **41**(9),45-54.

Shukre, Anagha (2011)." Youths Perceptions twards online Shopping An Empirical Study in Delhi/NCR ", **Vishwakarma Business Review**, **01**(2),09-19.

Thomas,Sam (2013)." Linking Customer Loyalty to Customer Satisfaction and Store Image: A Structural Model for Retail Stores", **Decision**, **40**(1-2),15-25.

Zameer, Asif and Mukherjee, Deepankar (2011)." Food and Grocery Retail: Patronge Behaviour of Indian Urban Consumers", **South Asian Journal of Management, 18**(1), 119-148.

Dutta,P.k.(2011)." Agricultural Rural Marketing in India", **Indian Journal of Marketing,41**(7),09-19.

Pallavi(2011)." The '4 As' of Rural Marketing Mix", **Indian Journal of Marketing**, **41**(9),79-86.

STRESS

**MANAGEMENT** 

**RURAL** 

MARKETING

Dutta, Sonit and Saikia, Hemanta (2011)." A Study of Stress among the Employees in NEEPCO Limited", **Vishwakarma Business Review**, **01**(2), 20-24.

Kang, Lakhwinder Singh and Sandhu,Rashpal Singh (2012)." Impact of Stress on Health: a Study of Bank Branch managers in India ",Global Business Review,13(2),285-296.

Kang,L.S. and Sandhu,R.S.(2011)." Job and Family Related Stressors among Bank Branch Managers in India", **The Indian Journal** of Industrial Relations",47(2),329-340.

Yadav, Vibhuti (2011). "Perceived Organizational Support as a Predictor of Organizational Commitment and Role Stress", **Paradigm,XV**,(1-2),39-47.

Compiled by:

**Manish Anand** 

Librarian

Prestige Institute of Management and Research, Indore