



ISSN : 2231-167X (Print) || General Impact Factor : 2.3982

## INSPIRA- JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP

(A National Quarterly Double Blind Peer Reviewed Refereed Journal of IRA)

Volume 07

No. 04

October, 2017

### CONTENTS

1	FACTORS INFLUENCING THE STUDENT'S CHOOSING OF BUSINESS ADMINISTRATION AS A MAJOR: THE CASE OF ARAB OPEN UNIVERSITY- OMAN BRANCH <b>Dr. Abedalqader Rababah, Tajnuva Chowdhury, ArwaHmed AL-Marzooqi &amp; Faisal AL-Mudhafar</b>	01-09
2	REGIONAL RURAL BANKS AND AGRICULTURAL DEVELOPMENT (A CASE STUDY OF BARODA RAJASTHAN KSHETRIYA GRAMIN BANK) <b>Prof. (Dr.) Kshama Agarwal &amp; Amit Gupta</b>	10-14
3	STUDY THE EFFECTIVENESS OF HR TRAINING TO SELECT TEACHERS ON ICT SKILLS <b>Prof. K. Parthasarathy</b>	15-20
4	LAYOUT AND LOCATION VIZ CUSTOMER RELATIONSHIP: INCREASING THE PRODUCTIVITY AND PROFITABILITY OF THE RETAILS STORES IN RAJASTHAN <b>Prof. Harsh Purohit &amp; Anushree Dullar</b>	21-26
5	GREEN BANKING: AN APPROACH FOR ACHIEVING SUSTAINABLE AND BALANCED GROWTH IN NEW MILLENNIUM <b>Ankit Goel, Dr. Rajendra K. Khatik &amp; Prof. K. S. Thakur</b>	27-33
6	ADHERENCE LEVEL OF EARL MODEL: A STUDY WITH SPECIAL REFERENCE TO MEDIUM SCALE TEXTILE INDUSTRIES <b>Dr. Krishna C.Y.S &amp; Dr. Megharaj B.R</b>	34-40
7	CONQUERING MILES TO REACH A MILESTONE: HOW BABA RAMDEV TURNED PATANJALI INTO ` 5000 CRORES BUSINESS <b>Anudeep Arora</b>	41-47
8	IMPACT OF SOCIAL MEDIA ON TOURISM INDUSTRY <b>Honoria Samson</b>	48-52
9	ANALYZING FUND MANAGEMENT BEHAVIOUR OF YOUTH <b>Prof. Rekhaben D. Patel</b>	53-56

10	ETHICS: THE BIG TICKET OR THE DIME STORE FOR LEGAL EDUCATION IN INDIA <i>Rishika Srivastava &amp; Kartikey Sahai</i>	57-62
11	LEADERSHIP: AN EFFECTIVE DEVICE IN AN ORGANIZATION <i>Dr. Rupali R Shinde</i>	63-66
12	MAKE IN INDIA: AN OVERVIEW <i>Renu Arora &amp; Dr. Prabhu Dayal Choudhary</i>	67-70
13	VIRAL MARKETING: IMPACT ON BUSINESS ORGANIZATIONS <i>Dr. Monika Chopra</i>	71-78
14	A STUDY TO DISSECT IMPACT OF GST ON RURAL INDIA <i>Divya Jindger</i>	79-84
15	NON PERFORMING ASSETS OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA: A STUDY <i>Bhawana Kumari &amp; Dr. Sanjay Biyani</i>	85-90
16	FINANCIAL MANAGEMENT OF SELECTED SMALL SCALE INDUSTRIAL UNITS IN KOLHAPUR DISTRICT: AN ANALYSIS <i>Dr. Shaha N. V. &amp; Dr. Shinde Mahadev Annappa</i>	91-95
17	IMPACT OF SOCIAL MEDIA ON CONSUMER'S BUYING BEHAVIOUR: A STUDY <i>Suruchi Madan &amp; Pallavi Chaturvedi</i>	96-98
18	AN EMPIRICAL EVIDENCE OF HEDGING EFFECTIVENESS OF FUTURES CONTRACTS IN COMMODITIES MARKET <i>Dr. P. Sri Ram</i>	99-106
19	ADHERENCE OF CORPORATE GOVERNANCE: A STUDY OF LISTED COMPANIES IN BSE <i>Anjana Gupta</i>	107-114
20	IMPACT OF REWARD MANAGEMENT SYSTEM ON ORGANIZATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO HOTEL INDUSTRY IN JAIPUR: A LITERATURE REVIEW <i>Dr. Sarabjeet Kaur Gogia &amp; Manisha Soni</i>	115-124
21	E-LEARNING: TRENDS AND POSSIBILITIES IN HIGHER EDUCATION IN INDIA <i>Richa Sharma &amp; Dr. Parul Agarwal</i>	125-130
22	A COMPARATIVE STUDY OF GROWTH ANALYSIS OF BANK OF BARODA AND ICICI BANK LIMITED <i>Pankil Solanki &amp; Dr. Hitesh Shukla</i>	131-135

23	DEMONETIZATION AND ITS IMPACT ON INDIAN ACCOUNTING AS WELL AS ON INDIAN ECONOMY <i>Dr. Omprakash Gusai</i>	136-142
24	INVESTIGATION OF DIFFERENCE IN SHOPPING CHARACTERISTICS AMONG YOUNG MALE AND FEMALE CONSUMERS <i>Pramod Kumar Nayak &amp; Dr. Sathya Swaroop Debashish</i>	143-147
25	CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA: A REVIEW OF LITERATURE <i>Dr. Ashok Kumar Gupta, Dr. (Mrs.) Meenu Maheshwari &amp; Ms. Pragya Gaur</i>	148-152
26	RELATIONSHIP BETWEEN COMMITMENT, MOTIVATION AND EMPLOYEE PERFORMANCE IN INDIAN BANKS <i>Dr. Ritu Narang &amp; Shashi Bharti</i>	153-159
27	DEMOGRAPHICAL INFLUENCE ON CONSUMER BUYING: AN EMPIRICAL INVESTIGATION <i>Dr. Kunal Gaurav &amp; Prof. Kishor Chandra Sahu</i>	160-164
28	IMPACT OF CLEAN INDIA CAMPAIGN ON TOURISM: A STUDY BASED ON JAIPUR CITY <i>Lucky Vijayvargiya, Dr. Mini Amit Arrawatia &amp; Dr. Narendra Sharma</i>	165-170
29	RURAL MARKETING STRATEGIES OF FAST MOVING CONSUMER GOODS IN RAJASTHAN <i>Dr. Aditi Jain &amp; Vidhi Sharma</i>	171-173
30	HEALTH AND SAFETY MANAGEMENT SYSTEM: A COMPARATIVE STUDY OF ONGC AND IOC <i>Dr. Leena Bhatia</i>	174-178
31	BECOME ENTREPRENEUR AT ZERO CAPITAL WITH HELP OF SOCIAL MEDIA (WITH SPECIAL REFERENCE OF FACEBOOK AND INSTAGRAM) <i>Bharat Kumar Soni &amp; Dr. Dharendra Ojha</i>	179-182
32	ADAPTATION OPTIONS IN COASTAL ZONE AREAS MANAGEMENT IN THE FACE OF CLIMATE CHANGE IN INDIA <i>Dr. R. Prabhakar Rao</i>	183-188
33	PROBLEMS OF AGRICULTURAL CREDIT IN RAJASTHAN <i>Dr. Santosh Garhwal &amp; Pooja Joshi</i>	189-193
34	ROLE OF CORPORATE SOCIAL RESPONSIBILITIES IN INDIA <i>Rajeshkumar P.Patel</i>	194-198

35	DETERMINANTS OF FIXED CAPITAL REQUIREMENTS OF MICRO AND SMALL ENTERPRISES IN BARAK VALLEY, ASSAM <i>Md. Iqbal Uddin Tapadar, Prof. Nikhil Bhusan Dey &amp; Dr. Kingshuk Adhikari</i>	199-204
36	BASEL ACCORDS AND INDIAN BANKING <i>Prof. Arun H. Gaikwad &amp; Anuradha C. Hastak</i>	205-210
37	STRATEGIC HR LEADERSHIP: KEY TO SUCCESSFUL TALENT MANAGEMENT <i>Sana Khaliq &amp; Prof. M. K. Singh</i>	211-215
38	DEMONETIZATION AND ITS IMPACT ON BANKING AND INDIAN ECONOMY: AN ANALYTICAL REVIEW <i>Shweta Tanwar</i>	216-218
39	START-UP INDIA: STRATEGIES, OPPORTUNITIES AND CHALLENGES <i>Inakshi</i>	219-224
40	EMPLOYEES JOB SATISFACTION AND ITS COMPONENTS IN A GENERAL INSURANCE COMPANY: A STUDY <i>Shikha Jalan &amp; Shikha Pareek</i>	225-228
41	ISSUES OF SUSTAINABLE DEVELOPMENT <i>Archana Singh</i>	229-232
42	ONE NATION ONE TAX- CHALLENGES AHEAD <i>Shuchi Singhvi</i>	233-236
43	TRAINING IS AN INVESTMENT: AN OVERVIEW <i>Prameela Natarajan</i>	237-239
44	CORPORATE SOCIAL RESPONSIBILITY IN CEMENT INDUSTRY: (A STUDY WITH SPECIAL REFERENCE TO SELECTED UNITS IN RAJASTHAN) <i>Dr. Ashok Sharma &amp; Anupam Jain</i>	240-244
45	BUSINESS RESPONSIBILITY REPORTING: A MOVE TOWARDS BETTER CORPORATE GOVERNANCE <i>Ms. Vishranthi B. Salgaonkar</i>	245-248
46	THE IMPACT OF GLOBALIZATION ON ENTREPRENEURSHIP DEVELOPMENT IN INDIA <i>Dr. Hemant Singh Panwar</i>	249-251
47	ROLE OF SBBJ IN THE GROWTH OF SMALL SCALE INDUSTRIES IN RAJASTHAN <i>Dr. Sushma Mann</i>	252-254

48	GLOBAL FINANCIAL AND ECONOMIC CRISIS: IMPACT ON INDIA AND POLICY RESPONSE <i>Dr. Bindrawan Lal</i>	255-258
49	EXPLORING INDIVIDUAL TAXPAYERS' SATISFACTION LEVEL FOR E-FILING SYSTEM IN INDIAN CONTEXT <i>Monika Arora &amp; Dr. Rajni</i>	259-265
50	MERGERS AND ACQUISITIONS IN INDIAN TELECOM SECTOR: A STRATEGIC ANALYSIS <i>Mahesh Dilip Chawla</i>	266-272
51	RESEARCH AND SOCIAL MEDIA: AN OVERVIEW <i>Prof. Hamdani Rizwana</i>	273-276
52	STRATEGIC CHALLENGES FOR SUCCESSFUL MERGER OF AN AIRLINE (S) <i>Dr. J. Venugopal</i>	277-284
53	A COMPARATIVE STUDY OF DEMOGRAPHIC TRENDS OF MAHARASHTRA AND GUJARAT STATES <i>Dr. Sanjay A. Pandya</i>	285-290
54	INDIA'S POSITION IN WORLD AGRICULTURAL EXPORTS <i>Dr. Santosh Garhwal &amp; Dr. Hemadri Sharma</i>	291-294
55	HRM PRACTICES FOR PROMOTING INNOVATION IN SMEs: A REVIEW <i>Bhumika Sharma, Satinder Pal &amp; Hardeep Singh Saini</i>	295-298
56	OWNERSHIP STRUCTURE AND CAPITAL STRUCTURE: EVIDENCE FROM INDIAN FIRMS <i>Rupali Gupta</i>	299-303
57	माध्यमिक स्तर के विद्यार्थियों एवं शिक्षकों की परामर्श एवं निर्देशन के लिए जागरूकता का अध्ययन <i>श्रीमती मीनाक्षी एवं डॉ. साजिदा सादिक</i>	304-308
58	महिला सहकारी बैंक में नवोन्मेषी बैंकिंग सेवायें <i>प्रोफेसर रेणु जटाना एवं सोनिया सोनी</i>	309-312
59	लघु उद्योग और वस्तु एवं सेवा कर: सम्भावनाएँ एवं चुनौतियाँ <i>जयप्रकाश प्रजापति</i>	313-318

60	अनुसूचित जाति एवं जनजाति के विद्यार्थियों के सामाजिक वातावरण तथा शैक्षिक उपलब्धि पर शहरीकरण के प्रभाव का अध्ययन <b>डॉ. श्रीमती किरन तिवारी</b>	319-322
61	जीवन बीमा कोषों का विनियोग प्रबन्ध (भारतीय जीवन बीमा निगम के सन्दर्भ में एक आलोचनात्मक अध्ययन) <b>डॉ. विकास बंसल</b>	323-328
62	डॉ. सर्वपल्ली राधाकृष्णन् और जगदुरु आदि शंकराचार्य के शैक्षिक विचारों का तुलनात्मक अध्ययन <b>डॉ. मीनाक्षी शर्मा एवं ममता रानी</b>	329-332
63	मोबाइल बैंकिंग-डिजिटल इंडिया का डिजिटलाइजेशन <b>डॉ. दुष्यन्त देव राजपूत</b>	333-342
64	भास के नाटकों में समेकित विवेचना <b>डॉ० सूर्यनारायण गौतम एवं सुनीता</b>	343-347
65	दौसा जिले में कृषि के आधुनिकीकरण का पर्यावरण पर प्रभाव <b>अंजु नावरिया एवं डॉ. उषा जैन</b>	348-352
66	विद्यालय विकास में स्व-भूमिकाओं के प्रति क्षेत्र तथा लिंगगत भिन्नता के आधार पर विद्यालय प्रबन्ध समिति सदस्यों का प्रत्यक्षीकरण <b>राजूकुमारी गौड एवं डॉ. मुरलीधर मिश्रा</b>	353-357
67	प्रधानमंत्री रोजगार सृजन कार्यक्रम (प्रधानमंत्री रोजगार योजना के नवीन प्रारूप का एक विश्लेषणात्मक अध्ययन) <b>डॉ. विनिता अग्रवाल</b>	358-361
68	सहकारी संस्थाओं में पेशेवर प्रबन्धन का औचित्य-हैफेड एवं सहकारी बैंकों का तुलनात्मक अध्ययन <b>डॉ. कविता चौधरी एवं डॉ. सुमन चौधरी</b>	362-365
69	ROLE OF REGIONAL RURAL BANKS IN PRIORITY SECTOR LENDING (AN ANALYSIS WITH SPECIAL REFERENCE TO AGRICULTURE SECTOR) <b>Dr. Rajeev Saxena &amp; Sunita Lath</b>	366-370
70	DISCOUNTED CASH FLOW MODEL WITH REFERENCE TO IT COMPANIES: A STUDY <b>Prof. (Dr.) Arun H. Gaikwad &amp; CMA Rohit Poddar</b>	371-374