ISSN: 2231-0231

Vol.7 No.2

September 13 - February 14

Insight

Dynamics of Management Education

Dr. Anant Kumar Srivastava

Perspectives

Impact of mandatory IPO grading on under pricing of equity shares

Ms. Nupur Gupta-Bhattacharya & Mr. Jai Bhupendra Dave

Changing Preference of Investment in Indian Market- Gold (ETF)
Dr Sonal Chaudhary & Dr. Namrata Kapoor (Kohli)

Attitude Measurement of Senior Secondary Teachers Towards Teaching Profession in India Dr. Sudakshina Mishra

A Study of Customers' Perception and Behavior of Passenger Car Owners in Delhi-NCR

Dr. Hamlata Bhat & Mr. Lalit Kumar

"Fostering Indian Economy: Owing to the Budding Role of Financial Institutions"

Mr. Upendra Nath Shukla & Mr. Hitesh Kesarwani

Interviev

Social Networking Profile: A Reality Checker Dr Neha Arora

Case Study

In-Film Branding: A New Way With Focal Point On Mere Dad Ki Maruti Mr. S.K. Suman & Ms. Khyati Saxena

Book Review -1

Money, Banking, and Financial Markets: Stephen G. Cecchetti Mr. Sushil Kumar Gupta

Book Review -2

Product Strategy and Management (Second Edition): Michael Baker & Susan Hart (Pearson Publication)
Mr. Anubhay Saxena

Book Review -3

Hotel Housekeeping: Operations and Management: Second Edition, G. Raghubalan, Smritee Raghubalan
Ms. Jaspreet Kaur

Opinion

FDI in Retail: Still A Blurred Picture Mr. Abhishek Gupta

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

March 13 - August 13

Insight

Developing a Culture of Accountability Dr. Anant Kumar Srivastava

Perspectives

Impact of 'Country of Origin' on Brand Positioning and The Influence of Country Perception on Brand Preference

Dr. Sanjay Mishra & Subho Chattopadhyay

Importance of Branding in Multibrand Retailing in Jharkhand Abhaya Ranjan Srivastava & Dr. Saumya Singh

Measure of Volatility Using High, Low, Open and Closing Prices: A Study of Indian Stock Market with Special Reference to Banking Sector Dr. Bhayesh P. Joshi & Dr. G. S. Rawat

Experiences with Capital Account Convertibility: The Good, the Bad and Future Outlook Soamva Goel

Computation of Vat and Related Accounting Issues Dr. A. M. Agarwal & A. K. Singh

Interview

Why some resumes stand out in the field of thousand resumes- Dialogue with Mr. Saurabh agarwal Dr. Neha Arora

Book Review - 1

Organizations -Structure, Processes, and Outcomes: Pamela S.Tolbert, Richard H. Hall Ms Jaspreet Kaur

Book Review - 2

Interpersonal Skills Training: Philip Barnard
Dr. Parikshit Joshi



Vol.7 No.1

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

ISSN : 2231- 0231

September 12 - February 13 Vol.6 No.2 Insight Dr. Anant Kumar Srivastava Focus Dr. S.P. Gupta Social changes and growth of Indian Rural Market Rajeev Upadhyay & Nitesh Singh Uses of the Marketing Concept in Healthcare Services Planning by Rural & Urban Hospitals: A Case Study Dr. Surendra Kumar Microfinance in India Ashish Kumar Tripathi & Sapan Asthana1 Changing Dimensions of Rural Markets - Opportunities and Challenges Dr. Ekta Rastogi Visual Merchandising of Mobile retail in India: A study with special reference to Airtel in Hubli-Dharwad Twin Cities of Karnataka Prof Veena Angadi Growth of Indian Rural Market A study with Reference to FMCG Sector Venukumar. G & Kishore Biry Rural Telecom in India: Marketing Issues Dr. Rajiv Kumar Agarwal & Pinki Rai Significance of Convenience as a success factor for Organised Retail: A Study of Jharkhand Abhaya Ranjan Srivastava & Dr. Saumya Singh **Book Review** Ambani & Sons by Hamish McDonald Roli Books Pvt. Ltd., New Delhi, 2010

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

Dr. Ashutosh Kumar

ISSN: 2231-0231

March 12 - August 12 Vol.6 No.1 Insight Fostering enterprising skills in management graduates Dr. Anant Kumar Srivastava Perspectives Impact of FDI in Retail sector, an Opportunity or Threat: **India Perspective** Prof. Nagendra Singh Nehra **Employee Engagement: A Roadmap for Optimizing** Performance and Increasing Loyalty Prof. Satish C. Sharma, Mrs. Harshila Bagoria & Mr. Ranjan Kumar **Talent Nurturing Drives Performance** Gauri Bisht & Ritu Tewari A Comparative Study of Impact of Social Message Advertising in Rural and Urban Area Dr. Pankaj Agarwal & Dr. Raj Kamal Employee Engagement: A Study in ITC Hotel Mughal, Agra. Ms. Akriti Mittal Human Capital Management (HCM): The evolution of the field Ms. Sujata

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

ISSN: 2231-0231

Vol.5 No.1

March 11 - August 11

Insight

Dr. Anant Kumar Srivastava

Focus

Dr. S.P. Gupta

Implementing Innovative Practices in an Organization to Stand Ahead of Others

Bosky Agarwal & Nazia Hasan

Identifying a Framework for Initiating and Sustaining Innovation in India: Corporate Perspective

Dr. Sandeep Kumar

Innovation: Doctrines and Artifices

Bobby W. Lyall & Jasmeet Kaur

Managing Innovations for Sustained Excellence through Knowledge Management in the era of global competitiveness

Saroj Ranjan

Reverse Innovation

M. Zubair Ahmad & Dr. Pankaj Agarwal

Intrapreneurship - A Necessity for Sustained Excellence

Harshit Agarwal

E-Logistics and Supply Chain Management: A Need of Today

Rajeev Gupta

Enhancing Efficacy of Indian Leather Industry:

A Balanced Card Approach

Dr. Pritika

Managing Innovations for Sustained Exellence

Rajesh Chandra Mishra

Khadi and Village Industries and It's Role in Rural Economy.

Satrajeet Choudhury & Dr. Vijay Agrawal

A Framework for Formulating Competitive Strategies for SMEs

Arbind Kumar Sinha



Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

Vol.4 No.2

September 10 - February 11

ISSN: 2231-0231

Insight

Dr. Anant Kumar Srivastava

Focus

Dr. S.P. Gupta

Brand Perspectives: The Six Possibilities for Effective Marketing

Dr V Vijay Durga Prasad

"Microfinancing and Social Capital -An Empirical study with Prathama Bank"

Dr. Jeet Singh and Dr. Preeti Yadav

Perspective of Work Life Balance of Women Entrepreneurs in India

Priyanka Srivastava and Rajul Srivastava

A Reflection of Indian Women in Entrepreneurship and Management

Adesh Kumar Srivastava

The Challenges and Problems Faced by Women Entrepreneurs: with special reference to India

Sarika Khanna

Motivations and Realities in Business Networking for Women

Hemant Chauhan, Palki Setia and Rajesh Saini



Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.) India

Vol.3 No.2 Mar. 09 - Sep. 09



Bareilly (U.P.)

Focus

Why Empowerment Oriented Delegation?

> Dr. S.P. Gupta

Perspective

Knowledge Stories that Guide Organisations into the Future

Dr. Gauri Singh Gaur

Price Discovery and Causality in Futures, Option and Spot market in India

K.K.Jaiswal & Uma Shankar

Environmental Finance - Churning towards
Socially Responsible Investments

Dr.Manjari Agarwal, Ms. Rachna Bamba & Ms.Naina Bisht

Emerging Trends in the Marketing of Financial Services

Manjula Jain & Monica C. Singh

Outsourcing - The New Age Mantra

Dr. Rohit Pande

Public Companies in India

> Sandeep Kumar Rai

Effective Leadership as a Source of Competitive ?
Business Advantage

Neema Gupta & Ashish Gupta

Executive Speaks...

Value Based Management-A perspective

> PK Gupta

Vol.3 No.1

Sept. 08 - Feb. 09

Focus

Institutionalizing organizational values in work culture

Or. S.P. Gupta

Perspective

Integrating Knowledge Management with Organizational Learning

Or. Sindhu

A Study of Human Motivation for an Effective Knowledge Management

Rashmi Sharma

Significance of Knowledge Capital in Indian Economy : A Paradox

Vijay Agarwal

The growing Indian economy and the IPOreturns

Ajay Kumar Chauhan

Pop-Up Retail-The Inevitable Trend

Ragini Johari

FDI in India Real Estate Sector

Shailesh K. Dwivedi & Pradeep Kr. Srivastava

Knowledge Management for Competitive Excellence in Present Scenario of Business

Or. B.K.Jha & Saroj Ranjan

Capital Market that benefits Investors -Reshaping our Investment Climate

Dr Ashutosh Priya Awasthi, Dr Manjari Agarwal & Ms. Rachna Bamba

Knowledge Capital: A Paradigm Shift from Financial Capital to Knowledge Capital

Dr. Renu Singh



Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.)

Vol. 2 No. 2

Mar. 08 - Aug. 08



Focus

Fostering the Innovation through Inspirational leadership
- Dr. S.P. Gupta

Perspective

Organized Retailing in India: Chellenges Ahead
- Suneel Kumar

Outsourcing In India-Emerging Trends, and Challenges with Reference to Global Perspective - Sheeha Rehman

Indian Footwear Industry: An Overview
- Sanjay Medhavi & Musheer Ahmed

Indian Rural Market- A Potential Route to International Business - Dr. Ashutosh Priya & Subho Chattopadhyay

SEBI Allows Short Selling
- Privanka Sharma

Retaining Talent in the Knowledge Age -Rajvashree

Retailing in India- A Shift from Unorganised to Organised -Dr. Raj Kamal

The Process of Knowledge Management: A Two Step Approach -Athar Mahmood & Moid U. Ahmad



Shri Ram Murti Smarak
College of Engg. & Tech.
Bareilly (U.P.)

Vol. 2 No. 1

Sep. 07 - Feb.08





Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.)

Focus

Dealing with ethical dilemmas in decision making

Perspective

An analytical study of F&O market : Growth & its future prospect - Dr. Subhash M. Vadqule

Next wave of globalisation and role of Foreign Institutional Investors in Indian capital market
- Dr. Rajesh Kumar Singh & G.P. Verma

Risks and diversification strategies

- Dr. Manish Srivastava

Regional economic integration in Asia.: Trends, possible approach & relevance for India - Dr. M.L. Maurya & Dr. Kumar Ratnesh

Technical education at crossroads: A new perspective - Anil Kumar, Rajat Mehrotra & Sudhakar Jain

Dynamics and implications of financial globalisation : Need for a Global Vision -Ms. Gauri Singh Gaur

Rupee hardening - reasons, impact and remedies
- Musheer Ahmed

ONGC'S Videsh expansions strategy:

Post-mortem study of PSU oil giant's cross border M&A strategies
-Sudhanshu Joshi ,Dr, V.K. Singh, CA. Veena Singh & Dr. G.N. Bhardwaj

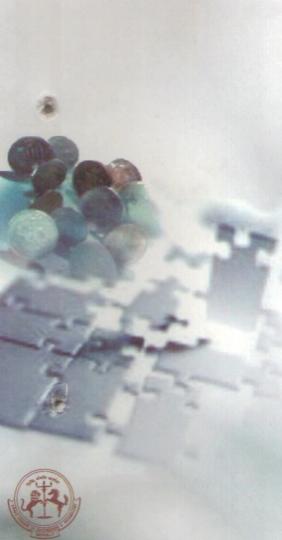
Leasing: An inovative tool in financial services
- Ms. Manorama

Relationship marketing in the financial services industry

- Ms. Rachna Bamba & Dr. P.P. Tripathi

Vol. 1 No.2

March 07 to August 07



Focus

Next wave of Globalisation: Financial Integration

- Dr. S.P. Gupta

Perspective

Burgeoning Global Acquisitions by Indian Companies & Emergence of the True Indian Multinational

-Dr. Raj Kamal

Aditya Birla Group: Global Investment Strategy (A Case Study)

-Chitranka Dalakoti

Agriculture Marketing Information System: A Mechanism for Socio Economic Development of a Nation

-Dr. Anand Mohan Agrawal & Ashutosh Mishra

Maximizing Deal Value : Role of Human Resources in Mergers & Acquisitions

-Prof. Harshada Mulay

Key Drivers for growth in the I.T. Industry: India's value Proposition

-Dr. Ram Singh

Challenges of Indian Pharma Industry-Post TRIPS

-Prof. Satish Ailawadi & Dr. Ashish Srivastava

Growth and Challenges before Indian MNCs

-Dr. Vinay K Srivastava & Dr. R. K. Singh

WTO: The Doha trade round was rescued in Hong Kong, but the most difficult tasks lie ahead

-Mr. Surendra Singh

Creating Human Capital: Mahamantra for Effective Globalization

-Dr. G.C. Agrawal

FACULTY OF MANAGEMENT SCIENCE

Shri Ram Murti Smarak
College of Engg. & Tech.
Bareilly (U.P.)

Vol. 1 No. 1

Sep. 06 to Feb. 07



FACULTY OF MANAGEMENT SCIENCE

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly (U.P.)

Focus

Globalisation Vs Inequalities

- Dr. S.P. Gupta

Perspective

Education Sector, A new trade in WTO regime: Destination India - Ms. Mrinalini Shah

Focus Latin America: Strategizing to enhance India's Export in WTO Borderless Regime

- Dr. Ram Singh

Women Entrepreneurship - A Need for Social Development - Dr. Ashish Kumar Srivastava

Global Competitiveness of Indian Manufacturing Sector - Dr. Amit Gautam

Industrial sickness in small-scale industries in Rohilkhand region

- A Case Study

Leadership: A "Force Multiplier" in Organizational Change Management

- Dr. Ashutosh Priva & Akhilesh Chandra Pandey

Investment in Knowledge pays the Best Interest -Developing effective talent management strategies.