

INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE



ISSN 2319 – 9202

An Internationally Indexed Peer Reviewed & Refereed Journal

WWW.CASIRJ.COM
www.isarasolutions.com

Published by iSaRa Solutions

Contents

PREFERENCES OF INVESTORS FOR INVESTMENT IN MUTUAL FUNDS IN INDIA.....	9
*Manisha Dudeja	9
Performance Appraisal of Mutual Funds in India.....	21
(A Case Study of Selected Financial Intermediaries).....	21
Manoj Kumar*	21
DISINVESTMENT OF PUBLIC SECTOR ENTERPRISES THE INDIAN EXPERIENCE ...	30
Sushila*.....	30
Importance of Tertiary Sector in Economy	40
Jyoti Yadav ¹ , Asha Pahwa ²	40
अर्थशास्त्राधरितं लोकप्रबन्धम्	45
प्रशान्तः.....	45
भगवद्गीतोपनिषद् एवं निष्काम कर्मयोग.....	51
चंचल.....	51
DO SALES TAX , VAT AND GST DIRECTLY AFFECTS TO BUSINESS PROFITABILITY – AN ANALYTICAL APPROACH OF INDIRECT TAXES	58
RESEARCH SCHOLAR Richa Rastogi	58
TEACHING AND LEARNING IN HIGHER EDUCATION : RECENT TRENDS	71
Mrs. Sarla Yadav	71
COMPARATIVE STUDY OF SPORTS FACILITIES IN RELATION TO SPORTS ACHIVMENTS BETWEEN GOVERNMENTS AND PUBLIC SCHOOLS OF KARNAL DISTRICT.....	75
*Anuj Kumar ** Devender Kumar *** Divya Chopra	75
रोजगार सृजन में महात्मा गांधी–नरेगा की भूमिका.....	81
शिव कुमार	81
Worker participation and Productivity-A Study of Giant Enterprises.....	93
Ashvani Sharma	93
Molecular markers for testing genetic fidelity for prepared micro-cloned progeny of <i>chlorophytum borivilianum</i>	103

Dwivedi Rahul Rupesh, Awasthi Ajay	103
TRENDS IN INDIAN SERVICE SECTOR: CASE STUDY OF INSURANCE INDUSTRY. 114	
AUTHOR: SHIVANI GARG	114
CO-AUTHOR: SHWETA GARG	114
Employees Attitude towards Performance Pay in MNC and Domestic Organisations	143
By : Priyanka Yadav	143
<i>Research objective</i>	172
<i>Sampling plan</i>	173
For the analysis and interpretation of the study, questionnaire is used as research instrument and the whole questionnaire is divided into six components and these are: -	174
<i>Awareness and Understanding of performance pay:</i> -	174
Table 3.11: Satisfaction & fairness of performance pay According to age	184
Table 3.12: Satisfaction & fairness of performance pay According to Gender	186
Table 3.12 brings out the satisfaction & fairness of performance pay According to gender. It can be seen that male respondents have highest degree of satisfaction and fairness of the concept. Male respondents are feeling more secure in their job and they are less satisfied with the fairness of promotions and transfers.	187
<i>Communication of Performance Pay</i>	196
Table 3.21: Communication of performance pay According to age	196
Table 3.31: Market competitiveness of performance pay According to age	202
▪ Male respondents are feeling more secure in their job and they are less satisfied with the fairness of promotions and transfers.	223
एशिया महाद्वीप में शक्ति सन्तुलन की नई सम्भावनाएँ	229
CONSUMER BEHAVIOUR FOR FRUIT JUICES MARKET IN INDIA	234
<i>Author 1</i>	
<i>Author 2</i>	
<i>Author</i>	
3	234
<i>Vikram Gahlawat</i>	
<i>Rambir</i>	
<i>Ashima</i>	
<i>Garg</i>	234
भगवती प्रसाद वाजपेयी के उपन्यासों में नारी प्रेम भावना बोध	240
शोध पत्र : डॉ० सुषमा यादव,	240
BANKING REFORMS AND ITS IMPACT ON CUSTOMER SERVICE (A Case STUDY OF PUBLIC SECTOR BANKS)	248

*Dr. Amarjeet	248
OBJECTIVES OF THE STUDY	253
The present study is conducted to achieve the following specific objectives:	253
RESEARCH METHODOLOGY	254
SUGGESTIONS OF THE STUDY	256
Comparative study concept of the cycle erosion based on two theories given by W.M.DAVIS and Walther Penck.....	260
Ajay Kumar.....	260
A Comparative study of eBay and Amazon in Online Shopping	265
Ms. Jyoti Kasana.....	265
Mr. Naveen Chaudhary.....	265
M-Banking	278
Keshav Kumar	278
Virender Atwal.....	278
SIM-Based Application: SIM (Subscriber Identity Module) is there to tackle with the hindrance of standalone mobile application clients. SIM used in mobile phones is a smart chip on which information resist about m-banking and can be protected by using cryptographic algorithms and keys. SIM-based application is more secure as all the customers need to do while selling the mobile phones is moving the SIM card which is not possible in mobile-application clients.	285
Dual Chip: In countries, two or three SIM cards are used in mobile phones - usually one for the purpose of telephonic purpose and other for banking purpose. Financial institutions prefer this approach as they can exercise full control over the chip and mobile payments process.	286
Some legal issues relating to m-banking are as follows:	287
Regulatory Standards	288
The Future Scenario of M-Banking	288
Analysis Of Mutual Funds in Indian Market	294
Mr. Naveen Chaudhary.....	294
Ms. Shuchita Verma.....	294
IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR: A DESCRIPTIVE STUDY	320
Ms. Jyoti Kasana.....	320
Mr. Naveen Chaudhary.....	320

Challenges against Women Empowerment in India Women Empowerment in India	349
VANDANA RANI.....	349
Assistant Professor, Bharati College.....	349
University of Delhi	349
NEHA GUPTA	349
ASSISTANT PROFESSOR IN DELHI UNIVERSITY	349
(pg.neha@yahoo.in).....	349
During this time there was a little development in the women status. There were many women reformers in India who worked for the uplift & betterment of their female counterparts. The begun of Bhopal discarded the ‘purdah’ & fought in the revolt of 1857. Their education was elevated and English was introduced during this period. Various female writers emerged in the society.	350
Social empowerment	351
Women are educated about the social benefits including awareness about the existing social problems in the society, good recognition & image in the family & community, role in making important decision in their family, plan & promote better education for their children, taking care of health of the aged and the children just to mention a few.	351
Women are also allowed to participate in political and public life. Therefore, they are given a chance to serve the community including fighting for the basics amenities & welfare needs of the village community such as: Education, Safe environment, Public Sanitation and health aspects.	351
Empowering Indian women by education	351
An understanding the growth of education of women in India, it is important to understand the role that religion has played. To start with education was denied to Hindu women on the basis of their ritual status. In contrast, Christian missionaries educated women. In fact, they consciously and purposely look up the cause of education of women because they recognizes lacuna in education of women in India, the education of women was an era which Indian reformers handled with singular success. By the middle and the end of the nineteen centaury the Brahma samaj, the Prarthana sabha and Arya Samaj etc. all actively engage in the education of women in that era.....	351
शोधार्थी : सन्तोष	354
The Role of District Central Co- Operative Banks of Haryana in Agricultural Credit	365
Rajinder Singh	365
Entrepreneurship as an economic force in rural development.....	376

BY NIDHI.....	376
Special Economic Zones (SEZs) and Regional Development in Haryana	385
Joginder Singh	385
Bijender Singh	385
A study of leadership behavior of senior secondary school principals.....	396
By Alka Rani.....	396
HARYANA FINANCIAL CORPORATION AND INDUSTRIAL DEVELOPMENT	406
*Manoj Kumar	406
THE DYNAMICS OF SOCIO-ECONOMIC CHANGE: A STUDY OF HARYANA.....	414
Dr.Shashi Kant.....	414
Dr.Nitu Nimbrain.....	414
Kapila Mahindra	414
विष्णु प्रभाकर के नाटक "हिन्दी नाटक साहित्य की धरोहर"	430
योगेश त्यागी.....	430
Review of Fertilizer Pricing Policy in India	437
Harjeet Singh	437
CONFIDANT Intrusion Detection system in MANETs: Protocol and issues	448
Preeti solanki,.....	448
Dr.Deepak Dhull,.....	448
A Comparative study of anxiety level of cricket players at different levels of participation.	453
*Anshul Tanwar ** Devender Kumar	453
वेद तीन हैं या चार?.....	458
सीताकान्त नाएक.....	458
ASRAMA SYSTEM IN EARLY MEDIEVAL NORTH INDIA : A STUDY	466
Dr Parminder Kaur.....	466
गांधी जी का शिक्षा दर्शन और बुनियादी शिक्षा.....	469
NARENDER KUMAR.....	469
Determinants of Investment Performance of Fund managers: The Experience of Indian Capital Market.....	479
DR ASHVANI SHARMA.....	479

Working Capital Management Strategies	493
Vinod Soni	493
THE ROLE OF INDIAN ENTREPRENEURS IN THE GROWING SCOPE OF E-COMMERCE IN INDIA	498
MAIN AUTHOR:AKSHAY MISHRA	498
CO-AUTHOR: OM DUTT	498
SYNTHETIC CHEMISTRY ISSUES AND CHALLENGES	504
By Ritu	504
Role and relevance of caste in electoral politics in India.....	507
By Sudhanshu Kumar	507
MYSTICISM IN TAGORE'S <i>GITANJALI</i> : A STUDY	513
Dr. Vandana V.	513
ADMINISTRATIVE RELATIONS BETWEEN CENTER AND STATE	518
Ramesh kumar	518
Narender joon.....	518
India's Export Competitiveness of Selected Agricultural Products	527
Ashish Gupta.....	527
Bond between Draupadi and Karna in 'The Palace of Illusions'	540
Dr. Meet	540
हरियाणा में सूचना का अधिकार –2005: समस्याएँ व समाधान	550
Meenu Rani	550
AN ALGORITHM TO FIND OPTIMUM TIME COST TRADE OFF PAIRS IN A FIXED CHARGE LINEAR CAPACITATED TRANSPORTATION PROBLEM WITH ENHANCED FLOW	555
MOAZZAM ARIF.....	555
Fostering Dalit Entrepreneurship through Social change and Economic Liberalisation	571
Dr. Vilas Z. Chauhan	571
The therapeutic properties of flavonoid-Kaempferol: A magical therapeutic agent	580
Keshav Kumar Saini	580
ग्रामीण विद्यालयों में अध्ययनरत छात्र-छात्राओं के पारिवारिक वातावरण तथा संवेगात्मक परिपक्वता का अध्ययन.....	589
Dr. Divya Sharma	589

Dr. Arun Kumar Dubey	589
भारत में पाश्चात्य शिक्षा का विकास एवं मूल्यांकन	595
पूजा शर्मा.....	595
Article	603



