

M - Infiniti

Journal of Management

A Double Blind Peer-Reviewed Referred Journal

Vol.12

Special Issue -1

March - April 2018

ISSN 0973-7197

Sl.No.	Paper Details	Page No.
1	The Customers' Satisfaction On Laptop Design And Preferences At Chennai City - Mr.Suresh V, Ms. Vetri Selvi M	1
2	Management Practices In Training And Development With Special Reference To Railway Construction By Larsen & Toubro At Chennai - Mr. M. Robert Rajasekaran, B. Devamaindan	7
3	Digital Payment Methods In India- A Conceptual Study - Ms.C.B.Pavithra, A.C.Ranganayaki	18
4	Corporate Annual Reports Of Indian Companies - Managerial Employees View - C.Vethirajan, K.Banupriya	27
5	Child Consumer Behaviour In Shopping Malls: A Study With Reference To Selected Shopping Malls In Chennai City - Y.Lokeswara Choudary, Ms.S.Gouthami	43
6	Optimization Of Supply Chain Efficiency Through Mathematical Models - P.Nagakrishna	53
7	An Evaluation Of Trust And Security Parameters As Factors Of Growth And Development In India - Mrs. Sushma K.Chawla, Y.Lokeswara Choudary.	63
8	An Empirical Study On Retailer's Perception Towards Bath Soaps – An Insight With Special Reference To Chennai City- Usman Mohideen K S, Anirudh G, Ganesh R	68
9	A Study On Utilitarian Factors Influencing The Customer's Online Purchase Of Baby Products - Ms.Shalina.A, B.Devamaindhan	76
10	Customer Awareness And Attitude Towards Green And Sustainability Trend - Mr.Suhail Pc, K B Nidheesh	82

11	Management Practices For Sustainable Development-A Case Study - A.K.Shukla	97
12	Entrepreneurial Leadership - Mr.P.Vaigunthavasan	104
13	Social Entrepreneurs: The Game Changers - A Case Study With Reference To Aravind Eye Hospital - Ms.R. Abinaya, R. Shanthi	109
14	A Study On The Impact Of Branded Products On The Consumer – With Special Reference To Mobile Phones - Ms.K.Vijayalakshmi, D.Ayub Khan Dawood	114
15	A Study On Entrepreneurial Competency Among Msme Sector – With Special Reference To Chennai City - Ms. M. Fathima, D. Ayub Khan Dawood	122
16	A Study On The Effect Of Brand Awareness On Purchase Decision Of Organic Food Product - Ms. Indumathi.N, D. Ayub Khan Dawood	129
17	A Study Relating To The Consumption Of Packed Chips And Its Health Hazards With Special Reference To The School Children In Chennai City - Ms.S.Ramya, T.K.Avvai Kothai	137
18	An Overview: Junk Food Advertisement To Children's In India - Ms.H.Mickle Aancy, K.Maran	142
19	Measurement Of Risk And Return Of Equity Oriented Dividend Funds Of Selected Mutual Funds Companies In India - M.Krishnamoorthi, D.Vettrivelan, Mr.P.Venkatesh	149
20	A Study On Employee Working Condition And Organization Welfare Measures Of Textile Industries In Coimbatore - Mr.K.Guru	159
21	<i>The</i> Impact Of Internal Corporate Social Responsibility On Employee Engagement - Ms.S.Jaya, D.Ayubkhan Dawood	168
22	Relating Competency To Job Performance: An Empirical Analysis - Ms.V.Selvalakshmi	177
23	An Overview Of Corporate Governance And Social Responsibility - Ms.Mubeena.E, Ms.Jamsheer C. K	187
24	Digital Banking In India: A Slippery Ground - Mr.Rajesh Ruke	194
25	Potential Market Identification For Petroleum Coke In South India – Ms. R.Jeyalakshmi, K.Maran	198

26	The Impact Of Emotional Intelligence On Psychometric Traits Of MBA Students In Chennai City - Mr.V.Kalaiselvam, R.Gayatri	206
27	The Influence Of Celebrity Endorsement On Undergraduates Purchasing Behaviour In South Eastern University Of Sri Lanka - A.L.M.A.Shameem, B.Sarangan	213
28	Impact Of Economic Reforms On China's Investment Into India - Ms. J.Renugadevi, S.Lourdu Initha	221
29	A Study on Consumers Awareness towards Duplicate Brand of Packaged Products- N. Deepa, A.Manorselvi	230
30	A Study On The Role Of Hr Management In Fostering Ethics And Fair Treatment In It Industry -K.Senthamilselvan, V.Hemanth Kumar	244
31	A Study On Entrepreneurship Prospects And Challenges In Rural Areas- Janani.R, P.Priyadarsini	256
32	Impact Of Career Development In Self Financing Institutes' Towards Job Satisfaction- V.Dhayalan, K.Maran	264
33	A Study On Work Life Balance Among School Teachers In Kumbakonam Town- T.Suganya	270
34	Application Of ARIMA Model In Forecasting Stock Index	278