



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A' Grade
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, NHRDN
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2008 Certified Institute

Effulgence - July - December, 2016 - (Vol. 14, No. 2)

BI- ANNUAL MANAGEMENT JOURNAL

S. No	Title	Author's Name	Institute/College Name
	Articles		
1.	Estimating the Sensitivity of Stock Market: An Application of Asymmetric GARCH Models	* Dr. Ravinder Kaur ** Dr. Manmeet Kaur	* Assistant Professor, Deptt. of Commerce, School of Law, Governance, Public Policy and Management, Central University of Haryana, Mahendergarh ** Assistant Professor in Commerce, Govt. College, Kharkhara, Rewari
2.	A Study of Productivity of Employees in Public Sector Commercial Banks of India and Nepal	* Brajesh Kumar	* Senior Research Fellow, Faculty of Commerce, Banaras Hindu University, Varanasi
3.	Working Environment- As a Predictor of Employee Engagement with reference to Academicians	* Vidhi Tyagi	* Asst. Professor, Chanderprabhu Jain College of Higher Studies, Delhi
4.	CSR Spending and its Relationship with Share Prices (With Special Reference to Top	* Dr. Ritu Sapra ** Chanpreet kaur	* Associate Professor, Department of Commerce Delhi School of Economics, Faculty of Commerce and Business, New Delhi ** Guest Faculty, Department of Commerce and Business

	Indian Auto Ancillary Companies in Light of Companies Act 2013)		Studies, Faculty of Social Sciences, Jamia Millia Islamia, New Delhi
5.	Sustainability through Going Green: An Empirical Study of Service Firms	* Sonika Nagpal ** Garima Gupta	* Assistant Professor, P.G.D.A.V. College (Eve), University of Delhi ** Associate Professor, Faculty of Management Studies, University of Delhi
6.	Job Inadequacies and its Impact upon Overall Job Performance An Empirical Analysis	* Dr. Nidhi Dhawan	* Assistant Professor, Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi
7.	Understanding E-Shoppers Behavior in Delhi: Based on Risk Dimensions	* Dr. Sunayna Khurana ** Mrs. Dipti Jain	* Assistant Professor, Chandigarh Business School, Chandigarh Group of Colleges, Landran (Mohali) ** Assistant Professor, Chanderprabhu Jain college of Higher Studies and School of Law & Research Scholar, I.K Gujral Punjab Technical University, Jalandhar
8.	Analysis of Working Capital Management of Indian FMCG Companies	* Dr. Anjala Kalsie ** Ashima Arora	* Assistant Professor, Department of Management Studies, University of Delhi, Delhi ** Doctoral Research Scholar, Faculty of Management Studies, University of Delhi, Delhi
9.	Study on the Impact of various factors of eWOM and Visibility on Social Media for promoting Newly Released Movies	* Aravind. T. S ** Dr. Vinith Kumar Nair	* Assistant Professor in Marketing, Sree Narayana Guru College of Legal Studies, Kollam ** Professor in Marketing, TKM Institute of Management, Karuvelil, Ezhukone, Kollam
10.	Analysing the Choice Behavior for Food Products : A Case Study of District Ambala (Haryana)	* Dr. Kiran Mor ** Ms. Savneet Sethia *** Mr. Nardev Singh	* Professor, Department of Humanities and Social Science, National Institute of Technology, Kurukshetra ** Research Scholar, Department of Humanities and Social Science, National Institute of Technology, Kurukshetra *** Bachelor of Technology, Kurukshetra University, Kurukshetra

