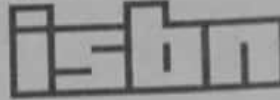


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Government of India,  
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Department of Higher Education,

International ISBN Agency,  
United House, North Road,  
London, N7 9DP, UK  
Tel. +44 207 503 6418



West Block-1, Wing-6, 2<sup>nd</sup> Floor,  
Sector-1, R.K. Puram,  
New Delhi-110066 (India)  
E-mail: [isbn@nic.in](mailto:isbn@nic.in) Tel: 26179675 and 26172493 Ext.12  
Website: [www.education.nic.in](http://www.education.nic.in)

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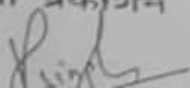
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in  
**CONTEXT OF INDIAN ECONOMY**



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## Contents

1. Sustainable Development Challenges and Issues / <i>Dr. Savita</i>	11
2. Role of Customer Relationship Management in E-Commerce / <i>Dr. Nisha Dahiya</i>	19
3. Impact of social media on promotion of products / <i>Ms. Monika Kumari</i>	24
4. GST Influence in Sports Education in India / <i>Dr. Suman</i>	29
5. Impact of Entrepreneurs on Indian Economy / <i>Ms. Suman</i>	33
6. E-Billing Processing System in India / <i>Dr. Asha</i>	38
7. GST: An Analysis / <i>Ms. Seema Rani</i>	44
8. Global HRM : Issues and Challenges / <i>Meenakshi</i>	51
9. Prospects of Digital Cuurency in India—A Way Forward / <i>Ms. Sonia</i>	57
10. Identifying Various Revival Strategies of Indian MSMEs to mitigate the effects of COVID-19 outbreak / <i>Dr. Susheela, Dr. Amit Rathee</i>	63
11. National Education Policy 2020 / <i>Dr. Vandana Nasa</i>	68
12. Role of ICT in Research / <i>Manisha</i>	74
13. Consumer Buying Behavior During Pandemic of Covid-19 / <i>Mrs. Neera</i>	79
14. Challenges to the Road of Sustainable Development in India <i>Vishal Malik, Dr. Ranju Malik</i>	84
15. Poverty and Inequality During The Pandemic <i>Dr. Upasana, Ms. Poonam, Mrs. Sadhna</i>	92
16. A Study on Consumer Satisfaction and Preference Towards Online Food Delivering Applications / <i>Ritu Rapariya</i>	96
17. GST: An Analysis / <i>Divya</i>	102
18. Economic Liberalisation in India / <i>Ms. Sunita</i>	106
19. A Study on Impact of Online Shopping on Customer Behaviour in India <i>Ms. Anu, Mrs. Reena, Mrs. Pooja</i>	111
20. Sustainable development : Issues and Challenges <i>Dr. Meenakshi, Dr. Aruna Malik</i>	116
21. Perception of Customers towards Internet Banking Services <i>Sachin, Dr. Shakti Singh</i>	124
22. Reforms in Banking Sector : The Growth Engine / <i>Supriya Dalal</i>	131
23. Role of E-commerce Helps in Reducing Operating Cost <i>Ms. Mimansha, Dr. Sonia, Ms. Pooja</i>	140
24. Primary Agriculture Cooperative Society in Haryana <i>Ms. Monika Rathee, Ms. Neetu</i>	147

25. Impact of Globalisation on National Security / *Dr. Poonam, Mrs. Sangeeta*
26. Sustainable Development : Issues and challenges / *Dr. Usha Dahiya*
27. Sustainable Development in India with reference to Agriculture sector  
*Ms. Sangeeta, Ms. Reetu*
28. The Role of the Self Employed Women's Association (SEWA)  
in Providing Financial Services to Rural Women  
*Sunil Kumar Panwar, Rashmi Devi*
29. Social Cognition in Psychology / *Ms. Anu*
30. Physical Education and Sport in Schools: A Review of Benefits and Outcomes  
*Mrs. Savita, Mrs. Sushma, Mrs. Sushma*
31. Impact of Covid -19 on employment in India / *Mrs. Nirmal, Mrs. Kanchan Sithar*
32. Financial Budget 2023: Bridging the barriers of Microfinance / *Dr. Minaxi*
33. Entrepreneurship and Economic growth in Contemporary India / *Ms. Kiran*
34. Globalization and Contemporary Literature / *Manju*
35. Economic History of India / *Ms. Kavita*
36. Business, Psychology of Business, Reaserch Methods / *Preeti*
37. Pandemic, Disparity and Poverty: Evidence from India / *Aarti*
38. Globalization, Divergence and Stagnation / *Dr. Jyoti*
39. Lars E-Inflation Targeting as A Monetary Policy Rule  
*Dr. Seema Saroha, Ms. Anjali*
40. Sustainable development / *Savita Devi*
41. Role of Information and Communication Technology in Achieving  
Excellence in Higher Education / *Anu, D. Geeta Rani*
42. Fiscal Relations between Centre and State in India  
*Dr. Manoj Kumar, Dr. Priyanka*
43. An Analysis of Multidimensional Poverty in Relation to Gender  
and Region: A Case Study of Nuh District of Haryana  
*Dr. Lalit Sharma, Dr. Somnath*
44. GST: A Tough Asana For Yoga Mats / *Alka*
45. वस्तु एवं सेवा कर / डॉ. मनीषा
46. बौद्धिक सम्पदा का अधिकार / डॉ. प्रवेश कुमारी
47. भारत में बैंकिंग / डॉ. आशा रानी
48. डिजिटल पर्यावरण में कॉपीराइट संरक्षण : उभरते मुद्दे / *नवीन कुमारी*
49. सतत विकास में महिला शिक्षा की भूमिका / *सुश्री कविता, डॉ. स्वाति*

# Sustainable Development Challenges and Issues

Dr. Savita

Assistant professor of Economics  
Tika Ram Girls College, Sonipat

## Abstract

The concept of sustainable development has undergone various developmental phases since its introduction. The historical development of the concept saw participation of various organizations and institutions, which nowadays work intensely on the implementation of its principles and objectives. The concept has experienced different critiques and interpretations over the time while being accepted in different areas of human activity, and the definition of sustainable development has become one of the most cited definitions in the literature. In its development, the concept has been adapting to the contemporary requirements of a complex global environment, but the underlying principles and goals, as well as the problems of their implementation, remained almost unchanged. Still, some goals have been updated, and the new goals were set. These goals are united in the framework of the Millennium Development Goals 2015 which outline the challenges that humanity has to fight not only to achieve sustainable development but to survive on Earth as well. Several challenges threaten progress towards sustainable development goals. The spike in food and energy prices in 2008 led to a severe food crisis. The subsequent fall of energy prices has eased some of the pressure on energy importing countries. Yet, food prices remain high. The global financial and economic crisis in 2009 has exacerbated the situation: Growth rates are falling, unemployment is rising, poverty is deepening, hunger and malnutrition are on the increase again, and the achievement of the Millennium Development Goals is in jeopardy.

**Keywords:** concept of sustainable development, challenges, human activity

## Introduction

The Sustainable Development Goals (SDGs) evolved because of extensive stakeholder consultation involving experts, policymakers, and institutions in 2015 as part of the Agenda 2030. The SDGs served as a powerful medium which provided member states a feasible development pathway ensuring balance between the economic, social, and environmental dimensions of sustainable development (Sachs et al. 2018; Costanza et al. 2016). It further aided improvements on critical global partnerships and agreements in areas such as poverty alleviation, gender inequality, social inclusion, climate change and sustainable cities (Tollefson and Gilbert 2012; Winkler and Satterthwaite 2017). SDGs also



# Role of Customer Relationship Management in E-Commerce

Dr. Nisha Dahiya

Assistant professor, department of commerce  
Tika Ram Girls College (Sonipat) Haryana-131001

## ABSTRACT

The art of satisfying customers is fundamental to the success of any business, but it goes far beyond that. Good customer relationship management (CRM) is the strategy (plan) used to manage interactions with existing and potential customers. CRM helps businesses streamline processes, build customer relationships, increase sales, improve customer service, and increase profitability. Like traditional brick-and-mortar businesses, e-commerce sales are highly competitive and require focused attention to build customer trust and loyalty to your brand, product, or service. The good news is that CRM doesn't have to be complicated and there are steps you can take now to start adopting good practices. As your business grows to the point where you need a more automated approach, consider investing in CRM software and service providers to help you manage this for the long term. There are many methods available such as websites, social media, phone calls, chats, emails, and various other marketing materials, all of which can be integrated into your CRM solution. All of this is easily accessible and ultimately you should keep records and know the pulse of every communication. There are many CRM solutions on the market that are suitable for small and growing businesses. Many are sold as a service (known as SAAS or Software as a Service) for a monthly or annual premium per user. Choose from different tiers or service plans depending on your needs and budget. In this research paper, we will discuss the importance and challenges of CRM in e-commerce.

**Key words:** Customer Relationship Management, E-Commerce, E-Business.

## Introduction

CRM stands for customer relationship management, which is a marketing approach that ensures customer needs are met at all points of customer-collaboration interaction. CRM (Customer Relationship Management) is a comprehensive strategy and process for acquiring, retaining and partnering with eligible customers to create higher value for the company and the customer relationship management (CRM) has different marketing approaches, customer market, referral market consisting of word of mouth customers, supplier market, recruitment market, influencer market and internal market consisting of the organization's own employees. . The marketing approach to customer relationship management (CRM) has gained a lot of popularity in recent years in an attempt to create

# Impact of social media on promotion of products

Ms. Monika Kumari

Asstt. Professor of Commerce

Tika Ram Girls College, Sonipat, Haryana-131001

## ABSTRACT

The growth of social media marketing platforms has become a key factor in building social signals that are very important in any digital SEO marketing campaign. Social media marketing integrated with your search engine optimization strategy can be effective in building organic website traffic. There are a variety of social media marketing trends that are sure to influence how digital marketers conduct search engine optimization campaigns to improve the lead generation process and website conversion rates. Online marketers have come to see the business value of social media marketing from a different perspective. The number of consumers using social media to find the products and services they need is exploding. Popular social media apps include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Snapchat. Each platform has attractive elements to use. Also, when a company combines multiple channels to deliver its multi-channel messages, consumers can view those messages on their favourite channels. Keywords: Social media marketing, Social media platform, SEO.

## 1. INTRODUCTION:

Social media is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, like face book and twitter.

Initially social media may have begun for social engagement, but the commercial value soon became apparent and it has become the marketer's new best friend too. As social media use become popular and number of social media users has increased more than the population of some of the countries, marketers have had to seriously alter their game plan to take this shift in the media landscape into account.

The benefit of Internet for humankind is undoubted, however the Internet and other medias are strongly influencing the customer's perception of the reality, and therefore, buying behaviour. The traditional sources of getting clients such as TV-commercials have become less relevant. (Shavitt, 1998) The development of the Internet made a great contribution to the improvement of business relations. First of all, the Internet is used for better communication with clients. Secondly, due to the Internet, the possibility of advertising the goods and Social Media Marketing (SMM) practice occurred much easier

# GST Influence in Sports Education in India

**Dr. Suman**

Assistant Professor of Physical Education  
Tika Ram Girls College, Sonipat

**Abstract :** This study assesses the growth of football achievement at the high school level. The CIPP (Context, Input, Process, Product) evaluation model technique is used in this study. Guidelines for conducting interviews, observation logs, and document analysis were used to gather the data. The principal, the instructor in charge of establishing a special sports class, and the football coaches were the respondents for this study. The data analysis method made use of data triangulation and qualitative data analysis. According to the study's findings, the installation of a special sports class is dependent on letters of decision from the DIY Provincial Education Office and the Head of the District Education Office. The addition of new pupils to the special education.

**Keywords :** Football coaching programme evaluation keywords Sports-Specific Class

## INTRODUCTION:

The underwhelming national athletic accomplishments essentially show how poorly implemented, optimally planned, and implemented sports coaches are at the school and athletic levels. For pupils to participate in sports education, the government has made services and educational possibilities available.

Can decide to organise special sports schools (SKO) or special sports classes through education (KKO). In order to carry out sports coaching more effectively and continuously at the high school (SMA), it must be supported by a programme that can accommodate these activities in the form of a special sports class as an elite sport class. (Kementerian Pendidikan Nasional, 2010).

SMA Negeri 1 Seyegan and SMA Negeri 2 Ngaglik are the senior high schools in Sleman Regency that hold the Special Sports Class. Football is the most popular sport at SMA Negeri 1 Seyegan and SMA Negeri 2 Ngaglik, respectively.

Football is a sport that involves a lot of speed, strength, stamina, skills, and tactic understanding, according to Luxbacher (2012).

A specific sports class plays a crucial role in encouraging athletic excellence as part of Indonesia's sports system. At the regional, national, and worldwide levels, coaching and development in sports accomplishments are carried out and guided.

(Pakaya, Rahayu, & Soegiyanto, 2012). According to Triatmo, Soegiyanto, and Wahyu

# Impact of Entrepreneurs on Indian Economy

Ms. Suman

Assistant Professor in Department of Commerce  
Tika Ram Girls College, Sonapat

## ABSTRACT

An entrepreneur is a person, who starts a new business, bears most of the risks and reaps the majority of the benefits. Entrepreneurs are the people who create new business, which help in creating new jobs for the people. It can be said that entrepreneurship is good for economic growth as entrepreneurs help in escalating competition, with the help of technology they master in increasing productivity and thus contributing to the development of the country, followed by economic growth. Economic development achieved through productivity growth is very important to both developed and developing nations. Entrepreneurs are the businesspeople who find their success by taking risk. An entrepreneur is someone who starts or owns a business. Whether it is in farming, retail, manufacturing or in service sectors. An entrepreneur takes most of the risk and initiative for their new business and is often seen as a visionary or innovator. The best example of entrepreneurship is a starting of new business venture. Entrepreneurs convert the ideal resources like land, labor and capital into national income and wealth in the form of goods and services. In present scenario, economic development is not possible without effective entrepreneurship and thus entrepreneur is a major component of economic growth. The entrepreneur with their ability to analyze and identify opportunities in the environment, transform them into business propositions through creation of economic entities. They create wealth by channelizing the resources from less productive use to more productive use. They act as catalysts for economic development and agents of social transformation through the efficient and effective utilization of resources. The aim of this paper is to develop and analyze the contribution of entrepreneur in the Indian economy.

## KEY WORDS

Entrepreneur, Escalate, Innovator, Initiative

## Introduction

The Word "Entrepreneur" originates from a 13th century French verb, *entreprendre*, meaning "to do something" or "to undertake". By the 16th century, the noun form, entrepreneur was being used to refer to someone who undertakes a business venture. Entrepreneurs play a vital role in the economy by establishing firms, which in turn creates market and organization. This speed up the process of activating factors of production leading to a higher rate of economic growth, dispersal of economic activities and development of backwards regions. The more precise meaning of Entrepreneur is one

# E-Billing Processing System in India

Dr. Asha

Assistant Professor of Commerce  
Tika Ram Girls College, Sonapat

## Abstract

On the event of the 46th Civil Accounts Day, the Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman introduced the Electronic Bill (e-Billing) processing system, which was announced in the Union Budget 2022 – 23. Electronic billing (e-Billing) is a method of sending and paying bills electronically, rather than through paper billing processes. Billing electronically makes it easy for customers to receive bills online, in a supplier portal, via email, or in machine-readable data format. Electronic billing lets customers and businesses digitally send invoices and payments to each other, providing clear insight for each party. The e-Billing process is fast, efficient and streamlined for customers and vendors alike, which is why electronic billing is more suitable for modern accounts payable teams. An e-Billing and e-Payment portal usually allows the payer to access copies of their e-bills and manage or update information. E-billing is a fundamental component of modern finance. It's leveraged by both accounts payable (AP) and accounts receivable (AR) departments to help automate workflows and reduce reliance on paper-intensive processes. This paper mainly focuses how E-bill works and will improve transparency, effectiveness in trading activities.

**Keywords:** E-Bill, PFMS, FIFO.

## Introduction

The E-Bill Processing System is developed by the Public Financial Management System (PFMS) under the Ministry of Finance. It was announced in the Union Budget speech of 2022-23 and was launched on 1st March 22 by the Union Finance Minister. The launch date is significant since it was Civil Accounts Day and marks the inception of Indian Civil Accounts Services.

## Defining E-Bill Processing System

Currently, vendors and suppliers submit physical wet signed bills to various departments and track status manually, which is time-consuming. Also, these departments are not interlinked, making it more challenging. The E-Bill Processing System essentially digitalises the entire process by shunning the physical process. It is time-efficient, eliminates corruption, and creates transparency.

## History of E-Billing

E-billing is a result of multiple innovations in the technology world. The computer gave companies the ability to generate electronic invoices, or at least convert a handwritten

# GST: An Analysis

Ms. Seema Rani

Assistant Professor in Commerce

Tika Ram Girls college, sonipat.

## ABSTRACT:

Goods and Services Tax is an indirect tax to support and enhance the economic growth of the country. Most of the Developed countries have implemented Goods and Services Tax Bill (GST). It was found that the government's motive of GST was to bring all the citizens of the nation under the tax and to prevent the flow of black money. But it was observed that lots of Indian citizens' sentiments were in a dilemma. Therefore, it is recommended to revisit the structure and keep a scope of continuous improvement.

The Goods and Services Tax (GST), implemented on July 1, 2017, is regarded as a major taxation reform till date implemented in India since independence in 1947. GST was planned to be implemented in April 2010, but was postponed due to political issues and conflicting interest of stakeholders. The primary objective behind development of GST is to subsume all sorts of indirect taxes in India like Central Excise Tax, VAT/Sales Tax, Service tax, etc. and implement one taxation system in India. The GST based taxation system brings more transparency in taxation system and reduces tax theft and corruption in country. The impact of GST Has two key segments weight; one is to the business and second is to the customers who are actual bearer of tax costs. The purpose of this paper is to highlight the background of the taxation system and the discourse on GST by further analysing the impact of GST on Indian economy along with significant working and outlined some challenges of GST implementation.

**Keywords:** GST, Economy, Indirect Tax, Indian Taxation System

## 1. INTRODUCTION:

The word tax is derived from Latin word 'taxare' which means to estimate a compulsory contribution to state revenue, levied by the government on workers income and business profits or added to the cost of some goods, services, and transactions. A tax is an imposed input, obtained pursuant to legislative authority. Indian Taxation System comprise of Direct and Indirect Tax. Goods and Services Tax (GST) is one of the most contributory Indirect Taxation reforms. The only means of financing is Taxes the public goods because they cannot be priced appropriately in the market. They can only be provided by governments, funded by taxes.

The concept of GST that is goods and services is a Canadian value-added tax levied on most of domestic consumption. The tax is levied to provide revenue for the government.

# Global HRM : Issues and Challenges

Meenakshi

Assistant Professor, Commerce

Tika Ram Girls College,

(Sonipat) Haryana-131001

## ABSTRACT

This article tries to identify the various issues and challenges that global human resource personnel faces and as well attempts to address the solutions to the same. The major issues identified in the study are the difference in the local market, legal, economic and cultural barriers, management style, compensation management system, and the decision- making process while the major challenges are discussed upon the global staffing process, selection, the training & development procedure and the cultural differences. In a competitive scenario, effective utilization of human resources has become necessary and the primary task of every organization is to identify, recruit and channel competent human resources into their business operations for improving productivity and functional efficiency. Globalization is the tendency of firms to extend their sales, ownership or manufacturing to new market abroad. The ongoing globalization will have a strong influence on the fortunes of nations, industries, firms, and individuals. As part of this Continuing changes, competitive opportunities and threats have increasingly come from outside of one's home country. Thus, globalization has a strong influence on some of the aspects of HRM. Globalization of business has probably touched the HR managers more severely than any other function heads. The HR executives need to give international orientation to whatever they do- employee hiring, training and development, performance review, remuneration, motivation, welfare or industrial relations. This paper focuses on the theoretical frame work of global HRM and also highlight the issues and challenges of Global HRM.

**Keywords:** Globalization, Human resource, HR challenges, Global HRM, Global Market.

## INTRODUCTION

A planned approach to managing people effectively for performance. It aims to establish a more open, flexible and caring management style so that staff will be motivated, developed and managed in a way that they can and will give of their best to support departments' missions. Human Resources is a long-established task within the Governments' Management Framework. This task the Government meets its obligation to be a good employer; seeks to secure staff commitment; and develops and manages staff to give of their best to help the Government serve the community. The need to respond

# Prospects of Digital Cuurrency in India – A Way Forward

Ms. Sonia

Assistant Professor of Commerce  
Tika Ram PG Girls College, Sonipat

## Abstract

It was only after the Paper Currency Act of 1861 that the Government of India was given the monopoly to print currency. Since then, the Government of India has been supporting the vast financial system by providing safe and risk-free means of payment. Maybe now is the time to look further ahead to consider other advancements that might be needed to support the rapidly growing digital economy. CBDC is a potential application of a permissioned blockchain and distributed ledger technology (DLT) where the central bank issues new money equivalent to – and redeemable for – its domestic currency, often simultaneously removing the equivalent amount of currency from the money supply. It may be issued for general use (“retail” CBDC) for peer-to-peer payments and payments from consumers to merchants, or for use by commercial banks and clearing houses (“wholesale” CBDC) for more efficient interbank payments that occur outside traditional correspondent banking and other payment systems. CBDC may or may not be issued using DLT; it can alternatively operate on traditional centralized technologies. CBDC is fundamentally different from cryptocurrencies which unlike CBDC, are issued by a private party and are not backed by a central party thus using a permissionless blockchain. According to the RBI Act 1934, “Every banknote shall be legal tender at any place in India in payment for the amount expressed therein.” While cryptocurrency lacks the legal tender status of the Government of India, CBDC fulfil the conditions to be accepted as a legal tender in India.

## Introduction:

A central bank digital currency (CBDC) is money in digital form and a legal tender issued by a central bank. A CBDC is the same as fiat currency and can be exchanged at a rate of one-to-one with the fiat paper currency or cash (Bordo, 2021; Chaum, Grothoff and Moser, 2021). The only difference is that a CBDC is money in digital form (Inozemtsev and Nektov, 2022; Kahn, Singh and Alwazir, 2022). Most CBDCs can be held in an account-based wallet or token-based wallet (Xu, 2022).

In August 2022, the Reserve Bank of India (RBI) announced that a digital rupee – a central bank digital currency – will be introduced in phases beginning with wholesale



# Role of ICT in Research

Manisha

Assistant Professor(Commerce Dept.)  
Tikaram Girls College Sonipat

## ABSTRACT:

In many nations, information and communication technology is a top national priority that is frequently entrenched in laws that control the industry. Knowledge acquisition is one of the characteristics that sets humans apart, and man's capacity to "influence" others with knowledge ensures that it continues to flourish. One of the most fascinating phenomena defining the Information Age is the Internet's rapid growth in Information and Communication Technology (ICT). ICT allows new forms of communication, provides our access to information, and supports numerous online services in the fields of business, culture, leisure, and education. ICT applications are especially effective and uncontested in the research function of higher education. Four regions in particular are crucial: the constant rise in computing capacity and bandwidth. The goal of this study was to evaluate the use of information and communication technology (ICT) in the teaching of mathematics at the Al-Faruq College of Education in Wenchi, Ghana, with a focus on the degree of ICT competency of the tutors and their pedagogical practices with ICT. The research employed a cross-sectional descriptive survey, with questionnaires serving as the primary data collection instruments. Although the ICT competency level of mathematics tutors is low, the analysis indicates that they still give it their all. The results also showed that teachers rarely employ the proper methodology when using ICT to teach mathematics. Respondents are moreover conscious of the advantages of sound pedagogical methods in a lesson.

## INTRODUCTION

Ensuring access to basic services and information and communication technology is a top national priority. It is targeted in many countries and is often spelled out in laws governing this sector. One of the characteristics of human characteristics are the ability to acquire knowledge and what that knowledge means to a person. A thriving economy is a human's ability to "influence" others with its knowledge. Knowledge transfer is one of the most basic social achievements of a society. Building strong relationships with students helps faculty.

Enjoy the challenge of working at a small university. rapid development in information and communication technology (ICT), especially the Internet, is one of the most fascinating phenomena of the information age. ICT gives us access to information and enables new forms of communication. Provides many online services

# Consumer Buying Behavior During Pandemic of Covid-19

Mrs. Neera

Assistant Professor of Commerce Department  
Tika Ram Girls College (Sonipat)

## Abstract

This coronavirus (COVID-19), which influences the lives of millions of people, is the important human disaster in the world. The international economy has been inflated by this virus very badly. The Covid-19 Pandemic has bought a paradigm shift in the buying behavior of the consumers. It is responsible for breaking the offline personal buying trend of the market. The Indian online shopping and advertisement patterns have dramatically affected unforeseen 21-day lockdown. Coronavirus was originally widely unknown regarding its effect on customer purchasing behavior, products and online tools. This paper tries to understand the change in consumer buying behavior during lockdown caused due to Covid19 pandemic. The traditional offline shopping habits of the consumers was replaced by online shopping. Also, the purchasing preference of consumers was clustered towards the essential items like, grocery, green grocery, toiletries and medicines. All other items were considered as secondary importance. It was also seen that the usual attraction of consumers with reference to promotional offers and discounts on products did not affect their buying behavior. The results of the study reveal that consumers preferred buying essential items mostly through online mode of shopping.

**Key words:** Consumer, Consumer Buying Behavior , Coronavirus.

## Objectives of the Study

- To study the awareness and knowledge of consumers towards COVID -19
- To study the price, availability and other problems on the COVID- 19 impact on the buying behavior
- To analyze the consumers attitude towards COVID -19 impact on the buying Behavior

## Research Methodology:

This research is a desk study and extensively based on secondary data collected via government publications, international journals, newspapers, articles and websites. Both Quantative and Qualatitive data used for research purpose to get a conclusion on change in consumer buying behavior during the pandemic of Covid-19.

# Poverty and Inequality During The Pandemic

Dr. Upasana

(Deptt. of Political science)

Ms. Poonam

(Deptt. of History)

Mrs. Sadhna

(Deptt. of Political science)

Tika Ram PG Girls College, Sonapat (Haryana)

## ABSTARCT

Early in 2020, many countries were confronted with the outbreak of the Covid pandemic and, in different intensities, implemented lockdown policies and restricted economic activities. Governments set up support programmes for business and public service staff and enacted social relief Measures to vulnerable households to deal with misery arising-from loss of income. This report looks at two countries, Senegal and Kenya and compares the impact of virus containment and social mitigation policies on poverty and inequality within their informal economies. It shows, with the help of country-wide representative surveys, that lockdown policies and social relief measures deeply impact poverty and inequality. Insofar as the strength of the implemented measures differ substantially, outcome indicators of poverty and inequality can be related to different policies. Our findings demonstrate that well-designed social assistance programmes were instrumental not only in preventing the worsening of social indicators when a global health crisis struck, but even in reducing poverty and inequality and providing a basis for a socially inclusive economic recovery thereafter.

## CONTAINMENT POLICIES AND IMPACT ON BUSINESS AND WORK

To measure the intensity of the containment policies applied to economic activities we use two approaches. The Oxford Covid-19 Government Response Tracker provides a stringency index that measures the government response based on nine indicators including school closures, workplace closures, restrictions on public gatherings, international travel bans and international travel controls. Our own survey provides data on business closures and work stoppages that either confirm or contradict the results of the Covid stringency index. The two approaches together are used to determine the difference between the two countries' containment regimes. Our survey allows us to measure the intensity of economic restrictions from a different angle. Instead of evaluating government policies, it looks at the effect of policy restrictions at the grassroots level. For a first reference, we asked whether respondents had had to close down their business or workplace because of the pandemic. The question was directed primarily at own-account workers and micro-enterprise owners. Judging from our survey, the informal economy was at no point brought to a full standstill. While some business activities were seriously

# GST: An Analysis

Divya

Assistant professor of Economics  
Tikaram pg girls college, Sonipat.

## ABSTRACT

The Goods and Services Tax, or GST, took effect on July 1, 2017. The new tax system was designed to replace all current indirect taxes with a single, comprehensive tax. The Goods and Services Tax (GST) is a consumption tax imposed on goods and services depending on their final destination (Bhushan Satya). Simply said, GST is a single tax that applies to the delivery of goods and services from the producer to the end user. In nutshell, it's a tax imposed solely on value addition, with input tax credits transferred at successive stages of value addition, implying that the ultimate tax burden would fall on the end user of products or services. The anticipated advantages of implementing the GST are that it would decrease the cascading impact of taxes, i.e. it will eliminate tax on tax. It was also anticipated to stimulate demand for products and the elimination of a number of indirect taxes such as VAT, CST, Service tax, CAD, SAD, and Excise, among others, which would help to improve the Indian economy in the long term. This paper tries to highlight the cost and benefits bear by the economy due to implementation of the GST. The paper also tries to find out the expected rate of growth of economy after the GST. Finally, the study tries to conclude that how it would be disrupted and benefits the economy in the long run. Keywords-- GST, Economic Growth, GST Collection

## INTRODUCTION

The Goods and Services Tax (GST), the world's largest tax reform, is now a part of the Indian economy. The Goods and Services Tax (GST) is a tax imposed on the manufacture and sale of goods and services in the United States. Every step of the production process is subject to the tax. Both the consumer and the manufacturer are subject to GST. It is a tax that's dependent on where you go. This indicates that GST will be collected at the time of sale. In 1999-2000, the GST idea was conceptualised for the first time. The Kelkar Committee proposed implementing GST in 2004-05, as indicated by the 12th Finance Commission. Finance Minister P Chidambaram suggested GST implementation on 1 April 2010 in February 2006, based on the same suggestions. The reform was put on hold when Asim Dasgupta, the chairman of the GST committee, resigned. On 8 August 2016, the Constitutional Amendment Bill for GST was passed by the Parliament, followed by ratification of the bill by more than 15 states and its enactment in early September (Prabhash K Dutta 2017). The Goods and Services Tax was finally launched at midnight on 1 July 2017. The launch was marked by a historic midnight (30 June - 1 July) session.

# Economic Liberalisation in India

Ms. Sunita

Assistant professor of Economics  
Tika Ram Girls College, Sonipat

## Abstract

Even if adjustment and reform in 1991 were driven by economic compulsions, the political process that made these possible. However, liberalisation was shaped by the economic problems of the government rather than by the economic problems of the people or by long-term development objectives. Thus, there were limitations in conception and design which have been subsequently validated by experience. Jobless growth, persistent poverty and rising inequality have mounted as problems since economic liberalisation began. And, 25 years later, four quiet crises confront the economy in agriculture, infrastructure, industrialisation and education as constraints on the country's future prospects. These problems must be resolved if economic growth is to be sustained and transformed into meaningful development. In this quest, India needs to reach a developmental state for its market economy to improve the living conditions of the people.

**Keywords:** economic liberalisation, reforms, financial crisis, employment, development

## Introduction

The economic liberalisation in India refers to the economic liberalization of the country's economic policies with the goal of making the economy more market and service oriented and expanding the role of private and foreign investment.<sup>[1][2]</sup> Indian economic liberalization was part of a general pattern of economic liberalization and modernization occurring across the world in the late 20th century.<sup>[3]</sup> Although unsuccessful attempts at liberalization were made in 1966 and the early 1980s, a more thorough liberalization was initiated in 1991. The reform was prompted by a balance of payments crisis that had led to a severe recession.<sup>[4]</sup>

Specific changes included reducing import tariffs, deregulating markets, and reducing taxes, which led to an increase in foreign investment and high economic growth in the 1990s and 2000s. From 1992 to 2005, foreign investment increased 316.9%, and India's gross domestic product (GDP) grew from \$266 billion in 1991 to \$2.3 trillion in 2018.<sup>[5]</sup> According to one study, wages rose on the whole, as well as wages as the labor-to-capital relative share.<sup>[4]</sup>

# A Study on Impact of Online Shopping on Customer Behaviour in India

**Ms. Anu**

Assistant Professor (Computer Science Department)  
Tika Ram PG Girls College, Sonipat

**Mrs. Reena**

Assistant Professor (Computer Science Department)  
Tika Ram PG Girls College, Sonipat

**Mrs. Pooja**

Assistant Professor (Computer Science Department)  
Tika Ram PG Girls College, Sonipat

## ABSTRACT

Online shopping has become very important in the 21st century because the majority of people are busy and have busy schedules. Consequently, online shopping emerged as the most straightforward and convenient option for them. The internet, which has recently developed into a global perspective, has changed how consumers shop. Because purchasing goods and services from an online store elicits a physical similarity, this kind of shopping is known as business-to-consumer online shopping. This paper is based on the presumption of classical model behavior. This paper examines the thoughts and concerns of Indian online shoppers.

## Keywords

Online shopping, e-marketing, e-store, customer satisfaction.

## INTRODUCTION

Online Shopping and Online Stores The term "shopping" is probably one of the oldest words to describe what we've all been doing for years. However, the internet has opened a wider and more exciting market to the new generation of consumers. In contrast, in ancient times, the terms "trading" or "bartering" and possibly even "market" would have been used. The study of consumer decision-making processes is important because of the complex global development in all fields and marketing have compelled marketers to make their works purposeful. Online shopping is any kind of sale that is done over the internet. As a new means of communication, online shopping has been rapidly expanding and competing with more established methods. Also, any business that invests in online shopping will soon face a lot of competition. Noticed development in web-based deals can

# Role of E-commerce Helps in Reducing Operating Cost

Ms. Mimansha

Dr. Sonia

Ms. Pooja

Assistant Professor, Department of Mathematics,  
Tika Ram P.G. College, Sonipat, Haryana

**ABSTRACT:** In the Paper, The benefits and challenges of electronic commerce well as their role in cost reduction, will be discussed further in this research. As capital is scarce and people own capital need to enter the world of commerce, electronic commerce has opened up a field of opportunity for them, rather than only for those who have a lot of money, as was once the case, has opened up an e-commerce field for them. In this study, the enormous dedication to cost reduction has emerged as the central focus of this. The growth of the Internet has made a plethora of things possible for people all over the globe and it seems that to established what is known as electronic commerce which is the process of conducting business over internet in its most restricted sense has provided a wealth of benefits to business, including the reduction in cost that has been troubling in large number of them and have been there primary source of capital. A situation in which it was feasible for those with insufficient cash to even consider the possibility of joining the world of business and investing their money was created.

**KEYWORDS:** E-Commerce, Reducing, Operational cost.

## I. Introduction

In economy and management field the internet is broadly used in the global market. Lots of things and it seems the arena has come to be very small. Now not restricted to conversation and statistics trade, but past that in which it appeared the so known digital trade, that is the system of buying and selling over the internet and that is the mild sense of the term, and has supplied plenty of things, collectively with the fees which have been plaguing a number of groups and became their biggest subject. In which it was feasible for the owners of capital too small to enter the sector of commerce comfortably and make investments their money, where furnished in charges depleting and not depleting. In which she turned into the maximum famous programs in that time is the software of electronic transfers of price range, but the volume of this utility is confined to establishments and company giants. After that, he seemed in another sort of application namely, electronic data interchange, which contributed to the growth of the utility of E-commerce than just financial transactions to other transactions and contributed to the growth in the contribution slides this technique from monetary institutions, factories, and retailers.

# Impact of Globalisation on National Security

Dr. Poonam And Mrs. Sangita  
Asstt. Professor, Political Science  
Tika Ram Girls College, Sonapat

## ABSTARCT

National security now-a-days is a much broader and comprehensive concept which apart from military security takes into account all dimensions affecting human security with inclusive consideration to all Elements of National Power of a Nation State. Similarly globalization means interdependence, advancing integration, and homogenization of the world. Globalization has assumed profound power this century, which captures the opinion that happenings in one part of the globe will have significant influence on the regions and the world at large. This research article will explore several dimensions of the notion of globalization, its linkages and effects on national security.

## Key Words

Globalization, National Security, Interdependence, Interconnectivity

## Introduction

Globalization can be traced to 1980s onwards when it gained global prominence, it has generally been debated in terms of its effects on states. The most accepted understanding of the term globalization is that it is manifestation of an interconnected and interdependent world in terms of economic, business, culture and political interactions transcending national boundaries. More significantly, it has gained relevance in terms of economic globalization for movement of goods and services and financial transactions for wellbeing and prosperity of relevant countries and the regions. However, the critics of globalization argue that it has benefited only few individual and corporations and has thus created class difference and monopoly at massive scale. While the negative effects of globalization have been felt across the developing countries as the income distribution have remained inequitable, therefore, the envisaged benefits of development and prosperity is far from realization. On account of national security, as globalization has transcended the national boundaries, it has been argued that national security and state sovereignty has been compromised.

## Significance

This research article explores various definitions and terms used to describe the notion of globalization and national security. Thereafter, a comprehensive debate is



# Sustainable Development in India with reference to Agriculture sector

**Ms. Sangeeta**

Assistant professor, Geography  
Tika Ram girls college sonipat

**Ms. Reetu**

Assistant professor, Geography  
Tika Ram girls college sonipat

## Abstract

India has been witnessing a blinding pace of growth and development in recent times. There is talk of the country leapfrogging into the league of developed nations sooner than later. But this growth has raised concerns from sundry quarters as regards its basic texture and health. Experts are now calling for "sustainable development" and the term has gained currency in the last few years. In spite of fast growth in various sectors, agriculture remains the backbone of the Indian economy. This paper attempts to tackle and explore the issue of sustainable development in agriculture in India. Further it aims to compare the sustainable agriculture system with the traditional system and the current system in practice, across the dimensions of ecological, economic and social sustainability. It also tries to give long term solutions to solve the problems plaguing the system so that sustainable practices can be promoted and practiced.

**Keywords:** Sustainable Development, Agriculture, Ecological Sustainability, Economic Sustainability, Social Sustainability

## Sustainable Development in India with reference to Agricultural Sector

Agriculture occupies the most important position in Indian economy, as it is one of the largest private enterprises in India, which continues to dominate the change in economy through its links of various sectors of production and markets. The role of agricultural sector in Indian economy can be seen through its contribution to GDP (Gross domestic Product) and employment. This sector also contributes significantly to sustainable economic development of the country. The sustainable agricultural development of any country depends upon the judicious mix of their available natural resources. In fact agriculture determine the fate of a country like India where about two thirds of the population still lives in rural India with agriculture as its livelihood, in spite of the increasing urbanization that has been taking place since many decades. Therefore, if agriculture goes wrong, it will be really bad for the economy as the falling of agricultural growth not only affects employment but GDP too (thus increasing poverty).

# Social Cognition in Psychology

Ms. Anu

Assistant Professor of Psychology  
Tika Ram Girls College, Sonapat

**ABSTRACT:** Social cognition is a sub-topic of social psychology that focuses on how people process, store, and apply information about others and social situations. It focuses on the role that cognitive processes play in our social interactions. How we think about others plays a major role in how we think, feel, and interact with the world around us. This paper explores the processes involved in social cognition and how this ability forms. It also explores how psychologists study the processes involved in social cognition. Social cognition encompasses a range of processes.

**Keywords:** social cognition, social schema, child cognitive development stages.

**Introduction:** Social cognition is not simply a topic within social psychology—it is an approach to studying any subject with social psychology. Some common factors identified by many experts have identified as being important include:

- The processes involved in perceiving other people and how we learn about people in the world around us.
- The study of the mental processes involved in perceiving, remembering, thinking about, and attending to the other people in our social world.
- The reasons we attend to certain information about the social world, how it is stored in memory, and how it is used to interact with other people.

Another important topic in social cognition is the concept of social schemas. Social schemas refer to people's mental representations of social patterns and norms. These representations can include information about societal roles and the expectations of different individuals within a group.

## Social Cognition

Social cognition is not simply a topic within social psychology—it is an approach to studying any subject with social psychology. Using a social-cognitive perspective, researchers can study a wide range of topics, including:

- Attitudes
- Person perception
- Prejudice
- Stereotypes

# Physical Education and Sport in Schools: A Review of Benefits and Outcomes

Mrs. Savita      Mrs. Sushma      Mrs. Sushma  
Asstt. Professor, Physical Education  
Tika Ram Girl P.G. College, Sonapat

**ABSTRACT:** This paper explores the scientific evidence that has been gathered on the contributions and benefits of physical education and sport (PES) in schools for both children and for educational systems. Research evidence is presented in terms of children's development in a number of domains: physical, lifestyle, affective, social, and cognitive. The review suggests that PES have the potential to make significant and distinctive contributions to development in each of these domains. It is suggested that PES have the potential to make distinctive contributions to the development of children's fundamental movement skills and physical competences, which are necessary precursors of participation in later lifestyle and sporting physical activities. They also, when appropriately presented, can support the development of social skills and behaviors, self-esteem and proschool attitudes, and, in certain circumstances, academic and cognitive development. The review also stresses that many of these benefits do not necessarily result from participation, per se; the effects are likely to be mediated by the nature of the interactions between students and their teachers, parents, and coaches who work with them. Contexts that emphasize positive experiences, characterized by enjoyment, diversity, and the engagement of all, and that are managed by committed and trained teachers and coaches, and supportive and informed parents, significantly influence the character of these physical activities and increase the likelihood of realizing the potential benefits of participation. (*J Sch Health*. 2006;76(8):397-401)

Advocates of physical education and sport (PES) have listed numerous benefits associated with participation in these activities. For example, Talbot claims that physical education helps children to develop respect for the body—their own and others—and contributes toward the integrated development of mind and body, develops an understanding of the role of aerobic and anaerobic physical activity in health, positively enhances self-confidence and self-esteem, and enhances social and cognitive development and academic achievement.<sup>1</sup> Writing specifically about sport, a Council of Europe report suggests that it provides opportunities to meet and communicate with other people, to take different social roles, to learn particular social skills (such as tolerance and respect for others), and to adjust to team/collective objectives (such as cooperation and cohesion) and that it provides experience of emotions that are not available in the rest of life. The

# Impact of Covid-19 on employment in India

Mrs. Nirmal

(Associate professor Hindi)

Mrs Kanchan Sidhar

(Associate professor psychology)

Tika Ram Girls College, Sonipat

## Introduction:

Undoubtedly the COVID 19 pandemic in India has very severely impacted, rather negatively, the employment figures of India since early 2020. We have seen so many scenarios since March 2020 like corona infection in huge number, corona testing, containment zone, safe home, quarantine, mask, sanitiser, PPE kits, rushing of ambulances, screeching-skeltering of the health personnel, i.e. doctors, nurses, paramedical staff, other support staff, police personnel and most shocking helpless deaths. Side by side, we have also seen another type of scenarios like lockdown in industrial units, a beeline of the job loser labourers with hungry children, women, elderly family members carrying belongings heading towards their native villages. Those who were lucky to get any public transport used it. But millions of hapless migrant labourers including their families took to the street for their native places or unknown places. The most intriguing scene which gave me unspeakable pain is that while crossing over hundreds of kilometres on feet along with the national highways these labourers lost their nationality. The factories where they have given their sweat and toil for years drove them away without making any arrangement for their shelter and food. These Indian nationals did not get any help from the government on the way. Some of them when about to enter their own village was denied entry; they looked vacant across the bamboo barricade! Police have grabbed them midway and put them wherever they liked. As if these migrant labourers were war evacuees! These pictures were not only about unemployment but have raised several questions which our welfare State could not answer.

Now we are facing the second wave of COVID 19 pandemic roughly since March 2021. I do not know why the corona infection flares up in India following the financial year. This time pandemic situation is somewhat different from 2020. Around January, this year we built up an image of Data Karno of Mahabharata. We hired hundreds of flights for transporting tons of vaccines to different countries of the world. But the humorous God was smiling from somewhere. We hardly enjoyed one month of euphemisms from the foreign heads of states. As the COVID 19 second wave gained strength day by day we noticed scaring distress of humankind. The second wave threw away the whole health machinery out of gear. Now we started hiring the same flights to import from

# Entrepreneurship and Economic growth in Contemporary India

Ms. Kiran

Assistant professor in English  
TRG P.G College Sonipat  
Kiransinghmar@gmail.com

## ABSTRACT

Entrepreneurship is essentially the act of launching a business to capitalise on newly discovered business prospects. Being an entrepreneur is a difficult task because many businesses never really take off. There are numerous complicating factors in entrepreneurship, especially when new items are developed for which there is no marketplace. Economic growth is impacted by entrepreneurship in several ways. Important breakthroughs that result in new products or production methods and ultimately boost efficiency by bringing competition to the market are brought about by entrepreneurship. This paper highlights how entrepreneurship affects economic expansion. By providing variations of currently offered goods and services, entrepreneurs' ideas and concepts broaden our understanding of consumer preferences. As a result of entrepreneurs' extended hours and more efficient nature—and because their income is directly correlated with their labour input—new items are introduced to the market more quickly. The introduction of new goods with new quality and value results from entrepreneurship. Their creativity opens up previously untapped markets and new methods of production. New supply sources are found and new company organisations are created through entrepreneurship, which has a direct impact on the economy. Economic growth results from the creation of new company prospects through entrepreneurship, productivity, and innovation.

**Keywords:** Entrepreneurship, Economic expansion, innovation

## Introduction

Businesses are beneficial to economies. Because there is a shortage of employment that cannot be filled entirely by governments, entrepreneurship steps in to fill the void and boost the economy as a whole. The Aatmanirbhar Bharat movement, which promotes self-reliance, benefits from entrepreneurship in India. Any nation needs people who can create jobs, wealth, knowledge, and intellectual property in many industries to advance its economy. This necessitates keeping an eye on the patterns and areas of economic growth across numerous nations. Over time, some industries and disruptive technologies, like the mobile and payments industries, offer new markets and business

# Globalization and Contemporary Literature

Manju

Assistant professor (English)  
Tika Ram Girls College, Sonipat

## Abstract

This paper provides an overview of recent debates over economic globalization and explores globalization's effects on and implications for contemporary literature. The era of globalization is typically defined as a time in which the sovereignty of nation states has declined and modes of exchange operate with increasing ease and speed across national boundaries, producing configurations of power that exceed the boundaries of the nation-state. The themes of hybridity and multi-rootedness – in part, expressions of the subjective experience of globalization – are increasingly prevalent in literary texts. The paper concludes by exploring the question of how globalization might be shaping new literary forms, and suggests that contemporary literary theory and criticism must distinguish globalization from postmodernism.

**Keywords:** Globalization, literature, postmodernism.

The pre-existing crises of basic livelihoods, food and income insecurity; unemployment; environmental degradation; class, caste and gender violence; increased burdens on women and reduced entitlements to resources, are being felt in an intensified manner spawned by the bewildering processes of globalisation of the economy, politics and culture. New technological revolutions microelectronics and biotechnology are changing labor processes, altering relations of production and distribution, feminising some sectors of the labor force, and leading to a hitherto unprecedented globalisation of the production and economic power of Transnational Corporations. Transformations in global trade and finance have increased the flows of global capital many fold and rendered global and national monetary systems volatile and difficult to manage. New trade and economic zones, and growth poles are emerging. Women's labour is being used more flexibly and women workers are more mobile than they have ever been before. There is an increasing commodification of women's bodies by the markets.

The markets and the fundamentalist right wing politics are defining women's identity in different ways, but both uniformly strengthen patriarchal values. It can be argued that globalisation has always been recognised across the ages and that capital has always searched for global markets and been linked to the worst forms of coercion (like slavery for example). It was re-iterated over and over again that women's role in the macro economic order remained invisible. The non-availability of data for analysis has made the assessment of the impact of globalisation difficult and in the case of women this problem

# Economic History of India

Ms. Kavita

Astt. Professor, History  
Tika Ram P.G. Girls College

## Abstract

This paper provides an outlook for the Indian economy in the light of the extraordinary global financial crisis that started in the US, but which has now transformed into the worst economic downturn since the Great Depression.

The Indian economy was slowing down even before the onset of global crisis and so the timing of this external shock could not have been worse. The analysis undertaken for this paper shows that the global crisis is likely to bring the Indian GDP growth rate down considerably. This will pose a big challenge requiring urgent and sustained policy attention to prevent this downturn from becoming unnecessarily prolonged. There is real downside risk that the growth rate could plummet to the pre-1980s levels if appropriate countercyclical measures are not taken immediately and are not urgently followed by necessary structural reforms.

The paper provides a short-term forecast for GDP growth based on a model of leading economic indicators. We present three scenarios in the paper assuming differentiated impact of the external crisis. Finally the paper suggests a set of policy measures to get the Indian economy back on the path of sustained rapid and inclusive growth.

## Economic history of India

India was the one of the largest economies in the world, for about two and a half millennia starting around the end of 1st millennium BC and ending around the beginning of British rule in India.

Around 500 BC, the Mahajanapadas minted punch-marked silver coins. The period was marked by intensive trade activity and urban development. By 300 BC, the Maurya Empire had united most of the Indian subcontinent including Tamilakam, which was ruled by Three Crowned Kings. The resulting political unity and military security allowed for a common The Maurya Empire was followed by classical and early medieval kingdoms, including the Cholas, Pandyas, Cheras, Guptas, Western Gangas, Harsha, Palas, Rashtrakutas and Hoysalas. The Indian subcontinent had the largest economy of any region in the world for most of the interval between the 1st and 18th centuries. Until 1000 AD, it was a subsistence economy with GDP per capita just above subsistence level, and with no GDP growth between 1 and 1000 AD.

India experienced per-capita GDP growth in the high medieval era, coinciding with

# Business, Psychology of Business, Research Methods

Preeti

Astt. Professor, Psychology Deptt.  
Tikaram Girls College, Sonipat

**Abstract :** Business Psychology is an applied science that investigates how to make people and organisations more effective. It uses social scientific research methods to study people, workplaces and organisations in order to better align their multiple and sometimes competing needs. Its goal is to create healthy, productive and mutually beneficial relationships between people and organisations. As an applied science, Business Psychology can inform organisations about what constitutes effective organisational practice. It has a reciprocal relationship with business, drawing insights from those with experience of what works at work to enable psychological research to be applied pragmatically in ways that are appropriate to the situation.

**Keywords :** Business, Psychology of Business , Research Methods

## Introduction

Business Psychology is an applied science that investigates how to make people and organisations more effective. It uses social scientific research methods to study people, workplaces and organisations in order to better align their multiple and sometimes competing needs. Its goal is to create healthy, productive and mutually beneficial relationships between people and organisations.

As an applied science, Business Psychology can inform organisations about what constitutes effective organisational practice. It has a reciprocal relationship with business, drawing insights from those with experience of what works at work to enable psychological research to be applied pragmatically in ways that are appropriate to the situation. It also allows a cross fertilisation of experience: from business into psychology, and of academic knowledge and rigour from psychology into business.

## Research methods

Business Psychology employs a wide range of research methods to investigate and identify best organisational practice. It combines qualitative and quantitative methods, and considers both types of evidence equally legitimate. Common data collection methods include questionnaires, surveys, focus groups, interviews and case studies. Common analytical techniques include descriptive and inferential statistics, thematic and content analysis.



# Pandemic, Disparity and Poverty: Evidence from India

Aarti

Assistant professor in English  
Tika Ram P.G. Girls College, Sonapat

## Abstract

Estimating poverty has been difficult because there aren't enough accurate data on household consumption. Even more so now that the pandemic has raised awareness of worries about rising inequality and poverty in both affluent and developing nations. Due to a decrease in tax collections and an increase in spending to address the pandemic's effects on the economically negatively affected sectors, fiscal deficits expanded globally. In the pandemic year 2020, extreme poverty increased for the first time in several years. We investigate the extent—if any—of India's contribution to the rise in extreme poverty worldwide. One of the biggest objectives of this paper is to estimate poverty, taking all kind subsidies into account. Understanding the consequences of policy-induced changes on poverty levels requires an understanding of these adjustments, which are crucial. According to this, as household surveys often only include information on "pre-tax credit" income, analysis of the impact of tax credits should concentrate on post-tax credit income. Household surveys are the usual way to analyze poverty. Due to the obvious restrictions and limitations of operating in a pandemic, a comprehensive, traditional detailed household survey has not been feasible in the last two years. As a result, previous analyses—including those from the World Bank, the official "benchmark" of global poverty—have been used. When no survey has been conducted, the traditional approach to estimating poverty is to update individual consumption (or personal) income based on the most recent survey data and the equivalent growth rate seen in the national accounts.

**Keywords** – Poverty, pandemic, household consumption, inequality.

## Introduction

We find that Covid infections are concentrated in states with a higher level of urbanisation and prosperity using the state-level panel data for India. In stark contrast to the industrialised world, poverty diminishes cases that demonstrate indications of herd immunity among the poor. According to the findings of our dynamic panel regression, lockdown has made Covid infections worse and they are persistent across states. Additionally, we discover that states with superior governance and health infrastructure are wealthier and more urbanised and conduct more testing. The government should keep an eye on Covid protocols and immunisation rates in highly populated metropolitan

# Globalization, Divergence and Stagnation

Dr. Jyoti

Department of Physics

Tika Ram P.G. Girls College, Sonapat

## Abstract:

The past decades have witnessed a dramatic increase in the level of market integration across the globe. During the period 1960-1998, the average share of import plus export in GDP rose from 0.54 to 0.76 and the volume of world merchandise trade grew steadily at 10.7% per year. A distinctive feature of this wave of globalization is the increasingly important role played by less developed countries (LDCs). Although trade between the US and non-OECD countries is still relatively small, it almost tripled during the period 1980-95 (Wood, 1998) and the same years have seen unprecedented episodes of market liberalization in LDCs (Sachs and Warner, 1995). In this scenario of increasing integration between more and less advanced economies, the cross-country income distribution is also changing. Many commentators claim that we live in an era of growing inequality. Quah (1993) documents that countries are diverging from the world mean. Similarly, Pritchett (1997) argues that divergence in relative productivity levels is the dominant feature of modern economic history. Despite evidence of convergence among rich nations and falling poverty in world population, a crude measure of cross-country inequality, the variance of log real per capita GDP, displays a disturbing upward trend, rising steadily from 0.7 in 1960 to more than 1.3 in 1998. Observations like these stress the centrality of understanding the effects of trade on the world income distribution and raise the concern of a possible causal link from globalization to divergence. This concern has recently been the subject of heated debates. Although it is well known that trade affects the world income distribution, only few models focus on how and why gains from trade may be systematically biased in favor of rich nations.<sup>1</sup>

## 1 Introduction

The past decades have witnessed a dramatic increase in the level of market integration across the globe. During the period 1960-1998, the average share of import plus export in GDP rose from 0.54 to 0.76 and the volume of world merchandise trade grew steadily at 10.7% per year.<sup>1</sup> A distinctive feature of this wave of globalization is the increasingly important role played by less developed countries (LDCs). Although trade between the US and non-OECD countries is still relatively small, it almost tripled during the period

# Lars E-Inflation Targeting as A Monetary Policy Rule

Dr. Seema Saroha

Asstt. Professor, Physics

Tika Ram P.G. Girls College, Sonapat

Ms. Anjali

Asstt. Professor, Physics

Tika Ram P.G. Girls College, Sonapat

## Abstract:

The purpose of this paper is to survey and discuss inflation targeting in the context of monetary policy rules, to clarify the essential characteristics of inflation targeting, to compare inflation targeting to other monetary policy rules, and to draw some conclusions for the monetary policy of the European System of Central Banks (ESCB).

In section 2, I provide a general conceptual discussion of monetary policy rules, starting from the current conventional wisdom about the transmission mechanism. In particular, I distinguish between instrument rules and targeting rules. In section 3, I discuss the general characteristics of inflation targeting and argue that inflation targeting is a stronger commitment to a systematic and optimizing monetary policy than other monetary policy regimes. I discuss both the loss function that can be associated with inflation targeting and the corresponding operating procedure, inflation-forecast targeting, that is, that inflation targeting can be interpreted as a targeting rule for a synthetic intermediate variable, namely a conditional inflation forecast. I also discuss the role of transparency in inflation targeting, as well as issues of model uncertainty and model robustness.

In section 4, I use the general framework of section 2 to make a comparison with some other monetary policy strategies, namely money-growth targeting and nominal-GDP targeting. In section 5, I draw some conclusions for the monetary policy of the ESCB. In section 6, I present some general conclusions.

Appendices A-D contain some technical details, including a method for constructing conditional forecasts for arbitrary reaction functions in forward-looking models.

The purpose of this paper is to survey and discuss inflation targeting in the context of monetary policy rules, to clarify the essential characteristics of inflation targeting, to compare inflation targeting to other monetary policy rules, and to draw some conclusions for the monetary policy of the European System of Central Banks (ESCB).

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# Sustainable development

Savita Devi

Asstt. Professor, History  
Tika Ram PG Girls College,  
Sonapat (Haryana)

## Abstract:

The paper comprises the basic detail of an important word i.e. Sustainable development. The Concept of Sustainable Development is a buzz word. The concept of Sustainable Development links the social, economic, environmental rights both for the present and future generations. The venture aim of this paper is to understand about the meaning and History of sustainable development, principle and main aspect of sustainable development.

**Key Words:** Sustainable Development, Meaning, History, Aspects.

## Introduction:

Sustainable development is the need of the present time not only for the survival of mankind but also for its future generations. Unlike the other great revolutions in the history-the Agricultural and the Industrial Revolutions- the 'Sustainable Revolution' will have to take place rapidly, consciously and on different levels and in many spheres simultaneously (Coomer J. 1979). In other words Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend. The desirable end result is a state of society where living and conditions and resources use continue to meet human needs without undermining the integrity and stability of the natural systems (Peet R. 1999).

## Meaning and Definition:

The concept of "sustainability" and "Sustainable Development" is a catch word for the policy maker both at the national and international arena that is not self-evident. The concept sustainability originates from the Latin word "sustinere" which means "to hold up", Sustainable Development is defined as using living resources in a manner that 'does not exceed their natural capacity for regeneration' as using natural resources in a manner which ensures the preservation of the species and ecosystem for the benefit for future generations (Mitcham C. 1995).

Pearce defines Sustainable Development as "a situation in which the development vector that is, the vector of desirable social objectives that include access to resources, as well as increases in real income per capita, improvement in health and nutritional

# GST: A Tough Asana For Yoga Mats

Alka

Assistant Professor in Yoga  
Tika Ram Girls College, Sonipat

**Abstract :** India's tax system has often placed a significant emphasis on indirect taxes. Up until tax changes were implemented in the 1990s, indirect tax revenue was the main source of tax revenue. The main justification offered for a large reliance on indirect taxes was that the majority of people in India were underprivileged, so expanding the direct tax base had intrinsic drawbacks. However, the cascading, distorted tax on the production of goods and services that characterises the Indian indirect taxation system results in lower productivity and slower economic growth. There are countless taxes in the current system, most of which are levied by the centre and the remainder by the states. In order to eliminate this multiplicity of taxes and lessen the burden on the tax payer, a simple tax, such as the Goods and Services Tax (GST), is needed.

**Keywords :** GST in india, Goods and service tax, models of GST, Indirect tax, YOGA, Yoga mats.

**Introduction :** Goods and Services Tax (GST) is the most ambitious and biggest tax reform plan, which aims to stitch together a common market by dismantling fiscal barriers between states. It is a single national uniform tax levied across India on all goods and services. In GST, all the indirect taxes will be subsumed under a single regime. The GST taxation laws will put an end to multiple taxes which are levied on different products, starting from the source of manufacturing to reaching the end consumer. GST works on the fundamental Principle of "One Country One Tax".

In present regime there are separate laws for separate levy like excise duty, customs duty, central sales tax, value added tax etc. But in case of GST it is going to be a broad scheme which subsumes all the laws. The tax compliance is going to be easy as all the laws are subsumed and only one GST law to be implemented. The four GST slabs have been set at 5%, 12%, 18% and 28% for different items or services. The integration of tax laws in GST is expected to reduce the tax burden on the taxpayer compared to the present system where the taxpayers burden is high. Presently the tax is at two points i.e., when the product moves out of the factory .

The current system has various rules for different levies, such as excise tax, customs tax, central sales tax, value added tax, etc. However, the GST will be a comprehensive programme that encompasses all legislation. Due to the consolidation of all legislation under the GST statute, tax compliance will be simple.

# वस्तु एवं सेवा कर

डॉ मनीषा

सहायक प्रवक्ता हिन्दी विभाग  
टीका राम कन्या महाविद्यालय,  
सोनीपत-131001

स्रोत आलेख सार:

जी. एस. टी.। वस्तु एवं सेवा कर। एक समन्वित प्रणाली है, अर्थात् भारत में पहले से लगे हुए बहुत से करों को हटाकर उनके जगह पर सिर्फ एक कर लगाया गया, जिसे हम आज G.S.T. के नाम से जानते हैं। भारत में G.S.T. को 01 जुलाई 2017 को माननीय प्रधानमंत्री श्री नरेन्द्र मोदी के द्वारा लागू किया गया। जीएसटी की आवश्यकता हमारे देश में क्यों पड़ी? जैसा की हम सभी जानते हैं कि हमारे संविधान में उत्पादन एवं सेवाओं पर कर लगाने का अधिकार केन्द्र सरकार व वस्तु की बिक्री पर कर लगाने का अधिकार राज्य सरकार को दिया गया जिसके आधार पर सभी ने अपने-अपने हिसाब से कर लगाना शुरू किया और एक वस्तु पर कई प्रकार के कर लग जाते थे इन समस्याओं से निपटने के लिए जीएसटी को लागू किया गया।

जीएसटी से सभी क्षेत्रों के लोगों को लाभ हुआ। सामान्य लोगों को लाभ -

1. एक वस्तु पर लगाने वाले अनेक करों से छुटकारा मिला
2. प्रतिदिन इस्तेमाल होने वाली वस्तुओं के कर की दर में कमी।
3. सरकार की आमदनी में वृद्धि से शिक्षा, स्वास्थ्य, परिवहन आदि सेवाओं में सुधार की संभावना।

व्यापारियों को लाभ:

- हर राज्य के अलग-अलग करों से छुटकारा।
- कारोबार मुनाफे में वृद्धि/आदि।
- जीएसटी की कुछ मुख्य विशेषताएं।
- इस कर प्रणाली में उत्पादन की जगह उपभोग पर कर लगता है।
- कर के ऊपर कर नहीं चढ़ता।
- धांधली नहीं की जा सकती।
- राज्य सरकार मनमानी कर नहीं लगा सकती (इत्यादि)

जीएसटी का प्रारूप इस तरह से तैयार किया गया है कि यह व्यवसायियों के साथ-साथ उपभोक्ताओं को भी लाभान्वित करता है। यह राज्य सरकार के कई अप्रत्यक्ष करों जैसे: मूल्य वर्धित कर, सीमा शुल्क, राज्य उत्पादन शुल्क आदि का स्थान लेता है। यह भारत के अप्रत्यक्ष करों की रीढ़ की हड्डी की तरह कार्य करता है। अर्थात् वर्तमान समय जीएसटी

# बौद्धिक सम्पदा का अधिकार

डॉ. प्रवेश कुमारी

डॉ. नीलम

सहायक प्रोफेसर, हिन्दी विभाग

टीकाराम गर्ल्स कॉलेज, सोनीपत (हरियाणा)

बौद्धिक सम्पदा एक ऐसा अधिकार है जो किसी वस्तु अथवा विचार के निर्माता को उसे वस्तु अथवा के विचार के निर्माण का सम्पूर्ण श्रेय प्रदान करता है। एक सामाजिक दृष्टिकोण से बौद्धिक सम्पदा का अधिकार एक निर्माता के व्यक्तिगत हितों की रक्षा इस प्रकार से करता है कि निर्माता द्वारा बनाई गई वस्तुओं एवं समाज के विभिन्न व्यक्तियों के द्वारा उन वस्तुओं के उपयोग से सम्बन्धित सूचनाओं में अधिकारों की भिन्नता रखते हुए निर्माता को उसके निर्माण का श्रेय देते हुए विभिन्न तरीकों से प्रोत्साहित करता है। इस लेख का उद्देश्य बौद्धिक सम्पदा का अधिकार पर प्रकाश डालना इसमें हम सबसे पहले बौद्धिक सम्पदा के अधिकार को परिभाषित करेंगे। हम आज के वर्तमान समाज में बौद्धिक सम्पदा एवं बौद्धिक सम्पदा के अधिकार की आवश्यकता को समझने का प्रयास करेंगे। इसके बाद बौद्धिक सम्पदा के अधिकार एवं इससे सम्बन्धित विभिन्न अधिनियमों के ऐतिहासिक परिदृश्य पर प्रकाश डालेंगे बौद्धिक सम्पदा के अन्तर्गत आने वाले विभिन्न क्षेत्रों को प्रस्तुत करेंगे - प्रतिलिप्याधिकार या कॉपीराइट, एक्सव या पेटेन्ट एवं ट्रेडमार्क पर आवश्यक जानकारियों को प्रस्तुत करेंगे।

## बौद्धिक सम्पदा का अधिकार

बौद्धिक सम्पदा अधिकार ऐसा अधिकार है। जो किसी वस्तु अथवा विचार के निर्माता को उसे वस्तु अथवा के विचार के निर्माण का सम्पूर्ण श्रेय प्रदान करता है। बौद्धिक सम्पदा के अधिकार के अन्तर्गत मुख्य तत्व प्रतिलिप्याधिकार या कॉपीराइट, ट्रेड मार्क, पेटेन्टस किसी एक व्यक्ति अथवा व्यक्तियों के मस्तिष्क की सृजनात्मक खोज के आधार पर उसे प्रदान किया गया अधिकार ही बौद्धिक सम्पदा का अधिकार कहलाता है।

- भारत में बौद्धिक सम्पदा के अधिकार का इतिहास
- भारत में बौद्धिक सम्पदा के अधिकार का पहला मामला 1856 में आया जब जार्ज अलफ्रेड पेनिंग ने अपना पेटेन्ट हेतु प्रार्थना पत्र प्रस्तुत किया। बाद में उन्हें प्रदान किया गया। पेटेन्ट भारत के बौद्धिक सम्पदा के अधिकार के अन्तर्गत प्रथम पेटेन्ट के रूप में जाना गया।

यह अधिकार ईस्ट इण्डिया कम्पनी के शासन के द्वारा सन् 1847 में लागू किया गया। उस समय के प्रावधानों के अन्तर्गत एक पुस्तक उसके लेखक के सम्पूर्ण जीवनकाल एवं उसकी मृत्यु के सात वर्षों तक कॉपी राइट के एक्ट के अन्तर्गत नियंत्रित होती थी।

## बौद्धिक सम्पदा के अधिकार की श्रेणीयें

सामान्य तौर पर बौद्धिक सम्पदा के अधिकार के अन्तर्गत औद्योगिक सम्पदा एवं प्राप्त लिप्यधिकार आते हैं और भी कई ऐसे अधिकार हैं जिन्हें सैद्धांतिक तौर पर इसमें सम्मिलित किया है।

# भारत में बैंकिंग

डॉ. आशा रानी  
सहायक प्रोफेसर, हिन्दी  
टीकाराम गर्ल्स कॉलेज, सोनीपत (हरियाणा)

सार

बैंकिंग दूसरों के लिए धन की रक्षा करने का व्यवसाय है। बैंक इस पैसे को उधार देते हैं, जिससे ब्याज पैदा होता है जो बैंक और उसके ग्राहकों के लिए मुनाफा पैदा करता है। हालांकि बैंक कई काम करते हैं, लेकिन उनकी प्राथमिक भूमिका उन लोगों से पैसा लेना है, जिन्हें 'डिपॉजिट' कहा जाता है, उन्हें पूल करते हैं और उन्हें उधार देते हैं, जिन्हें फंड की जरूरत होती है।

वाणिज्यिक बैंक तीन प्रकार के होते हैं, सार्वजनिक क्षेत्र के बैंक, निजी क्षेत्र के बैंक और विदेशी बैंक। वर्तमान में भारत में लगभग 34 राष्ट्रीयकृत बैंक हैं। जिनमें से 12 भारतीय हैं। आज बैंकिंग के कारण ही भारत डिजिटल भारत का रूप धारण कर चुका है। राष्ट्रीय व अंतर्राष्ट्रीय स्तर पर भारत तरक्की कर रहा है। जिसमें बैंकिंग का भी 'विशेष' हाथ रहा है।

बैंक एक ऐसी संस्था है, जो लोगों से जमा (Deposits) स्वीकार करती है और इसके बदले साख निर्माण करके अग्रिम ऋण (Loans) देती है। अतः ऐसी संस्थाएँ जो किसी देश के वित्तीय व्यवहार में भागीदार होती हैं बैंक कहलाती हैं। बैंकिंग नियमन अधिनियम द्वारा बैंकिंग की परिभाषा है - "बैंकिंग से तात्पर्य जनसाधारण से ऋण उपलब्ध करवाने अथवा निवेश के लिए जमा के रूप में धन स्वीकार करना जिसका पुनः भुगतान मांग पर अथवा चैक या ड्राफ्ट इत्यादि द्वारा किया जाता है।" अतः जमा राशि स्वीकार करना तथा ऋण देना या निवेश करना बैंक के दो आवश्यक कार्य हैं जो जनसाधारण के धन के लेन-देन के मध्यस्थ की भूमिका निभाते हैं। साथ ही वह अन्य कई सेवाएँ भी उपलब्ध करवाते हैं जैसे :

- ये संस्थाएँ लोगों से जमा स्वीकार करती हैं तथा उन जमाओं पर ब्याज (Interest) देती हैं।
- ये संस्थाएँ लोगों को ऋण उपलब्ध कराती हैं तथा उन ऋणों पर ब्याज लेने का कार्य करती हैं।
- विदेशी व्यापार में वित्तीय सहायता उपलब्ध कराती हैं।

बैंकिंग संरचना दो प्रकार की हो सकती है -

1. संगठित बैंकिंग संरचना
2. असंगठित बैंकिंग संरचना

संगठित बैंकिंग व्यवस्था के अंतर्गत भारतीय रिजर्व बैंक तथा वाणिज्यिक बैंकों को रखा जा सकता है। असंगठित बैंकिंग के अन्तर्गत साहूकारों तथा महाजनों (Money Lenders) इत्यादि को रखा जा सकता है जिन्हें देशी बैंकर भी कहा जाता है।



# डिजिटल पर्यावरण में कॉपीराइट संरक्षण : उभरते मुद्दे

नवीन कुमारी

सहायक प्रवक्ता, संस्कृत विभाग

टीका राम पी.जी. गर्ल्स कॉलेज, सोनीपत (हरियाणा)

## सारांश

कानून सामाजिक चुनौतियों का जवाब है। कानून प्रतिक्रिया करते समय ऐसी चुनौतियों का जवाब देता है और इस प्रक्रिया में खुद को विकसित करता है। कानून और प्रौद्योगिकी के बीच संबंधों पर विचार करते समय कॉपीराइट सबसे अच्छा उदाहरण है।

एक ओर प्रौद्योगिकी कॉपीराइट और कॉपीराइट आधारित उद्योगों की जनक थी, दूसरी ओर, प्रत्येक नई तकनीक ने कॉपीराइट-आधारित उद्योगों के लिए एक संभावित खतरा पैदा कर दिया है। परिणामस्वरूप उद्योग ने कला के शोषण के नए रूप बनाने, बाजारों को चौड़ा करने और मुनाफे में वृद्धि करने के मामले में हर नए आविष्कार को अपने लाभ के लिए रखा है।<sup>1</sup> डिजिटल प्रौद्योगिकी अंतरराष्ट्रीय स्तर पर क्षेत्र में नवीनतम है। डिजिटल युग वर्तमान सहस्राब्दी की पहचान है जो इंटरनेट द्वारा एक और युग की शुरुआत का गवाह है और यह जंक्शन कई मायनों में कॉपीराइट के लंबे और चेकर्ड इतिहास में एक परिभाषित क्षण है।<sup>1</sup> डिजिटल तकनीक का कॉपीराइट कार्यों- इसके निर्माण, प्रसार और संरक्षण पर एक अभूतपूर्व प्रभाव है। डिजिटलीकरण ने संरक्षित कार्यों में हेरफेर, पुनरुत्पादन और वितरण करना बहुत आसान बना दिया है। डिजिटल सामग्री को आसानी से जोड़ा, बदला, मिश्रित और हेरफेर किया जा सकता है। कम कीमत पर कॉपीराइट किए गए कार्यों की सही प्रतियां बनाने में सक्षम करने से, डिजिटल तकनीक वितरण प्रणाली को कमजोर करने और कॉपीराइट कार्यों के अनधिकृत उपयोग को बढ़ाने की धमकी देती है।

इंटरनेट अनुभव दर्शाता है कि संचार प्रक्रिया में पारंपरिक अभिनेता (सूचना निर्माता, प्रदाता, प्रकाशक, मध्यस्थ उपयोगकर्ता) डिजिटल नेटवर्क वाले वातावरण में नई भूमिकाएँ निभाते हैं। अधिकांश मौजूदा मीडिया के 'ब्रॉडकास्टिंग मॉडल' के विपरीत इंटरनेट को एक 'ओपन प्लेटफॉर्म मॉडल' के रूप में संरचित किया गया है। इंटरनेट पर लेखक पारंपरिक प्रकाशकों के हस्तक्षेप के बिना अपने कार्यों का सतत रूप से प्रसार कर सकते हैं: लेखक 'प्रकाशक' बन रहे हैं। इसके अलावा, डिजिटल तकनीक उपयोगकर्ताओं को नेटवर्क पर उपलब्ध जानकारी को सक्रिय रूप से खोजने और हेरफेर करने में सक्षम बनाती है: उपयोगकर्ता 'लेखक' बन रहे हैं। इसके अलावा, पारंपरिक मध्यस्थ, जैसे कि विश्वविद्यालय पुस्तकालय, सूचना प्रदाताओं के रूप में नई भूमिका निभा सकते हैं: मध्यस्थ भी प्रकाशक बन रहे हैं। भूमिकाओं का यह अभिसरण अंततः कॉपीराइट और पड़ोसी अधिकार कानून<sup>2</sup> में अधिकारों के आवंटन की मौजूदा प्रणाली को प्रभावित कर सकता है। इस प्रकार, एक तरह से इंटरनेट ने बर्न कन्वेंशन<sup>3</sup> के तहत कॉपी-संबंधित और गैर-कॉपी संबंधित अधिकारों की खूबसूरती से व्यवस्थित, हठधर्मिता से

# सतत विकास में महिला शिक्षा की भूमिका

सुश्री कविता, डॉ. स्वाति

सहायक प्रोफेसर, भूगोल

टीका राम पी.जी. गर्ल्स कॉलेज, सोनीपत

## सारांश

महिलाओं को शिक्षित करना राष्ट्र के सतत विकास के लिए महत्वपूर्ण है। विकासशील देशों में, गरीबों को कम करने और सतत विकास को गति देने के लिए साक्षरता और प्राथमिक, माध्यमिक और प्रबंधन शिक्षा में लैंगिक असमानता को कम करना आवश्यक है। लड़कियां अब लगभग सभी क्षेत्रों में लड़कों की तुलना में स्कूल में बेहतर प्रदर्शन करती हैं। शिक्षित महिलाएं मानव आवास के भौतिक विकास के लिए योजना-दस्तावेज उपलब्ध कराती हैं। इसलिए, पर्यावरण विकास और सतत विकास में एक प्रणाली को चलाने के लिए शिक्षित महिलाओं की उपस्थिति की आवश्यकता है।

मुख्य बिंदु : महिला शिक्षा, सतत विकास

## परिचय

शिक्षा को एक बड़ी शक्ति के रूप में देखा जाता है एक ऐसी शक्ति जो न केवल राष्ट्रीय विकास में बल्कि सतत विकास में भी योगदान देती है यह सामाजिक, आर्थिक राजनीतिक या पर्यावरणीय विकास की कुंजी है। सतत विकास को प्राप्त करने के लिए शिक्षा आवश्यक ज्ञान और कौशल के विकास को बढ़ावा देती है। यह आर्थिक कल्याण, सामाजिक समानता और लोकतांत्रिक मूल्यों और बहुत सी चीजों को प्रोत्साहित करती है या बढ़ावा देती हैं। सतत विकास के लिए शिक्षा, लोगों और नागरिकों को यह जानने में सक्षम बनाती है कि पृथ्वी के संसाधनों को कैसे सुरक्षित किया जाए, जो सीमित मात्रा में उपलब्ध है। ई.एस.डी. का उद्देश्य एस.डी के आर्थिक, सामाजिक और पर्यावरणीय आयामों के लिए एक संतुलित और एकीकृत दृष्टिकोण का उपयोग करके वर्तमान और भावी पीढ़ी की आवश्यकताओं को पूरा करने के लिए उन्हें समर्थ बनाना है।

शिक्षित स्वस्थ समाज के निर्माण के लिए नारी शिक्षा अति आवश्यक है अन्यथा पुरुष, स्त्री और समस्त सामाजिक सम्बन्धों के बीच बहुत खाई हो जाएगी। सतत विकास प्राप्त करने के लिए हमें महिलाओं और लड़कियों के लिए शिक्षा का उपयोग करने के लिए दो तरीकों की आवश्यकता है। पहले यह स्वीकार करना है कि सतत विकास के लिए बुनियादी शिक्षा आवश्यक है। दूसरे विकास में प्राथमिक, माध्यमिक और प्रबंधन शिक्षा शामिल है। यदि व्यवस्था बच्चों, विशेष रूप से लड़कियों और युवतियों महिलाओं को उच्च-गुणवत्ता, सुलभ और स्वीकार्य शिक्षा प्रदान नहीं करती है, तो निश्चित रूप से स्थायी रूप से प्रगति नहीं होगी।" 90 के दशक में, 1992 में रियो में पृथ्वी शिखर सम्मेलन के बाद, अपने व्यापक अर्थों में निहित को नए ज्ञान, क्षमताओं, मूल्यों और दृष्टिकोणों के माध्यम से एक स्थायी दुनिया की उपलब्धि के लिए सबसे महत्वपूर्ण उपकरणों में से एक माना गया। शिक्षा को अक्सर सुविधा प्रदान करने वाले कारक के रूप में देखा जाता है जो लोगों, विशेष रूप से महिलाओं और लड़कियों



**Proceedings of Director General, Higher Education, Haryana  
Approved Two Day International Conference**

# **Contemporary Trends and Challenges in Global Business Environment**

**Department of Economics  
April 8-9, 2022**



**MARKANDA NATIONAL COLLEGE  
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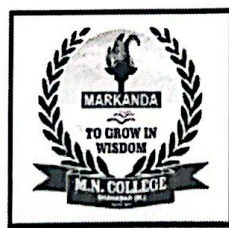
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CHALLENGES IN GLOBAL  
BUSINESS ENVIRONMENT**

**By:  
Department of Economics  
April 8-9, 2022**



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# CONTENTS

1.	ENABLERS AND BARRIERS OF GREEN PURCHASE INTENTION AND BEHAVIOUR: A GUIDING FRAMEWORK FROM LITERATURE. <i>Suman Kharbanda, N P Singh</i>	1
2.	INEFFICIENT SOLID WASTE MANAGEMENT AND THE ENVIRONMENT: AN INDIAN PERSPECTIVE <i>Neha Savita, Dr. Vandana Dwivedi</i>	12
3.	'भारत का निर्यात व्यापार तथा वैश्विक महामारी की चुनौतियाँ'-एक समीक्षा डॉ. रश्मि अग्रवाल	18
4.	GLOBAL BUSINESS <i>Prof. (Dr) Sapna Desai</i>	23
5.	CONSUMER SHOPPING BEHAVIOUR DURING PANDEMIC OF COVID-19 <i>Ankita Sharma Anand</i>	29
6.	EMPLOYABILITY SKILL IN THE DISRUPTIVE BUSINESS WORLD: A REVIEW OF ASIA PACIFIC REGION <i>Dipika, Dr. Ajay Solkhe</i>	37
7.	A STUDY OF DIGITAL MARKETING AND IMPACT ON CONSUMER'S BEHAVIOUR <i>Shammi Bajaj</i>	44
8.	FDI EQUITY INFLOWS AND COVID-19 <i>Dr. Rajesh Kumar, Mrs. Rajni Arora</i>	50
9.	TO STUDY THE CONSUMER BUYING BEHAVIOURS ON THE FMCG DURING PRE PANDEMIC, DURING PANDEMIC AND POST PANDEMIC <i>Monika, Mrs Puja Soni</i>	57
10.	IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR TOWARDS FMCG BRANDS : A LITERATURE REVIEW <i>Mrs. Rozy, Mrs. Bhavini Tejpal</i>	75
11.	GREEN ACCOUNTING AND ITS IMPACT ON BUSINESS ENVIRONMENT <i>Ms. Ramanjot Kaur , Dr. Alok Goyal</i>	80
12.	SOUTH-SOUTH TRADE: A STUDY OF SELECT COUNTRIES <i>Vasudha Jolly</i>	89
13.	A STUDY ON DIGITAL MARKETING AND ITS IMPACT <i>Ms. Nisha Dahiya</i>	96
14.	COVID 19 AND THE COLLAPSE OF GLOBAL TRADE: BUILDING AN EFFECTIVE PUBLIC HEALTH RESPONSE <i>Ms. Lopamudra Chowdhury</i>	101
15.	RISING TREND OF DIGITAL MARKETING IN INDIA <i>Ruchika Vermani, Navdisha</i>	110
16.	COVID -19 PANDEMIC & FDI IN INDIA--TRENDS & IMPACT <i>Babila Chauhan Sakhuja, Anuradha</i>	115
17.	DIGITAL BUSINESS MODELS <i>Ms. Monika Kumari</i>	127
18.	DYNAMIC INTRA-INDUSTRY TRADE ANALYSES OF INDIA: 1992 TO 2019 <i>Dr Simran Kaur Kular</i>	133
19.	INTERNATIONAL HUMAN RESOURCE MANAGEMENT: EMERGING TRENDS AND CHALLENGES <i>Manisha</i>	141

# A STUDY ON DIGITAL MARKETING AND ITS IMPACT

Ms. Nisha Dahiya

Assistant Professor, Dept of Commerce, Tika Ram Girls College, Sonapat (Haryana)- 131001

## ABSTRACT

The world is moving from simple to advanced and advertising is no special case. As innovation advancement is expanding, the utilization of computerized showcasing, web-based entertainment promoting additionally expanding. Online customer is expanding very quickly. Buyer's purchasing behavior is changing and they are more disposed towards advanced promoting as opposed to customary showcasing. The motivation behind this paper is to concentrate on the effect of advanced advertising and how it is important for the purchaser and advertisers. This paper starts with a presentation of advanced promoting and after that its features the modes of computerized advertising, computerized displays and significance of advanced advertising, difference between traditional and digital marketing and also positive and negative aspect of web marketing in present period.

**Key Words :** *Online advertising, Search Engine Optimization, Digital marketing, Promotion.*

**1. Introduction:-** Marketing refers to activities of a company undertake to promote the buying and selling of a product or service. It includes advertising, selling and delivering products or services to consumers or other businesses. Digital marketing means all marketing activities done through internet such as- email, interactive television, websites, mobile communications etc. Digital marketing is a type of direct showcasing that joins consumers with dealers electronically.

Web Marketing term was first instituted in the 1990s. It is also called online marketing, internet showcasing, or web promoting. The major advantage of advance promoting is that advertisers can sell their products or services 24 hours and 365 days, on lower cost with greater efficiency. It helps many to many communications as a result of its extreme degree of connectivity and is for the most part finished to sell products in pertinent, non-public and cost powerful manner.

## 2. Objectives: -

- 1) Describing the different channels of online marketing.
- 2) Difference between traditional and digital marketing.
- 3) Positive and Negative aspects of online marketing.

## 3. Channels of digital marketing: -

In digital marketing, there are various channels that are used by marketers to promote or advertise their products or services. For a marketer, the first main aim is to select the channel of digital marketing that give them maximum return on investment. Here is some list of important online marketing channels are given below:

**A. Email Marketing:-** Email marketing is the use of email to promote products or services while developing relationships with potential consumers. This channel of digital marketing is simple to understand. In this, marketers used to sell a product using discounts and event adds, increase recognition and direct clients to do their business thorough websites. Various types of emails in marketing used like promotional, informational, Re-engagement emails etc. Email is not a new technology. In fact, it was one of the very first means of online communications. Email marketing helps you to get conversation (selling your product or services), brand awareness and customer loyalty. It is genuinely a great power to construct a community.

## DIGITAL BUSINESS MODELS

Ms. Monika Kumari  
Tika Ram PG Girls College, Sonapat

### INTRODUCTION

A digital business model focuses on harnessing digital technologies to create a value proposition.

Digital technologies change how value is created as well as change the outcome of innovation. As an example, by attaching sensors to a large wind turbine engineers can create a digital twin and then use this to understand faults in the current design. In this case, digital technologies are tools that provide new ways to innovate. On the other hand, digital innovations can be new product-service systems like a Fitbit watch. Fitbit uses sensors on a physical watch that generate digital data and help people to understand their heart rate, fitness level and track their performance. Because of low cost, global digital infrastructure and the ease with which technologies can be integrated, creating a new and innovative digital business model is within reach of most entrepreneurs. Add to this the no-code movement and you have the ability for most business people to at least create a prototype digital business model.

Digital technologies also present opportunities to identify and realize new and untapped revenue streams, distribution methods and monetization opportunities. Examples of how digital business models change work, home and consumer behavior Products and processes that were once physical are now digital. A newspaper used to be printed overnight and then sent in vans to be sold in newsagents and on streets. Now, the news is digital and fluidly distributed globally in seconds. Likewise, internal processes in a company were once heavily reliant on paper but now digital enables collaborative and social processes, speeding up decisions and saving time.

But, digitalization is much more than this. Trying to track and analyse things when everything was physical was difficult and sometimes just impossible. Digital technologies are interwoven and code is ubiquitous.

Just about everything can be digitized to generate data. Smartphones, interactions on social media – virtually anything through sensors. As a result, we are now swamped with data. The growth in IoT devices is massive. By 2025, there 41.6 billion IoT devices will generate over 79.4ZB.

### Objective

The objective of this special issue is to stimulate research on digital business model and digital transformation and their effects on market and firm outcomes. Together the 5 aspects of many aspects of conceptual model. We were formulate to have papers with different approaches namely papers that 1) are conceptual 2) Analyze empirical secondary data 3) Use experiments 4) Develop an analytical Model 5) Propose and apply new analytical techniques to analyze big data.

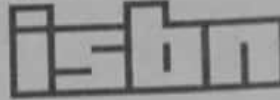
### CHARACTERSTICS OF DIGITAL BUSINESS MODELS

• If we focus on the different types of digital business models as they are now we can see how they will change. The diagram below shows the current digital business model characteristics.



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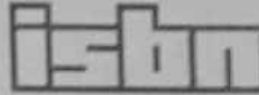
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
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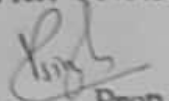
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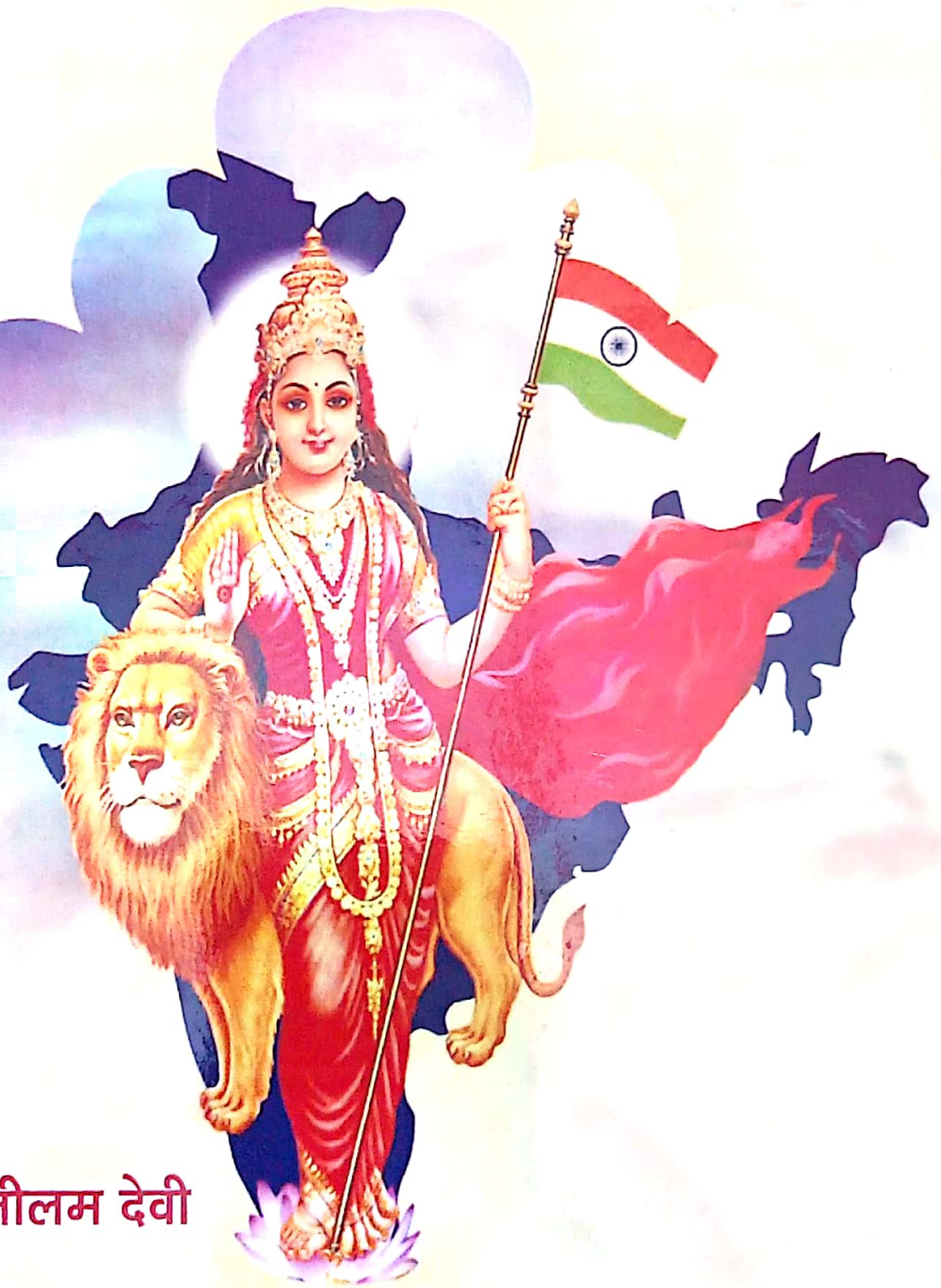
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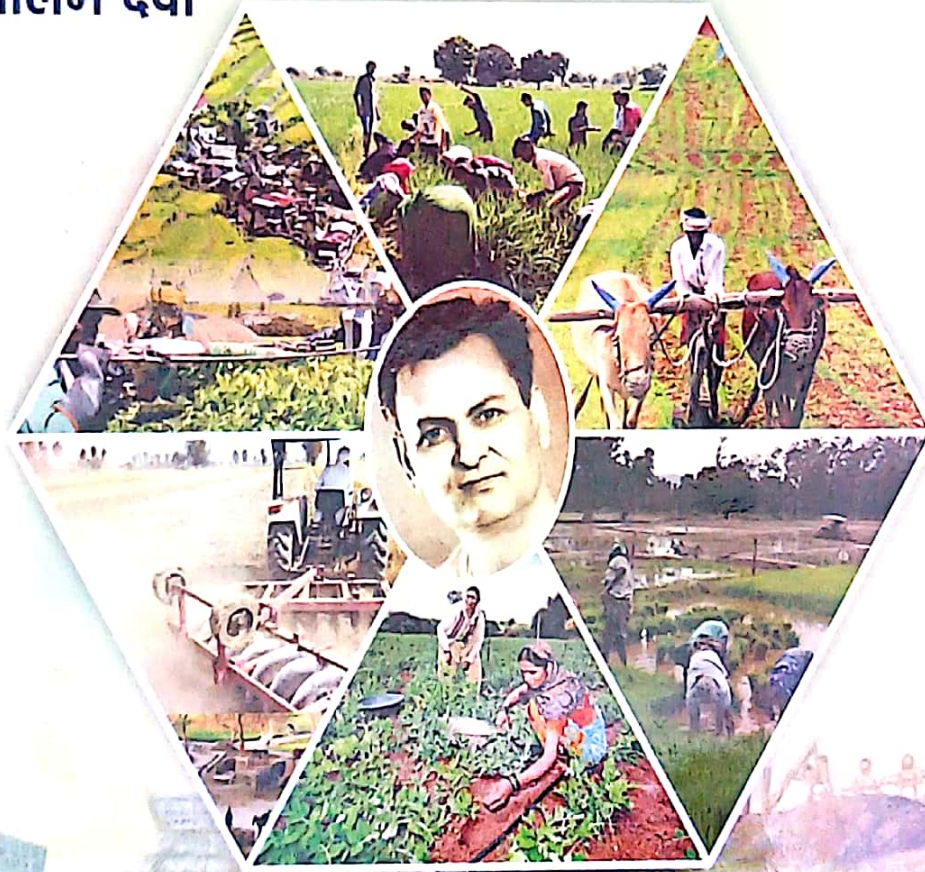
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संपादक  
डॉ. राज कुमार पाण्डेय



13. प्रसाद के नाटक 'चंद्रगुप्त' में राष्ट्र-प्रेम प्यारा सिंह	97
14. भारतेंदु हरिश्चंद्र और राष्ट्रवाद डॉ. चंद्रदत्त शर्मा	101
15. दिनकर के काव्य में राष्ट्रीय चेतना डॉ. मोहम्मद काशिफ नईम	111
16. जयशंकर प्रसाद के ऐतिहासिक नाटकों की राष्ट्रीय चेतना डॉ. प्रतिभा चौहान	117
17. राष्ट्रीयता के अनुप्रेरक कवि: माखनलाल चतुर्वेदी डॉ. (श्रीमती) राजल गुप्ता	124
18. हिंदी जीवनी साहित्य में राष्ट्रनायक डॉ. राकेश कुमारी	133
19. गुरु गोविंद के काव्य में राष्ट्रीय एवं सांस्कृतिक चेतना डॉ. अनिल कुमार	139
20. मैथिलीशरण गुप्त के काव्य में राष्ट्रीयता के स्वर रचना	149
21. नरेश मेहता और राष्ट्रवाद डॉ. नीलम देवी	155
22. निर्मल वर्मा के नैबंघिक साहित्य का अध्ययन : राष्ट्रीय एवं सांस्कृतिक मूल्यों के संदर्भ में अन्नपूर्णा सोनी	163
23. आधुनिक कवियों के काव्य में राष्ट्रीय-चेतना डॉ. पूनम	174
24. आधुनिक हिंदी काव्य में राष्ट्रीय भावना रमा उदावत	181
25. पुनर्जागरण काल में अभिव्यक्त राष्ट्रवाद शालिनी साहू	193
26. राष्ट्रकवि सोहनलाल द्विवेदी की राष्ट्रीय चेतना डॉ. नितिन सेठी	197
27. सुमद्रा कुमारी चौहान की राष्ट्रीय चेतना ममता कुमारी	202
28. रीतिकालीन कवि भूषण के काव्य में राष्ट्रवाद सुमन रानी	208

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## अनुक्रमाणिका.....

1. भूमिका	सहदेव समर्पित	5-7
2. आत्म निवेदन	डॉ. नरेश सिहाग	8-8
3. वर्तमान समय में अनुवाद की उपादेयता	मुदस्सिर अहमद भट्ट	9-12
4. मध्यकालीन हिंदी साहित्य और अनुवाद	संध्या	13-22
5. साहित्य एवं अनुवाद प्रक्रिया	डॉ. राखी के. शाह	23-27
6. संस्कृत साहित्य एवं अनुवाद प्रक्रिया	डॉ० ज्योति सिंह	28-31
7. हिंदी साहित्य के विकास में अनुवाद की भूमिका	डॉ० नीलम देवी	32-37
8. मासिक अनुवाद एक कठिन कार्य	डॉ. डिम्पल शर्मा	38-46
9. Literature and Rules of Translation	Ms. Jyoti Boora	47-51
10. पत्रकारिता में अनुवाद	डॉ. नरेश सिहाग	52-55
11. भाषा, व्याकरण और अनुवाद	श्यामवीर	56-58
12. तेलुगू का हिन्दी कथा संग्रहम् अनुवाद एवं आलोचना	डॉ. पवन कुमारी	59-64
13. अनुवाद का स्वरूप एवं उसकी प्रक्रिया	डॉ.मौ. रहीश अली खां	65-68
14. हिन्दी के आधुनिकीकरण और वैश्वीकरण में		
15. अनुवाद की भूमिका	डा. हरदीप कौर	69-72
16. तुलनात्मक साहित्य अध्ययन और अनुवाद	हरपाल ग़ोवर	73-76
17. अनुवाद : क्षेत्र एवं प्रकार	डॉ. अंजु	77-82
18. Translation in Context of Indian Literature	Kamlesh	83-88
19. CHALLENGE OF CULTURE SPECIFIC		
TRANSLATION OF RASHMI BAJAJ'S POETRY		
20. मौलिक लेखन का पुनःसृजन : अनुवाद	Sarita Goyal	89-96
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23. अनुवादक प्रक्रिया : मानव बनाम मशीन	डॉ. सुशीला	104-107
24. अनुवाद अर्थ परिभाषा : स्वरूप	डॉ. एन. जयश्री	108-110
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26. व्यावसायिक स्तर पर अनुवाद की उपयोगिता	डॉ. जी. मौलाली	114-111
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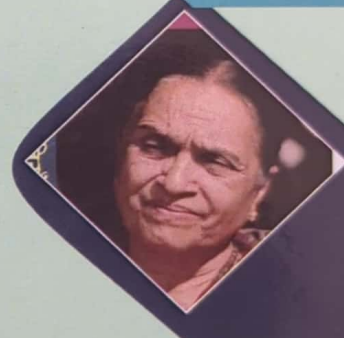
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## अनुक्रम

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1.	हिन्दी साहित्य में स्त्री विमर्श	09
2.	मृदुला गर्ग	26
3.	शिवानी	48
4.	ममता कालिया	75
5.	मेहरुन्निसा परवेज	99
6.	कृष्णा सोबती	141
7.	मृदुला सिन्हा	153
8.	उषा प्रियंवदा	162
9.	मालती जोशी	173
10.	राजी सेठ	190
	संदर्भ ग्रंथ सूची	214

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# CONTENTS

<i>S. No.</i>	<i>Chapters</i>	<i>Pages</i>
<b>UNIT-1</b>		
1.	INTRODUCTION TO SOCIETY, ECONOMY AND ETHICS	1-5
2.	CONCEPTUALISATION OF POLITICS (MEANING, NATURE AND SCOPE)	6-12
3.	LIBERTY, EQUALITY, JUSTICE ,RIGHTS, RECOGNITION AND OBLIGATION	13-33
4.	IDEA OF GOOD SOCIETY	34-40
5.	BUSINESS ETHICS	41-51
6.	CORPORATE SOCIAL RESPONSIBILITY	52-64
<b>UNIT-2</b>		
7.	DOMAIN OF POLITICS AND ETHICS	65-73
8.	DEMOCRACY AND WELFARE STATE	74-91
9.	MARKET AND GLOBALISATION	92-101
10.	APPROACHES TO MORAL REASONING	102-113
<b>UNIT-3</b>		
11.	POLITICS AND ETHICS IN BUSINESS : CORPORATE CODE OF ETHICS	114-126

12.	ARGUMENTS ON CORPORATE SOCIAL RESPONSIBILITY	127-133
13.	STRATEGIC PLANNING & CORPORATE SOCIAL RESPONSIBILITY	134-141
14.	CORPORATE PHILANTHROPY	142-148
<b>UNIT-4</b>		
15.	CORRUPTION AND CORPORATE SCANDALS	150-158
16.	ETHICAL ISSUES IN BUSINESS	158-171
17.	ETHICAL ISSUES IN ADVERTISING AND INSIDER TRADING	174-181

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रीडर (पूर्व), वाणिज्य विभाग

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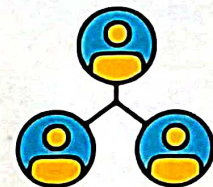
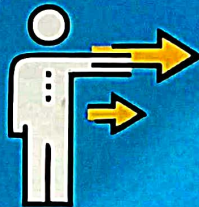
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# Contents

---

<i>Preface</i>	<i>vii</i>
1. Introduction to Human Resource	1
2. Importance of Human Resource in Organization	31
3. Strategies for Effective Human Resource Management	61
4. Workforce Training and Development	109
5. HR Recruitment and Training Planning	128
6. Human Resources and Organizational Change	153
7. The Impact of Staff Welfare on Staff Performance	191
8. Knowledge Economy and Human Resources	202
<i>Bibliography</i>	261
<i>Index</i>	263

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# Contents

---

<i>Preface</i>	ix
<b>1. Corporate Communication and Marketing Management</b>	<b>1</b>
Context and Nonacademic Writing; Technology and Context; Research Methodology; Techniques for Gathering Information; Project Team Meetings; Questionnaire and Initial Interview; Logging and Shadowing; Corporate Communication; Identity; Brand; Reputation; Crisis; The Evolution of Corporate Communications; Effective Communication; Podcasting and Vodcasting; Closing Thoughts; Internal Communications Strategy; Corporate Communication Encodes and Promotes; Corporate Video; Corporate Image; Corporate Propaganda; Organizational Communication; Early Organizational Communication; Direction of Communication; Communication Studies; Association for Business Communication	
<b>2. Corporate Culture and Technology Management</b>	<b>59</b>
The Layered Cultures of NetCon Division; Case One: Kent; Corporate Cultures; Technology Use: Disparate Networks and Voice Mail; Analysis; Use of Technology: Traditional Text and Voice Mail; Analysis; Case Three: Scott; Corporate Cultures; Technology Use: Reflections on the Use of E-Mail; Analysis; Use of Technology: Hierarchical Networks and Fax; Analysis; New Trends in Marketing Communication; Integrated Marketing Communication; Advertising; Public Relations; Direct Marketing and Database Marketing; Sales Promotion/Sponsorships/Exhibitions; Personal Selling; Internet Marketing; The Future of Marketing Communication; Corporate Strategy; Advantages and Disadvantages; Advantages; Disadvantage; Policy Implications; Virtues of Corporate Life	
<b>3. Corporate Social Responsibility in Business Management</b>	<b>100</b>
Introduction; Corporate Social Responsibility; Corporate Citizenship; Corporate Social Performance; Social Responsiveness;	



Social Responsibility and Business Ethical Behaviour; Corporate Conscience Formation and Management by Ethics; Myths about Business Ethics; Ethics Matters in Business; Levels of Business Ethics; Ethics of Sales and Marketing

145

**4. Corporate Media and Planning Management**

Propaganda Model; Watchdog Journalism; Alternative Media; Propaganda Model; The Filters; Applications; Criticism; Media Lens; Independent Media Centre; Content and focus; Organizational Structure; Local; Reputation; Controversy and Criticism; Servers Seizures; Assaults on Journalists; Corporate Media Planning Management; Newspaper Media Advertising; Buying Newspaper Marketing Media Space; Magazine Marketing Media; Radio Advertising Media; Television Marketing Media; Vital Element; Direct Mail; Specialty Advertising

179

**5. Corporate Capital Management**

The Corporate Firm; The Sole Proprietorship; The Partnership; The Corporation; A Corporation by another Name...; Control of the Firm; Corporate Social Responsibility; Corporate Finance; Capital Investment Decisions; Corporate Finance India; The Financing Decision; The Dividend Decision; Corporate Strategies Management in Accounting; Risk Management; Risk Dynamics; Risk Mitigation; Value-at-risk; The Role of Judgement; Mutations in Financial Markets; Exchanges; E-trading; Banking and IT Developments; Security Concerns; Types and Sources of Capital; Borrowing Working Capital; Borrowing Growth Capital; Borrowing Permanent Equity Capital; Statements, Revenue and Expense

224

**6. Product Decisions and Marketing Management**

Product Marketing; Branding Decisions; Brand Names and Brand Marks; Advantages of Brands; Branding Strategy; Managing Product Movement; Trade-off Analysis: Service-Level vs. Cost; Ordering and Inventory Management; Product Storage; New Product Development; History; Types and Sources of New Products; New Product Development Process; Factors Influencing New Product Development; Improving Speed, Efficiency, and Quality; Product and Marketing Mix Development; Managing Existing Products; Developing New Products; Categories of New Products; How New Products Are Obtained; New Product Development Poces; Customer Product Packaging; Distribution Packaging; Categories of Consumer Products; Categories of Business Products; Components of a Product; Key Product Decisions; Functional Benefits; Psychological Benefits; Managing Products Marketers; Product Management Responsibilities; Price Decision; Questions Involved in Pricing; What a Price Should Do; Terminology; Pricing Objectives; Meaning of Price; Relative and Nominal Price; Confusion between Prices and Costs of Production; Meaning of Price and Capacity; Importance of Prices in the Economy; Price Determination in Theory; Nature of Pure or Perfect Competition; Market Price under Pure or Perfect

Competition; Pure or Perfect Competition Is Mythical; Market Price under Monopoly; Normal or Workable Competition; Importance of Price; Strategic Pricing; Marketing Strategy and the Marketing Mix; Estimate the Demand Curve; Calculate Costs; Environmental Factors; Price Discounts; Promotional Pricing; Nine Laws of Price Sensitivity; Approaches; Pricing Tactics; Pricing Mistakes; Pricing Strategy versus Tactics; Price Determination

**7. Bond Policy and Valuation**

**280**

Debenture; Attributes; Corporate Bond; Types; Government Bond; Risk; Municipal Bond; Types of Tax-exempt Bonds; Stock Valuation; Fundamental Valuation Techniques; Market Value Added; Bond Valuation; Concept; Bond Pricing; Yield and Price Relationships; Price Sensitivity; Extensions: More Sophisticated Bond Pricing Models

**8. Corporate Governance of Banks**

**296**

Theory vs. Evidence; Private Market Regulation; Principal Agent Conflicts; Control Mechanisms; Effectiveness of Market Control Mechanisms; Corporate Behaviour; Distressed Banks; Other Banking Studies; Subordinated Debt; Requirements for Market Discipline; Action; Active Money and Capital Markets and Rating Agencies; Awareness of Vulnerabilities; Corporate Accounting Standards; Transparency; Market Discipline of Bank Risk; Historical Experiences; Institutional Features of Free Banking; The "Invisible Hand" in Free-Banking Theory; The Free-banking Experience in Scotland; Scottish Banking: 1695-1845; A Successful Experience with Market Discipline?; A Centralized System; Stability and Optimality in Operations; Scottish Free Banking Was Not Laissez-Faire Banking; The Free-banking Experience in the United States; American Free Banking Laissez-Faire Banking?; "Wildcat Banking" or Successful "Market Discipline"?; The Suffolk Banking System; Unregulated Trusts in New York