International Research Journal of Management Science & Technology



ISSN 2250 – 1959(0nline)
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 PROFITIBILITY (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 GummessonPrahalad 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 study171

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 Paper196

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. Dhananjoy 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 संग्रैह : 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 21st 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 वर्तमान में उपयोगिताः 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

Jaghnnath.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 *Withania Somniferum* 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

Role of Tissue Culture Technique in the Conservation of Medicinal Plants: A Botanical Study with Special Reference to Etawah District 419

Dr. Jeinandera Kumar 419

Article 429