## 2013

# IJARMSS

International Journal of Advanced Research in Management and Social Sciences

Volume 2, Issue 7, July 2013

ISSN: 2278-6236

Greenfield Advanced Research Publishing House www.garph.co.uk Email: ijgarph@gmail.com, editor@garph.co.uk



### Editor in Chief: Ezendu Ariwa

- 🖊 Visiting Professor, Gulf University, Bahrain
- 4 Visiting Professor, University of Lagos, Nigeria
- 🖊 Visiting Professor, Kano State Polytechnic, Nigeria
- Chair, IEEE Consumer Electronics Chapter, UK&RI
- Chair, IEEE Broadcast Technology Chapter, UK&RI
- 4 London Metropolitan Business School
- **4** London Metropolitan University
- \rm United Kingdom

#### Disclaimer

It is our editorial policy to accommodate broad diversity of viewpoints on various issues of the scope of journal. Nevertheless, any views expressed in this publication are the views of the authors and not of GreenField Advanced Research Publishing House.

### **INDEX**

1.	GLOBALISATION AND SMALL SCALE INDUSTRIES IN INDIA	1-12
	Dr. K. Rajan	
2.	RURALISATION OF URBAN AREAS: REVERSING DEVELOPMENT IN ZIMBABWE	13-30
	Jacob Mugumbate, Francis Maushe, Chamunogwa Nyoni, PhD	
3.	FREE BUT EXPENSIVE: AN ASSESSMENT OF HEALTHCARE FACILITIES IN REMOTE RURAL AND FARMING COMMUNITIES	31-43
	J. Mugumbate, C. Nyoni, PhD	
4.	BEGGING IS A CURSE ON SOCIETY: AN EMPIRICAL STUDY	44-52
	Dr. Menka, Tarique Hassan	
5.	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS AT CITY UNION BANK	53-67
	Dr. V.P.T. Dhevika, Dr. O.T.V Latasri, H. Gayathri	
6.	MARKETING PRACTICES IN SMALL BUSINESSES: CONCENTRATION ON	68-81
	COTTAGE INDUSTRY WITH SPECIAL REFERENE TO CHANNAPATTANA	
	Dr. Vasanth Kiran, Deepak Jose	
7.	ENFEEBLEMENT AND EMPLOYEES	82-100
	Dr. Surender Gupta, Prof. Ramneek Kaur Jaggi	
8.	MARKET PENETRATION AND INVESTMENT PATTERN OF MUTUAL FUND	101-110
	INDUSTRY IN INDIA	
	Dr. Naila Iqbal	
9.	AGRICULTURAL COMMERCIALIZATION AND FOOD SECURITY IN NIGERIA	111-120
	Ahmed Halliru Malumfashi, Murtala Abdullahi Kwara	
10.	IMPACT OF DEMOGRAPHIC FACTORS IN ADOPTION OF E-BANKING	121-132
		101
	Shamsul Haq, Bilal Mustafa Khan	
11.	A STUDY ON THE DOMINANT ROLE OF FAMILY MEMBERS IN THE DECISION	133-138
	MAKING OF PURCHASING DURABLE GOODS	
	Dr. K. Malar Mathi, C. Saraswathi	
12.	HR PRACTICES IN IT SECTOR – AN OVERVIEW	139-146
	Dr. (Mrs) K. Malar Mathi, Mrs. G. Malathi	

13.	AN ANALYSIS ON THEROLE AND INFLUENCE OF STRATEGIC HRM ON HIGH PERFORMING ORGANIZATIONS	147-157
	Divyanshu Chauhan, Ila Chaturvedi	
14.	THE NATURE OF META COGNITION AND ITS REVISORY USAGE IN LEARNING DISORDER	158-169
	Sofia Heidari Kamroudi, Fatemeh Khoshnavay Fomani, Rahmatollah	
	Kharazmi Rahimabadi	
45		470.404
15.	EFFICACY OF JOB PORTALS AND SOCIAL MEDIA ON ORGANIZATIONAL BUSINESS	170-181
	Divyanshu Chauhan, Ila Chaturvedi	
16.	STUDIES OF NONWOVEN FABRICS FOR WATER FILTRATION	182-194
10.	STUDIES OF NONWOVEN FABRICS FOR WATER FILTRATION	102-194
	Landage S. M., Wasif A. I., Sapkal P. P.	
17.	A STUDY ON IMPACT OF LEADERSHIP ON ENGAGEMENT LEVEL OF	195-201
	EMPLOYEES IN MSMES IN TRICHY REGION	
	Anitha Rani, Dr. O. Hajamohideen	
18.	AN OVERVIEW OF PROBLEMS OF RURAL ENTREPRENEURS IN INDIA	202-208
	D. Joel Jebadurai	
19.	THE RELATIONSHIP BETWEEN FINANCIAL CONTROL SYSTEMS AND PUBLIC	209-235
15.	SECTOR EFFICIENCY IN GHANA	205 255
	Jesenh Kofi Nilwah, John Davil Tenvah, Joh Assuta	
	Joseph Kofi Nkuah, John Paul Tanyeh, Job Asante	