

International Research Journal of Management Science & Technology



ISSN 2250 – 1959(Online)
2348 – 9367 (Print)

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJMST.com
www.isarasolutions.com

Published by iSaRa Solutions

Management schools in tier2 cities in India An analysis of trends, issues and challenges	6
Dr. Sweta Singhal	6
A survey of User Satisfaction of Library collections, services and facilities at Law College of Bangalore University, Bangalore: A case Study.....	17
Prof. M. Veerabasavaiah and Shivappa CR.....	17
Studies on Some Medicinal Plants Used by Rural People in Jhansi District, U.P. INDIA	30
Aarif M. Rather, Fayaz Ahmad Dar & Gaurav Nigam.....	30
TRENDS IN WORKING CAPITAL MANGEMENT AND ITS IMPACT ON PROFITABILITY (AN ANALYSIS OF ACC LTD COMPANY)	46
Dr Swapna Pillai.	46
Removal of heavy metal ions from laboratory effluents by Phytoremediation	56
Jasleen Kaur, Navneet Manav* and A.K. Bhagi	56
A Study on Role of Human Resource Management on Corporate Image Building in IT Sector. 66	
Ms. Renu Rana.....	66
Dr. Prof Shikha Kapoor	66
Augmented Reality in Marketing: Role and Applications.....	76
Leena.....	76
Poonam Lakra	76
PreetiVerma	76
Role of Information Technology In Banking Sector	84
PANKAJ THANVI.....	84
Factorial analysis of growth of online retail and study of online buying behaviour of consumers in Nagpur Region (City).	91
Shravan Chandak,	91
PritamBhadade,.....	91
The Journey of transformation from Chandashoka to Dharmashoka	104
Binay Laha	104
A Study on the Impact of Demonetization on the Indian Economy	107
T P Pavani ¹	107
“An analysis of the need for Skill Development with reference to Employability Traits : A study of Engineering students”	117
Dr. Nidhi Deouskar	117
Dr P. S Rajput	117
EMPLOYABILITY SKILLS.....	119

THE STUDY OF FACTORS INFLUENCING CO-CREATION MODEL FROM CUSTOMERS' PERSPECTIVE.....	125
Debadrita Panda ¹ , Dipto Halder ²	125
2. Total Relationship Marketing Third Edition Marketing management by Evert GummessonPralhad and Ramaswamy (2004), The Future of Competition: Co-creating Unique Value with Customers, Harvard Business School Press.....	134
PREVENTIVE MEASURES TO REDUCE IMPACT OF EARTHQUAKES IN INDIA.....	135
Prof. Dr. J. Bhattacharjee.....	135
Rohan Barua, MD Gauhar Ahmed.....	135
A CRITICAL ANALYSIS ON GOODS AND SERVICES TAX IN INDIA.....	147
Barla Mallesh Yadav.....	147
DIGITAL INDIA: A UNIQUE STEP TOWARDS E-LEARNING IN INDIA.....	154
Dr. P. THILAGAVATHI.....	154
Entrepreneurship Skills in Today's Era	160
Mohini Shukla.....	160
ANALYSIS OF GROWTH RATE OF DEPOSITS AND ADVANCE: A STUDY OF SELECTED BANKS IN INDIA	165
Himanshu Mathur	165
Sona Soni	165
Salary saving schemes (SSS) benefits to employees and problems they face – an in depth study	171
Ms. S. Thulasimani,	171
Dr. P. Ayyappan.....	171
Managing Logistics using Information System: A Case of Charter Logix.	179
Jitendra Singh Tomar.....	179
1.1 The CCC Support.....	182
5.1 IS in support of logistics evolution	183
5.2 Towards a new model of MPM	184
AN ANALYTICAL STUDY OF CORPORATE FINANCIAL RESTRUCTURING OF SELECTED COMPANIES AND ITS IMPACT ON WEALTH OF SHAREHOLDERS	187
Pritam Bhadade,.....	187
Shravan Chandak,	187
A Study on role of Spirituality at work place for organizational effectiveness: A Review Paper	196
Tilottama Singh.....	196
Prof. (Dr) Harpreet Grewal	196

High Utility Itemset Mining – Approaches and Algorithms	211
Mahak Dhanda	211
Regional Disparities of Occupational Structure: A Case Study of Haryana (2011).....	217
Mr. Satyender Kumar	217
Dr Reena Devi.....	217
Effect of Six Weeks Step Aerobic Training on selected Kinetic (Ground Reaction Force) and Kinematic (Temporal) Variables of Female with a Step Height of 6 inches and Intensity of 126 beats per minute	224
Dr. Sonia Shalini*, Raghvendra Shukla**, Dr. Dhananjay Shaw***	224
Partial and total ionization cross section of boron atom by electron impact	231
Nidhi	231
Praveen Bhatt	231
A Study on Public Cloud Services with Special Reference to SME's	238
* Mr. THUMMALA. SUDHEER,.....	238
**Dr. T. SREELATHA,.....	238
*** Mrs. S. SANDEEPA,.....	238
'अलविदा' पंजाबी कविता संग्रह : इक अध्ययन	247
रिमझिम गुप्ता.....	247
FACULTY ENGAGEMENT AND STUDENTS' PERFORMANCE A THEORITICAL ANALYSIS	250
M. Meera.....	250
Dr. P. Ravi.....	250
Cultural Assimilation-An analysis of Amitav Ghosh's "The Shadow Lines"	259
Dr. Roomiya Manzoor	259
Dr. Mohd. Yousuf Khan	259
"A STUDY ON COMPARATIVE ANALYSIS AND PROS & CONS OF WORK LIFE BALANCE OF DUAL-CAREER COUPLES, COMMUTER COUPLES AND DUAL EARNER COUPLES"	263
A. Sathiya Priya ¹ and Dr. D.Muruganandam ²	263
Ecocriticism a 21 st century discourse and a way ahead	272
Naseer Khan.....	272
Human Right and Environment: A New Approach to Sustainable Development.....	278
Mr. Neeraj Sharma.....	278
Study on New Applications of Rapid Prototyping and Rapid Manufacturing: a Need of Manufacturing Industry	285

P. H. Kulkarni	285
H. R. Kulkarni.....	285
रवीन्द्रनाथ टैगोर के शिक्षा दर्शन की वतमान में उपयोगिता: एक अध्ययन.....	289
‘ज्योती’	289
IMPROVED STRATEGIES OF INDIA’S FOURGN POLICY.....	293
GOVIND KOTIYAVAR.....	293
RURAL-URBAN DISPARITY IN INDIA	297
Archna saini	297
“Formulationand Implementation of GST in India”	308
T P Pavani.....	308
A Brief Survey On Mobile Cloud Computing.....	315
Neetu Rani	315
A STUDY OF HRM PRACTICES AND THEIR IMPACT ON ORGANIZATIONAL PERFORMANCE OF H.P. STATE ELECTRICITY BOARD LIMITED.	324
*Prof. Kulwant Singh Pathania and ** Vikas Pangtu.....	324
राजस्थान में जल संरक्षण : सरकार एवं गैर सरकारी संगठनों की भूमिका	331
डॉ. राज्यश्री तिवाड़ी.....	331
NPA CRISIS IN IDBI BANK – AN ANALYSIS	337
Dr. R. Alamelumangai	337
A STUDY ON MOTIVATING FACTORS BEHIND YOUNG ENTREPRENEURS WITHSPECIAL REFERENCE TO THRISSUR DISTRICT	346
*Krishna M.B.....	346
**C.R.Shruthi	346
***GouripriyaMenon.....	346
N-Covering Sets and N-Covering Polynomials of Chains	354
A. Vethamanickam ¹ and K.M.Thirunavukkarasu ²	354
An Empirical Analysis of Tourist Perception towards Mysore City	360
Dr. Veena K.P.	360
** Ms. Shilpa D.	360
A STUDY ON E- WASTE MANAGEMENT WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT.....	371
* Krishna M B.....	371
**Shraddha R Menon	371
***Aathira S	371

Role of Performance evaluation in enhancing job satisfaction in Pharmaceutical sector	379
Dr. Rajni Saluja.....	379
Harneet Kaur.....	379
Present Scenario of Electrical Energy Policy in India	390
Jaghnath.K	390
research scholar in VMU Tamilnadu	390
Dr.R.Devarajan	390
Introduction.....	390
Need of energy policy.....	390
Overview of Low-Impact Renewable Energy Technologies.....	391
Energy Planning Tools.....	391
Energy System Planning For India	392
Policy Framework For Promotion Of Renewable In India	392
Concusion	394
References.....	395
Assessment of Physico-Chemical parameters of river Gangan around the Moradabad city, Uttar Pradesh, India.....	396
Pradeep Kumar ¹ and Mohd Swadeqeen ²	396
Medicinal attributes of <i>Withania Somniferum</i>	402
Dr Rashmi Pareek.....	402
BCC – IDEALS IN FUNCTION	407
BCC – ALGEBNRAS	407
Arbind Prakash.....	407
Dr. R.L.Prasad, Retd.	407
ASSESSING THE FINANCIAL PERFORMANCE: A STUDY OF PHARMACEUTICAL INDUSTRY OF INDIA	410
Ms. Shivani Bector	410
Article	419