

Contents

S.No	Title of the Article	P.No
1.	Glass Ceiling was just Cracked and not Broken in Indian Organizations. K.V.Sridhar, Aduri . KanthiPriya	1-5
2.	A Study on E- Banking Services in the Public Sector Unit Banks in Guntur. Dr. K. Lalitha, Mr. V. Chakravarti, S. Deepthi	6-10
3.	PPP & CPPP Models for Sustainable Tourism Development in Kerala Tourism in Kerala – An Introduction. Ezreth	11-17
4.	Effects on Employees Motivation at District Co-operative Milk Producers Union Ltd in Tamilnadu. K.Vikram	18-27
5.	The Administration of Jaffna Kingdom – A Historical View. Dr.KArunthavarajah	28-34
6.	Micro Finance, Self Help Groups and Women Empowerment-Current issues and Concerns. Suresh B K	35-41
7.	Relationship Banking and Customer Satisfaction: An Empirical Study on Selected Private Sector Banks. Dr.Y.V.Rao	42-57
8.	Impact Factor of Human Resource Management at Private Sector in Tamilnadu. R.Murugesan	58-68
9.	A Study on Influence of Advertisement in Consumer Brand Preference (Special Reference to Soft Drinks Market in Hosur Town). Dr.A. Vinayagamoorthy, Mr.P.Madevan	69-76
10.	A Study on Teaching Pedagogies Among MBA- School Faculty. Uthra.V	77-85
11.	Higher Education in India: Confronting the Challenge of Change. Suresh B K	86-91
12.	A Critical Analysis of Quality of Work Life Practices at Salem Steel Plant and JSW Steel Limited, Tamil Nadu. Dr.E.Muthukumar, Dr.G.Alex Rajesh, Mrs.S.Vidhya	92-99
13.	Social Entrepreneurship- Improvising Life Quality through Improving Quality of Water-A Case Study of Jodhpur Wall City Area. Deepshikha Sharma, Vasuneet Sharma, RajkumarRegar	100-104
14.	Awareness of Cyber Law in Educational Institutions of NCR. Mr. Kumar Saurav	105-110
15.	Role of Panchayath Raj Institutions in Economic and Political Empowerment of Women - A Study in Mysore District. Dr.K.Sivachithappa	111-121
16.	Construction of Optimal Equity Portfolio using the Sharpe Index Model with Reference to Banking and Information Technology Sectors in India From 2009-2013. Dr.K.V.Ramanathan, K.N. Jahnvi	122-131
17.	Opportunities and Challenges in Adopting IFRS in India. Dr.A.Vinayagamoorthy	132-136
18.	Data Envolpment Analysis (Malmquist) of Microfinance Institutions in India. V. Umasri, Dr.Chitra Sivasubramanian	137-143
19.	An Insight into Chilli Cultivation and Risk Management Procedures with Special Reference to Karnataka & Andhra Pradesh. Mr. V. Chandra Sekhar Rao, Dr. G.V.Kesava Rao	144-155