

**PROCEEDINGS OF THE INTERNATIONAL
CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY, DEMONETIZATION,
GLOBALIZATION & BUSINESS SCIENCES - 2018**

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Editor in Chief

Dr. Ratnakar D Bala

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**Proceedings of the International Conference on Corporate Social
Responsibility, Demonetization, Globalization & Business Sciences - 2018**

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EDITORIAL

Dear Readers,

Delighted I am in presenting you with the Proceedings of the International Conference on Corporate Social Responsibility, Demonetization, Globalization & Business organized, published and released as part of renowned IMRF Publications which is intended to be an outlet for theoretical and empirical research contributions for scholars and practitioners in the business sciences field. In addition to manuscript submitted by leading scholars and practitioners to a double-blind referee process, the Book also publishes papers by selected authors with a topic of special concern. This Book is ensured to dwell solely on the premise that there is a growing need to more efficiently manage and disseminate scholastic ideas and research results in the academic and professional community, of course, in the realm of the Business Sciences.

It is towards this mission and vision, IMRF invites original, unpublished, research-oriented, genuine quality manuscripts from academicians, researchers, faculty, entrepreneurs, in the area of – Management Information Systems; Business Law; Public Responsibility and Ethics; Global Business; Marketing Theory and Applications; Accounting; Economics; Finance & Investment; General Management; General Business Research; Business & Economics Education; Production/Operations Management; Organizational Behavior & Theory; Strategic Management Policy; Labor Relations & Human Resource Management; Technology & Innovation; Public Administration and Small Business Entrepreneurship showcasing emerging paradigms in management theories and practices, and adding value to the existing body of knowledge.

The publication of this Proceedings is pleased to include brainwaves in the turf concerned from scholars and practitioners from the fields of Finance, Accounting, Marketing, Management, Information Systems, Operations Management, Economics, Public Administration, Psychology, Education and other related areas. The goal is to broaden the expertise of business school academics and practitioners by promoting access to research and ideas in the discipline of Business Sciences across the globe. IMRF stipulates it as a mandate that such articles to be considered herein should have cautiously confirmed findings and the research methodologies used should be explained in sufficient detail in order to be fool-proof to strictly adhere to the research ethics and publication standards in vogue in the field.

IMRF is committed to build this Proceedings as in the case of its other Books too that there needs to be a focused attention in each of the contributions considered for publication herein should be in a position to render its essence much to the new dimension received by the readers in order to supplement the newly acquired awareness to empower their academic and research professional competence with a view to foster the new genre of exploration in the field.

In short, this Proceedings is believed to turn out to be a great source for all those scholars seeking information and knowledge from an international perspective and also for those who are interested in getting exposed to be latest research by reading the contributions honoured in print here emanated from a wide range of professionally matured icons in the field of Business Sciences. The research finds reported here are truly international promoting scholarship and collaboration among academicians throughout the world.

It is at this happy turn out of the assimilation of a great body of knowledge offered in the subject of Business Sciences in this Proceedings, I am highly gratified to place on record my heartfelt thanks to the contributors, members on the Editorial Board, intellectuals who stretch out their rational research findings and above all, to the honourable founders of Ratna Prasad Multidisciplinary Research and Educational Society, Vijayawada, India for being the pedestal to IMRF with its yarn of eternity. It is a privilege for me to greet one and all personnel pertinent to this publication in the wake of the successful release of the Book much to the academic and research fervor it is bound to render.

With greetings,

Dr. D. B. Ratnakar
Editor-in-Chief

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Note : Alphabetical Arranged.

Tentative Program of the Proceedings of the International Conference : Jan 19-20, 2018

19/01/2018 First Day Proceedings

09.30 to 10.00	Formal Registrations		
10.00 to 11.15	<p style="text-align: center;"><u>Inaugural & Award Function</u> Chairman : Dr. Ratnakar D B CEO & Director, International Multidisciplinary Research Foundation</p> <p style="text-align: center;"><u>Guests</u> Dr. Tanmoy Rudra Executive Secretary, Confederation of Indian Universities, New Delhi Dr. Suresh Kumar Agarwal Chancellor, Pragyan International University, Ranchi, Jharkhand Dr. Vivekananda Chakraborty Rashtrapati Award Recipient & Head Master, Midnapore Town School- Heritage Dr. Pranam Dhar HoD of Commerce and Management, West Bengal State University, West Bengal Dr. T. Prabhakar Reddy Sr. Consultant, PPE UNICEF, Patna Dr. Fathi Zubek Ahmed Bin Mohammed Military College, Doha, Qatar Dr. Kamal Kithsri Karunadasa H.R Queensland University of Technology, Australia</p>		
11.15 to 11.30	Tea Break		
11.30 to 12.10	<p style="text-align: center;">Keynote : Dr. Pranam Dhar HoD of Commerce and Management, West Bengal State University, West Bengal</p>		
12.10 to 12.50	<p style="text-align: center;">Plenary Talk : Dr. T. Prabhakar Reddy Sr. Consultant, PPE UNICEF, New Delhi</p>		
12.50 to 13.30	<p style="text-align: center;">Plenary Talk : Dr. Manirani Dasgupta Head & Associate Professor, Department of Law, University of Calcutta, India</p>		
13.30 to 14.15	Lunch		
14.15 to 14.45	<p style="text-align: center;">Plenary Talk : Dr. Pavithra Department of Economics, Karnataka State Open University, Mukthagangotri, Mysore</p>		
14.45 to 16.30	Paper Presentation Sessions		
16.30	Presentations	Presentations	Presentations
	Tea Break		
	First Day Conference Closes		
	20/01/2018 Second Day Proceedings		
09.30 to 10.00	<p style="text-align: center;">Plenary Talk : Dr. Jeyarani Associate Professor, Dept of Economics, The American College, Madurai, TN</p>		
10.00 to 10.30	<p style="text-align: center;">Special Talk : Dr. Fathi Zubek Ahmed Bin Mohammed Military College, Doha, Qatar</p>		
10.30 to 11.00	<p style="text-align: center;">Special Talk : Dr. Kamal Kithsri Karunadasa H.R Queensland University of Technology, Australia Principal Lawyer, Tai Lawyers, , Australia</p>		
11.00 to 11.15	Tea Break		
11.15 to 13.30	Paper Presentation Sessions		
13.30 to 14.15	Presentations	Presentations	Presentations
14.15 to 14.45	<p style="text-align: center;">Plenary Talk : Dr. Vivekananda Chakraborty Rashtrapati Award Recipient & Head Master, Midnapore Town School- Heritage</p>		
15.00 to 15.45	<p style="text-align: center;"><u>Valedictory Function</u> Dr. Ratnakar D B CEO & Director, International Multidisciplinary Research Foundation Dr. Tanmoy Rudra Executive Secretary, Confederation of Indian Universities, New Delhi Dr. Pranam Dhar HoD of Commerce and Management, West Bengal State University, West Bengal</p>		
16.00	Certificate Distribution, Refreshments & Conference Closes		

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**FINANCIAL GOVERNANCE, LEADERSHIP & ROLE OF STUDENTS' UNION
IN THE GOVERNANCE OF HIGHER EDUCATIONAL INSTITUTIONS (HEIS) IN
WEST BENGAL – AN EMPIRICAL INQUEST WITH REFERENCE
TO THE DISTRICT OF HOWRAH**

DR. PRANAM DHAR, DR. TANMOY RUDRA

Abstract: Education in its general sense is a form of learning, in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Higher education institutions are an important part of - and play an important role in - society. The institutions are societies unto themselves, but they are also part of the larger society. If they remained only societies unto themselves, higher education institutions would be locked up in the proverbial ivory tower and their future would most likely be considerably shorter than their past. On the other hand, higher education institutions without some distance from society at large would run a serious risk of losing their capacity to reason in terms of principle, to take a long term view somewhat detached from the immediate issues of the day and to identify sustainable solutions to the most serious and long term challenges facing our society. Student participation as defined by this conference is an aspect of the broader area of higher education governance, so it may be useful to recall that higher education governance is at the heart of the Bologna Process and will be a key feature of the European Higher Education Area to be set up by 2010. To an extent, this is taken for granted, and many institutional representatives and higher education policy makers refer to academic freedom and institutional autonomy – or sometimes a mixture of the two – as if these were obvious features of higher education in Europe, freedoms earned at the dawn of time and destined to be with us until some distant academic sunset. While discussing quality in the field of education, the focus of students is on the facilities provided, of the teachers is on the teaching-learning process, of management and parents is on the scores or grades achieved, and of prospective employers is on the nature of the output. The present study investigates the issues of governance in Higher Education Institutions in India, with a specific and pin-pointed analysis on the financial governance, leadership and role of students' union on the overall governance of the degree colleges in the district of Howrah, West Bengal. The study is based on Primary Data Analysis. Statistical tools like frequency distribution table and factor analysis have been used for the study.

Keywords: Governance, HEIs, Howrah, Factor Analysis.

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Confederation of Indian Universities (CIU), New Delhi

HUMAN RESOURCE DISCLOSURE: PRACTICE AND INFLUENCES BY QATAR LISTED COMPANIES

DR. FATHI F. ZUBEK

Abstract: The aims of this paper is to examine the extent of corporate social responsibility (CSR) on human resources (HR) in the annual reports of Qatar listed companies. And to investigate the effect of company's type on HR disclosure.

By using the (content analysis) method, the 155 annual reports of 31 Qatar listed companies were observed. The paper explores the extent and content of HR information disclosure made by the examined companies in their annual reports. Statistical tests have been performed to analyze the difference between the HR disclosure score across various industrial sectors.

Findings: the results indicated that, for the companies sampled, they all disclosed information relating to the human resource. Variations existed, although in the main, HR disclosure whilst the most frequently reported area was "training information". Throughout the reports the analysis found no evidence relating to the disclosure of "consultation with employees" "employment of disabled people" and "Value added by employees". In term of disclosure methods, the results showed that the companies used all the methods (financial, quantitative and descriptive) to disclose HR in their annual reports, although their focus was on using the descriptive method, when the most of the information in the annual reports was descriptive. Overall, the study reflects low HR related disclosures. Statistically the results found a significant difference between the mean HR disclosure from one industry sector to another, when the companies work in Banks and Financial Services sector disclose more information than other companies work in other sectors.

This is first longitudinal study of HR disclosure practices by the Qatar corporate sector in the CSR domain with a disclosure analysis for a period of five years. This research provides new directions for the literature in this area and may encourage comparative studies on HR-based studies from different perspectives.

Keywords: Disclosures, Human Resources, Qatar, and CSR.

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CORPORATE GOVERNANCE & IT'S IMPACT ON PERFORMANCE OF THE INDIAN BANKING SECTOR – A STUDY

DR. PRANAM DHAR, DR. TANMOY RUDRA

Abstract: The impact of banks' organization structure on performance and corporate governance practices has been discussed for a number of years, mainly in developed countries such as UK and US. This paper chooses to address above-mentioned issue in Indian context. It investigates two category of banks namely government banks and private banks. This paper adopts the Tobin's Q, and Return on Capital Employed (ROCE) as bank performance indicators. The following board governance variables are used such as Board Committees, Board Directors, CEO as a chairman, Board meetings, and Women Executive and Executive-Director ratio. Multiple regression analysis results show that board governance variables like board committees, board directors and women director are statistically significant to performance for banks where government has considerable stake. In addition, government banks are older and also have better market valuation than private banks.

Keywords: Indian Domestic Banks, Bank Governance, Tobin's Q, and ROCE.

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Dr. Tanmoy Rudra
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GLOBALISATION AND ITS EFFECT ON RURAL INDIA

DR. R. H. PAVITHRA

Abstract: Globalization is the process of integration of the world economics in condition of free markets, which includes free flow of trade and capital and movement of persons across national borders. In the present era, especially in the last two and a half decade everyone talks of globalization and says that whole world is a global village. In the basic sense it means 'integrating' the economy of the country with the world economy. The impact of globalization on rural India has a tremendous influence which is both positive as well as negative. The Indian urban and rural life is viewed as the two faces of the same coin. They are mutually interdependent and both have a greater impact of globalization. India is getting global recognition and slowly moving forward to become a major economic and political strength. Thus, the paper clearly elucidates that globalization is a complex phenomenon and its impact on rural India. It has a very profound impact on Indian rural life. As a result globalization has shown remarkable growth in rural development.

Keywords: Globalization, Urban and Rural Life.

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“PALANQUINE BEARERS” BY SAROJINI NAIDU IN THE LIGHT OF DISSENT AND MODERNITY OF GLOBALIZATION

CHANDRA SHEKAR PENDOTI

Abstract: Since the civilization social groups selected on eminent physical and mental personality to represent them. He presented the entire group for socio, economic, political, cultural, traditional and philosophical life. In the course of time, he became dictator to the people and neglected his fundamental duties. In the same way, the poem “Palanquin Bearers” by Sarojini Naidu is a presentation of the dictatorship in dissent and modern thought of liberalization, globalization, privatization and glocalization. In the context, the “Bearers of Palanquin” are happy in accordance of the poetess’ thought. In fact the bearers are labours and unhappy. In the modern context of globalization, liberalization, privatization they are unaccepted by the society. In this way in the modern context of globalization, liberalization, privatization they are unaccepted by the society. The modern thoughts brought out the concepts of equality, fraternity and liberty and the society thinks of the equal society in democracy.

Keywords: Palanquin Bearers, Globalization, Liberalization, Privatization, Happy, Dictatorship.

Chandra Shekar Pendoti
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THE SIGNIFICANCE OF *GITANJALI* BY RABINDRANATH TAGORE IN GLOBILIZATION

CHANDRA SHEKAR PENDOTI

Abstract: The human civilization was begun in conflicts. Human beings possessed both the nature of peace and war. There is always a tranquility in between the times. The idea of “Globalization” brought for the first time people together to have the relationships for the purposes of human needs. The book of *Gitanjali* or *Song of Offerings* is representation of peace for the human kind for its integration. It reminded us for the human growth in the fields of socio, political, philosophical, economical, legal, cultural, traditional and spiritual fields. In fact Tagore contributed his thoughts to the world the human integrity and the bond of friendship among the worldly people. This book became great significant after 1910 due to the tensions of European political strategies to the war.

Keywords: Gitanjali, Peace, Philosophy, Integrity, Friendship.

Chandra Shekar Pendoti
Dept. of English, Osmania University, Telangana

TEXT AND CONTEXT: LITERARINESS OF GLOBALIZATION IN THINGS FALL APART

ABHILASH KAUSHIK

Abstract: Globalization has emerged as a defining paradigm in nearly every discipline of human endeavor. Today, with the calibration of the so called globalized literature, we come to terms with the contemporary world. Glaringly evident are the representations and outcomes of globalization within literature and literary studies. Talking about a text dealing with aspects like cultural conflicts, spiritual alterations, disruptions of old systems and beliefs etc. , Things Fall Apart, by one of the stalwarts of Nigerian literature, Chinua Achebe, has seen them all. A classic in itself, Things Fall Apart, came to the scene in the midst of Nigerian Renaissance and is the first novel of Achebe. A multifaceted personality, Achebe, in the novel, portrays the clash between the old Igbo culture and the society after the advent of the British along with its aftermath. This paper attempts to project the havoc created by the British thereby projecting traits of globalization like cultural tug-of-war, dislocation of spirituality etc. The motivation behind choosing this text is to make a detailed study of the Igbo culture along with their political and societal systems. This in turn, uncovers the whole experience of the conflicts of the natives with the colonizers. Rational judgment along with knowledge of human limits can be an amicable solution because it is clear in the novel that Okonkwo fights basically for his reputation. The paper also has two notable findings, a) the intertwining relationship of literature and globalization as many traits of globalization are seen in literature b) the literariness of globalization, because for globalization to operate within its realm, the context is to be provided by different literary studies.

Keywords: Culture, Conflict, Globalization, Literature, Society.

Abhilash Kaushik, M.A. English, AIMS Institutes, Peenya, Bangalore

DEMONETIZATION AND ITS IMPLEMENTATION IN FINANCIAL REFORMATION

TRISHA JOLLY, DR. KAVITA INDAPURKAR

Abstract: India, in November 2016 observed a major reform in its financial sector called Demonetization which may be regarded as one of its kind the country has observed over the last couple of years. Experts define Demonetization as “the act of stripping a currency unit off its status as legal tender. The existing form or forms of currency is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country even opts to completely replace the old currency with the new one”.¹ [1] In India this however came with a shock treatment with an intention to strip off the unaccounted and fake currency from circulation. The paper attempts to evaluate nature of this recent movement in India, its short-term impacts and the major lessons learnt in past one year.

In line with the above stated objective the paper goes on to investigate the reform pertaining to country in historical perspective along with its present form. It then moves on to bring out the immediate effect of Demonetization on growth of the economy. With the relevant data, the paper also aims to chart a roadmap for India's economic growth performance in the near future incorporating the aftermaths of Demonetization.

Keywords: Demonetization, Financial Reform, Fake Currency, Post-Demonetization, Unaccounted Currency.

Trisha Jolly, Research Scholar, Amity School of Economics
Dr. Kavita Indapurkar, Professor, Amity School of Economics

HOLDING CORPORATION ACCOUNTABLE UNDER NATIONAL AND INTERNATIONAL MECHANISMS FOR PROTECTION AND PROMOTION OF HUMAN RIGHTS

DEBABRATA ROY

Abstract: Corporate power has great impact on every individual's life and it has been forced upon through economically, culturally and environmentally to this globalized countries. There are several cases of lack of accountability in national and international perspective. For instance, Bhopal gas incident, incident of Coca Cola Company can be considered for national perspective and shell in Ogoniland, Nigeria Bougainville incident can be considered for international perspective. Recognising this reality, corporate victims were reported to the public tribunal court. UN adopted draft norms and the UN Norms on Human Rights and Environment. Some UN mechanisms for corporate social responsibility have been initiated by the Security Council, these are 1503 procedure of human rights commission, UN special procedure, special representative enact by the commission, United Nation guideline principle and its reporting framework. Supreme Court and high court decision, role of NGOs and role of media are also considerable for the national cases. The paper suggests that State and corporation should be transparent to the respective residents. States should promote respect for human rights by business enterprises with which they conduct commercial transactions. States, when acting as members of multilateral institutions that deal with business-related issues, should: (a) seek to ensure that those institutions neither restrain the ability of their member-states to meet their duty to protect nor hinder business enterprises from respecting human rights; (b) encourage those institutions, within their respective mandates and capacities, to promote business respect for human rights and, where requested, to help states meet their duty to protect against human rights abuse by business enterprises, including through technical assistance, capacity-building and awareness-raising; (c) draw on these Guiding Principles to promote shared understanding and advance international cooperation in the management of business and human rights challenges.

Keywords: Corporate Social Responsibility, Human Rights Mechanism, International Co-Operation.

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THE EMERGING MANIFOLD DRONE MARKET POLICY AND THE RIGHT TO PRIVACY

DHEERAJ KUMAR TIWARI

Abstract: India is home to a population of more than 121 Million and expanding day by day so as the technological advancements are keeping in pace with the growing economic market opportunity in the country. The caliginous market of unmanned aerial system commonly known as drones is a great advent in the use and protection of the aerospace and the utilities thereof. The unregulated physical and virtual drone market is expanding its roots in the country rapidly that to at a premium cost targeting the product availability to a larger bunch of community. The apex court of the realm by declaring the right to privacy as a fundamental right to be treated in the ambit of chapter III of the constitution of India deliberated a need to curb such unregulated use of the machine. The primary nature of the law is dynamic and so it the society. With the advancement in civilization is becomes essential to conduct the activities of public and community which could be a reason for dispute in the future. In order to establish equilibrium and to eradicate any radical present in the peaceful use of any such technological advancement it is necessary to work on the futuristic legislations to keep the dynamism of the law active.

India is an emerging market of unmanned aerial system machines although it does not has any legislation which regulates the commerce and use of such machines which are a real threat to internal security and human life if used for vicious activities. The lethal nature of these devices thus needs a due attention. The present paper following an adequate research methodology will examine the present and futuristic scope of the drone policy and its attributes in the emerging aspects of privacy.

Keywords: Aerospace, Digital Monitoring, Drone Laws, Economic Market Share, Individual Privacy, National security, Privacy Issue.

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BAFFLING BIOTECHNOLOGICAL ADVANCEMENT AND THE BIZARRE LAWS OF INDIA

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Abstract: The State needs to ensure the enactment of proper Legislation in order to curb administrative and delinquent developmental activities. The role of government and slow pace in the field of development of proper Biotechnological Statues has resulted in the collateral damages caused to mob in direct and indirect means. The approach of the Indian Parliamentarian in the Biotechnological Research and Development has changed from positive to negative in the standard scale of global developments in the field and the countries resources unevenly are being used as a testing ground by the world which needs an uninterrupted attention of the authorities as soon as possible. The current strategy of government is Probability and Dilemma. The paper will examine the **Research and Development Policy** for futuristic sustainable developmental goals.

Keywords: Biotechnological Laws, Genetic Material, Intellectual Property Rights, Licensing.

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CORPORATE SOCIAL RESPONSIBILITY TO EMPOWER THE PERSONS WITH DISABILITIES IN INDIA

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Abstract: Corporate Social Responsibility (CSR) is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. The companies having Net worth of INR 500 crore or more, or Turnover of INR 1000 crore or more; or Net Profit of INR 5 crore or more during any financial Year are having such responsibilities. These companies have to spend 2% of their profit for such cause. As per the census 2011, 2.21 percent of the general population of the country is reported to be affected with one or other type of disability condition. The department of Empowerment of Persons with Disabilities under the Ministry of Social Justice and Empowerment Government of India is having the entire responsibilities of providing social justice to persons with disabilities. To meet the demand of persons with disabilities requires huge budgeting. The support received from companies is not sufficient to meet the demands of the persons with disabilities. To strengthen the CSR activities the companies and the department of empowerment of persons with disabilities should work together to achieve the target of promoting inclusive society.

Keywords: Corporate Social Responsibility (CSR); Persons with Disabilities (PWD); Empowerment.

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THE EFFECT OF GLOBALISATION ON ENVIRONMENT POLITICS

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Abstract: Globalization has created a market dynamic that fosters new competition, demands higher levels of efficiency and requires true expertise in supply chain optimization. As global commerce equalizes the business landscape, speed becomes even more critical and supply chains become the new competitive weapon. Although globalization can help create additional value and increased efficiencies for national economies, it has an obvious negative impact in terms of the ecological costs of transportation. However, global trade's more severe but less-understood threat to sustainability is its incompatibility with the carrying capacities of our natural ecosystems.

The last half-century has seen momentous and accelerating changes in humankind's economic activities, political relations, and social and demographic profile. A prominent feature of this change is the increasing scale of human impact on Earth's natural biophysical systems: the climate system, stratospheric ozone, biodiversity, terrestrial and marine food-producing ecosystems, and the great cycles of water, nitrogen, and sulfur. These systems sustain the conditions on which life depends, and their weakening may therefore have profound long-term implications for human population health. Much of the recognition of how these unprecedented large-scale environmental changes may jeopardize human health has emerged, albeit tentatively, during this current decade.

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PUNCTILIOUS ENDEAVORS AND STUDENTS' LIFE: THE YARDSTICK TO SUCCESS

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Abstract: The aim of the current paper is to determine the relationship between the time management skills and academic achievement of the students. Time management is very important and it may actually affect individual's overall performance and achievements. However, all of these are related by how individuals manage their time to suit their daily living or to make it flow steadily with their routines. Conducive settings and environment will surely promote positive outcomes to the students, besides having good lectures given by their teachers. Nevertheless, students' time management can be considered as one of the aspect that can move a student to be a good student. A good time management is vital for students to shine. However, some of the students do not have a good time management skills that has negatively affect their life and their academics. The usage of time by students in higher education institutions is related to their daily routines and activities. Students' time management can also affect stress level of students as they need to cope with their tasks and their personal achievements. In this regard, the data was collected from the students of different universities_Technology to analyze that how effectively they are managing their time for achieving their academic standards.

Keywords: Value of Time Management, Positive Outcomes, Individual Management.

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ENVIRONMENTAL PROTECTION AS A TOOL OF CORPORATE SOCIAL RESPONSIBILITY - A JUDICIAL ANALYSIS

DR. M. MADHURI IRENE

Abstract: The concept of Corporate Social Responsibility (CSR) is not new in India. It emerged from the 'Vedic period' when history was not recorded in India. In that period, Kings had an obligation towards society and merchants displayed their own business responsibility by building places of worship, education, inns and wells.

India has a history of having a compassionate attitude towards environment. But with the passage of time the ethical values towards society have degraded as a result of which judiciary intervened so as to protect the environment. The concept of corporate social responsibility encompassed the right to pollution free environment and the constitutional duty to protect and improve the environment. The paper introduces the concept of Corporate Social Responsibility in tune with the Constitutional commitment towards environment protection. Judicial decisions bring into light the conception of Corporate Environment Liability as a concomitant of Corporate Social Responsibility by streamlining the defaulting institutions.

Keywords: CSR, Environmental protection, Judiciary, Supreme Court.

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THE NOVEL “LAST MAN IN TOWER”: UNRAVELLING THE DARKER SIDE OF GLOBALISATION

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Abstract: The novel by Aravind Adiga clearly shows the haunting sides of globalisation, the aspect of globalisation does have positive sides attached as it improves the employability, the increase in the standard of living, high end level of technology. But contradictory to this globalisation also has its negative side, it is always not a blessing, it actually is a bane in the disguise of boon. Culturally it is a new form of colonization, many old forms traditions are at the verge of detrimental threat due to globalisation. This paper is an attempt to show the darker aspects of globalisation, through the novel “Last Man In Tower” Masterji (Yogesh.A.Murthy) shows all the qualities of anti-globalizer, who does not give up on the innateness of the identity he belongs to. Dharmen Shah subsequently is the antagonist who tries to bring up a skyscraper in a peaceful habitat like Vishram Society, the booming real estate due to globalisation and urbanisation of Mumbai is depicted in a very striking manner.

Keywords: Culturally, Colonisation, Detrimental, Innateness.

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AN EMPIRICAL STUDY ON IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER BEHAVIOR

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Abstract: Despite the increasing emphasis on CSR in the marketplace, little is known about the effects of CSR action on consumers (Sen and Bhattacharya, 2001). It is not clear when and how CSR activities influence consumer evaluations (Yoon, 2003). Hence, the basic objective of this study is to study the factors/dimensions related to CSR affecting the behavior of consumers and to draw strategic marketing implications.

Data was collected through purposive sampling from 182 respondents on five point likert scale through a questionnaire. Cronbach's Alpha for reliability of questionnaire was analyzed. Further Factor Analysis with varimax rotation using Kaiser Normalization was applied to the data to know the key factors for consumer behavior.

Keywords: Corporate Social Responsibility, Consumer Behavior, Ethical Commitment and Social Accountability.

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GLOBALIZATION AND ENVIRONMENT – A STUDY OF THE KEY ISSUES AND INTERVENTIONS

DR. ANJALI DEWAN

Abstract: Globalization is the system of interaction among the countries of the world in order to develop the global economy. It refers to the integration of economics and societies all over the world. It involves technological, economic, political, and cultural exchanges made possible by advances in communication, transportation, and infrastructure. The spread of globalization has been so rapid and comprehensive that its effects are being felt in the smallest and most remote human communities and natural areas in both developed and undeveloped countries. It has made nations to work more closely with each other and has led to several innovations in science and technology. However, it has contributed to environmental degradation as well. This includes water, air and soil pollution, exhaustion of non-renewable and slowly renewable resources and global climatic change. This has been caused by globalization related increases in industrial activity, agricultural production, the use of fossil fuel energy in the free trade-related transport of raw and finished materials and by the overriding of local and national protective laws and customs. With their destabilizing impact on the biosphere, excess consumption and technology, mobilized and greatly enhanced by globalization, there are demands that cannot be met on ecosystems and resources. In the realm of social and economic life, much work needs to be done to end the evils of the growing disparities of wealth, exploitation of natural resources, community disempowerment, and cultural and moral impoverishment, all of which globalization fosters. On the other hand, multinational corporations have been conducting research and creating technology to reduce the impact of humans on the environment often referred to as green technology. The paper seeks to find the relationship between globalization and its impact on the environment, the strategies which could be implemented in order to save the exploitation and complete destruction of our biosphere.

Keywords: Globalization, Biosphere, Environment, Exploitation, Impact, Economy.

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DEMONETIZATION IN INDIA: IDEALISM VERSUS PRAGMATISM

AMRIT SUBHADARSI

Abstract: Indian economy has been witness to neo liberalism and ease of doing business making it an attractive investment destination, whereas on the other hand, the dominance of the informal economy has implications for laws relating to currency management and also shows the *raison d'être* for India's cash based economy. In the backdrop of lack of financial literacy and requisite infrastructure coupled with proliferation of a parallel economy by unaccounted money and counterfeit currency notes, the government displayed an instance of its decisionism by bringing about the demonetization decision.

The objective became not only a surgical strike on such parallel economy and creating a cashless economic model, but also restoring the balance in GDP numbers after a dramatic phase of economic disequilibrium. While some sections of the media have highlighted debates and surveys about the timing of the government's move along with the consequent discomfort to ordinary citizens, less emphasis has been given to linkages of demonetization with other long term trends such as inconsistencies of GDP calculation, legal issues around demonetization and reliability of data from the Bretton Woods institutions. Hence, the motivation behind the present paper is analyzing this gap in literature along with issues such as data protection and financial literacy.

A holistic analysis of the aforesaid trends reveals the necessity for more uniformity in GDP calculation with respect to impact of demonetization and the limitations in relying on econometric analysis by the Bretton Woods institutions coupled with lack of financial literacy and uncertainty around some legal aspects of demonetization. To fulfill the aforesaid objectives, the researcher follows the doctrinal mode of research by relying on statutes and cases as primary sources and books, journals, newspapers, magazines and websites as secondary sources.

Keywords: Neo Liberalism, Economic Disequilibrium, Parallel Economy, Currency Management.

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IMPACT ANALYSIS OF DEMONETIZATION AND DIGITALIZATION OVER MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA

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Abstract: Demonetization in 2016 by the Government of India came down as a blow to the Micro, Small and Medium Enterprises (MSMEs), large part of which is comprised by unorganized firms. *Prima facie* evidence suggests severe impact with the decline of more than 70% in business activity because of high dependency of unorganized small firms on cash. Abolishing legal validity of high value currency notes was a bold step against the black money, corruption, counterfeit currency and terrorism and provides a push to the economy towards digitalization. But sudden decline of 85% currency in circulation led to huge loss of demand for the MSMEs which resulted in high revenue loss and job cut. Although government has launched new schemes to provide boost to the MSMEs but the future depends on the proper implementation of such schemes and the success of digitalization process. The paper focuses on the demonetization and digitalization process and its effect on the MSMEs in the short as well as in the long run.

Keywords: Demonetization, Digitalization, Black Money, MSMEs, Unorganized Firms.

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A COMPARATIVE STUDY OF PERFORMANCE AND MANAGEENT OF NPA'S IN PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

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Abstract: This paper tries to make an attempt to compare NPA's in private sector banks and public sector banks. The criterion is how they manage their NPA maintenance for good performance. The banking system depends on the NPA's. These directly have an impact on the profitability, liquidity and solvency position of the bank. Higher NPA indicates inefficiency of the bank and lower NPA indicates better performance and management of funds. To increase the performance of the bank, the NPAs need to be reduced and controlled by the banks.

Keywords: Non-Performance Assets, Public Sector Bank, Private Sector Bank.

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“IMPACT OF DEMONETISATION ON VEGETABLE MARKET” A CASE STUDY ON KALABURGI REGIONAL VEGETABLE MARKET BETWEEN 2016 TO 2017

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Abstract: Demonetization is a tool of Government to eliminate the currency. There are multiple reasons why nations demonetize their local units of currency. Some reasons include to brush-off Fake currency, to brushoff corruption, and to dispirit a cash system. The process of demonetization involves either introducing new notes of the same currency or completely replacing the old currency with new currency. Indian government adopted demonetization on 08 November 2016 to tackle with black money and make India a cashless digital economy. It is used in very adverse situations. The study aims to understand the impacts of demonetisation on the small and marginal vegetable vendor and the change that has arisen in their daily business and innovative ideas that they have undertaken to overcome this problem of low cash circulation and digital transaction of short term and long term in market.

This paper covered what are the post effects of demonetization on consumer behaviour towards the digital transaction. Also Focused throws light on how much positive and negative impacts of demonetisation and briefly explain towards the digital transaction and limited cash circulation in the market. This study also indicates about government's interfeerer for solving short term and long term difficulties of low cash circulation in the market. This study also analyses the vendor loss and profit due to demonetisation.

Keywords: Cash Circulation, Digital Transaction, Price Condition, Vegetable Vendor.

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DEMONETISATION IN INDIA: SMALL PAIN AND SUSTAINABLE GAIN

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Abstract: Demonetisation is the act of cancelling the value of money in circulation. It ends something as the legal tender of a country. So after demonetization the currency loses its status as legal tender. The circulating authority withdraws that particular currency or coin from circulation. It is necessary whenever there is a change of national currency or coins. In this process the old notes or coins replaced with new one. Some problem rose at the initial stage of demonetisation in India. Now the movement towards cashless economy is in peaceful stage and government must make necessary infrastructure facilities to overcome these issues.

Keywords: Black Money, Cash Crisis, Demonetization, Digitization.

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SOCIAL RESPONSIBILITY: COMPARISON OF CORPORATE AND UNIVERSITY SOCIAL RESPONSIBILITY

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Abstract: Social responsibility is one of the most important drivers of societies on the path to sustainable development. As a scientific institution, universities have differences and similarities with corporate companies in developing social responsibility. The main purpose of this paper is to compare the role of universities and corporate companies in social responsibility. The method of this study is documentary and has been systematically reviewed the important resources written in Corporate Social Responsibility (CSR) and University Social Responsibility (USR). Research results indicate that both, the corporate and university social responsibility are based on three main components which are economy, society, and community. Findings of the study show that companies pay more attention to their environmental components in terms of social responsibility. In addition to the environmental components, universities also meet the responsibility of education, research and the development of efficient human resources for the entire community. Also, awareness and participation of professors and students about social responsibility are one of the universities' main goal. In other words, the university by playing the role of genuine social responsibility, provides the basic infrastructure for developing corporate social responsibility. Companies consider increasing corporate profits while complying with social responsibility, but universities are helping communities to play a role in social gain and focus on the scientific principles, human and environmental capacities, and required knowledge to play a social responsibility.

Keyword: Social Responsibility, University Social Responsibility, Corporate Social Responsibility, Sustainable Development, Human Resource Development.

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TOURISM INDUSTRY IN (INDEPENDENT) INDIA: A HISTORICAL PERSPECTIVE

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Abstract: India is a centre of two ancient civilizations of the world called the Indus valley civilization, and the Aryan civilization. Tourism development in India started in the early sixties. By that time most of the other countries have achieved a remarkable progress in this area and has exploited to maximum possible extent. The best way to introduce India as a tourist destination to foreigners is that 'India is a country of all seasons and all reasons'. India's tourism resources have always been considered immense. The geographical features are diverse, colorful and varied. As such the resource potential is so much that it can cater to all kinds and tastes of tourists. The history of tourism is therefore as old as the civilization of our country and the diversity in cultural heritage of India has a lot of attractions. Its historical monuments, archaeological wealth and relics are spread all over the country. Therefore, people of various countries come to India every year to see innumerable attractive spots, natural surroundings and historical sites and architectural masterpieces, paintings, gardens, and places of pilgrimage make it a tourist paradise. It incorporates a variety of cultural forms, including museums, galleries, festivals, historical sites, artistic performances and heritage sites, as well as any experience that brings one culture in contact with another for the specific purpose in a touring situation. Though India had attained very great reputation as a tourist centre during medieval periods but planned efforts to systematize the process and growth of the tourism industry were made only during the modern period by the English. In this paper an attempt has been made to trace the history of the tourist industry in India and its development up till the very recent times.

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IMPACT OF DEMONETIZATION

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Abstract: This research paper shows the impact of demonetization i.e. the currency which would be demonetized (Rs.500, Rs.1000) notes in previous year. With dismiss of higher denomination money would result in disrupt the black money and to control the copied notes which would highly contributed in terrorism. Demonetization occurs at the time of change in national currency. Previous Year GOI takes the bold step with the replacement of old currency notes with new currency notes. In this paper, the positive as well as negative impact is shown and it tells about what is the short term and long term impacts which effected in every sections of our society.

Keywords: Demonetization, Long Term Impacts, Short Term, Tax Evasion.

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DEMONETIZATION & ITS IMPACT ON INDIAN ECONOMY – A COMPARATIVE STUDY

PALLAVI YADAV, ANUKANKSHA GUPTA

Abstract: Demonetization is the process of disavowal of respective currency from circulation in a nation. Demonetization becomes imperative whenever it requires changing the national currency due to any specific reason. It includes either to introduce new currency of the same denomination or to replace the old denominations with the new one completely. The main reasons for a nation to demonetize its local unit of currency are – to combat inflation, corruption, counterfeiting and tax evasion, to inhibit cash-dependent economy and to facilitate the trade. The purpose of this research paper is to correlate and evaluate the impacts of demonetization and its significance in fiscal evolution in India by comparing it with other countries. This research paper attempts to throw some light on the historical importance of the demonetizations and its positive and negative repercussion. This study also provides an insight to the process of demonetization and its impact on the development of different countries.

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ECONOMIC DEVELOPMENT WITH ENVIRONMENTAL SUSTAINABILITY-A NEED FOR THE DECADE

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Abstract: With the passage of time, it was observed that there was environmental degradation on a large scale and thereby, quality of life was adversely affected. Rapid industrialization, development of science, technology & communication resulted in high rate of economic growth, higher production of output in industries, agriculture and territory sectors. But such development adversely affected the environment. That is, it resulted in the poisoning of earth's resources. The process of economic development caused atmospheric pollution which was reflected in the form of Global warming.

As a result, the environment has become polluted and it has a severe damaging effect on the human life, plant life and wild life. This would not only result in the poor quality of life of the present generation but also a threat for the future generation to thrive.

It is stated that economic growth and environmental balance do not go together. They both oppose each other. To achieve a higher rate of growth, resources have to be exploited and environment has to be harmed. Environmental balance can only be maintained, if resources are not exploited & pollution is not formed. This leads to low rate of economic growth. But the fact remains that both of them are needed for the economy. The only solution is controlling the scale of pollution & optimal use of the resources.

Keywords: Economic Development, Economic Growth, Environment, Pollution.

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A STUDY ON LEGAL CONSEQUENCES AND COMPLIANCES ON CORPORATE SOCIAL RESPONSIBILITY

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Abstract: “Goodness is the only investment that never fails”

– Henry David Thoreau, American Writer.

Service given by the companies for the society, like what you take from society you give it back are classified as “CORPORATE SOCIAL RESPONSIBILITY”. Sustainability and corporate social responsibility and green business are key topics of discussion. Concern about the social and environmental impact of businesses is increasing. We are all been urged, to use less energy, to re-use, to recycle and go green. We are asked about how involved we are with our local community and what we are doing to give back to our society. Thus, corporate social responsibility is more a statutory requirement after the company’s bill 2012 passed in parliament. This paper provides an account of the effort that has been made by corporate and considers main development in CSR also this paper contributes to greater, more detailed understanding of CSR.

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AN ANALYSIS OF EFFECTIVENESS OF DEMONETIZATION IN INDIAN ECONOMY

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Abstract: Demonetization means that RBI has withdrawn the old 500 and 1000 notes from the circulation. Demonetization was taken out in India on 1946 and 1978. The first and second demonetization was not found success. Third demonetization was introduced in India on 8th Nov 2016. The so called aim of demonetization was to stop the count of terrorism and for cracking down on black money. As it result into 86% of currency withdrawal from the public. It contributes into cashless economy. Indian Economy depends on cash. Half of the population is not using the banking system for monetary transactions. Lot of discomfort created for the general public and business enterprises. Some of the bad impact of demonetization was liquidity crisis, reduction of prices of agricultural products, job loss in textile industry. Interest rate was not reduced by RBI. It reduces private investment because of lack of money for investment; reduce consumption and government expenditure. RBI by printing money can introduce a new currency and leads to soothe some of the pain caused by demonetization.

Keywords: Currency, Demonetization, Economy, India.

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A STUDY OF DEVELOPMENTAL DISPLACEMENT ON ENVIRONMENT

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Abstract: Our dream and goal to become a prosperous nation depends additionally on our commitment to using our soil and waters more efficiently. The solution are undeniably not cheap but the long term protection of our soil and water resources is a responsibility we bear towards future generations. This requires interdisciplinary efforts to devise environmentally clean technologies and reverse soil degradation and help to develop productive ,profitable and sustainable agricultural system and cleaner environment. Every year over 500000 people are forcibly displaced by development projects alone. Most of them are not rehabilitated, and alternatives are rarely provided. A sustainable world order must lead to a peaceful and non-violent society with equity as its foundation. The Government should also strengthen its institutional capacity to assist IDPs. Affected populations should benefit directly and sustainably from the project forcing them off their land. The displaced population should be actively involved while framing the rehabilitation packages. Provision of new land should be the cornerstone of the rehabilitation policy.

Keywords: Development, Displacement, Environment, Sustainable.

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GOODS AND SERVICES TAX: AN OVERSEAS REVIEW WITH SPECIAL EMPHASIS ON INDIA

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Abstract: The efficiency of economic organizations combined with an access to public goods is essential for the achievement of growth and development in an economy. When the market mechanism is unable to arrange such goods, then government plays an important role in providing an optimal amount of public goods. The literature advocates efficient taxation system as one, generating revenue for the government and consequent effective revenue-utilization towards public goods in an economy, with an overall check at commodity rates. For, a substantive and reliable taxation policy is imperative towards the growth and development of any nation.

Indian economy has witnessed changes in taxation policy since 1947. Various policy implications including sincere efforts were being made to replace obsolete policy with an adept tax structure. Indicative of research is that; "Goods and Services Tax" (GST) with a dynamic approach delivers simplicity in taxation policy with enhancement of manufacturing sector competency. Presenting a review of the tax structure, highlighting GST also known as "good and simple tax" in India, the purpose of the paper is to consider the roots of GST in a group of varied versions, of various nations such as Canada, Australia, Brazil and alternates.

Keywords: Goods and Services Tax, Indian Taxation System, Indian Economy, Tax Policy.

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DOES SAFETY AND EFFECTIVE WORKING ENVIRONMENTS AFFECT THE PRODUCTIVITY OF CONSTRUCTION LABOURERS?

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Abstract: Construction Industry plays a vital role in the economy as it contributes towards income, employment and gross domestic product. The research study investigates construction problems such as poor physical and mental health, poor and stressful working conditions and fatalities pertaining to the productivity of labourers. Data will be collected from 497 construction workers and 9 contractors from different construction sites in Tiruchirappalli using semi-structured interviews. The major focus of the study is to create an effective safety environment by minimizing hazards, by providing publicity about safety measures and by creation of a written plan by enforcing policy measures and bylaws to the management.

Keywords: Construction, Models, Bylaws, Productivity, Model, Measures.

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CORPORATE SOCIAL RESPONSIBILITY AND ACCOUNTABILITY

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Abstract: The purpose of this paper is to bring out the social responsibility and accountability of corporations to the cause of society. The success of any business in the modern world widely depends in its stand, a social stand. Then only the business will flourish. Consumers of the modern world demanding and thinking of high – quality products and the service they offer to the consumers, at the time of purchase of the product. The consumers are ranking Corporate Social Responsibility (CSR), and expecting the corporations accountable for effecting social change with their business beliefs, practices and profits. The corporations that are in profits and have philanthropic business outlook make a commitment to support a social cause with every sale that they made throughout the year. Some other companies donate certain percentage of each sale that is made to certain social cause or different types of causes. Some companies allow their customers to choose how their donations are utilized.

Keywords: Corporate Social Responsibility (CSR), Accountability to Customers, Donations to Social Cause, Philanthropy into Business.

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AN EMPIRICAL ANALYSIS OF THE IMPACT OF COMPANY CHARACTERISTICS ON THE LIQUIDITY OF STOCK MARKET

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Abstract: This paper attempts to investigate the stock market liquidity in the sample companies on the basis of industry sector, size and company specific characteristics. Using a sample of 187 companies for the period 2012-16, parametric tests viz, independent sample t-test and logistic regression; and non-parametric test, Mann Whitney U-test have been employed to analyse the stock market liquidity. Empirical evidence put forth that there is significant variation in stock market liquidity in large companies vis-à-vis small companies. Further, results reveal that size of the company and stock market return volatility are dominant features of company having high stock market liquidity.

Keywords: Stock market liquidity, BSE 500 Index.

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