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# RUKMINI DEVI

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### Effulgence, Vol. 9, No. 2, (July -December 2011)

S. No	Title	Author's Name	Institute/College Name
	<b>Articles</b>		
1.	E-tailing in India- Myths, Realities & Marketing Implications	<a href="#">Prof. Pallavi Sharda Garg</a>	Assistant Professor, Indus Business Academy, Plot # 44, Knowledge Park III, Greater Noida
2.	Study on Brand Awareness of Sewing Machines with Special Reference to Sultanpur District	<a href="#">Dr. Shivadeo Singh</a>	Reader, Department of management, L N M I, Patna (Bihar)
		<a href="#">Mr. Saroj Ranjan</a>	Assistant professor, Faculty of management studies, K N I, Sultanpur (up)
3.	Private Label Brands in India: Protracted Path Ahead	<a href="#">Dr Vikas Nath</a>	Associate Professor at Jaipuria Institute of Management, Noida
		<a href="#">Mr. Nimit Gupta</a>	Assistant Professor at Jaipuria Institute of Management, Noida
4.	Rural Marketing : Challenges & Opportunities	<a href="#">Dr. Anoop Pandey</a>	Assistant Professor, Institute: BVIMR, A-4 Paschim Vihar (Rohtak Road) New Delhi-110063
5.	Service Satisfaction in Indian Retail Banking; An Empirical Study of Private Sector Banks	<a href="#">Prof. H. K. Singh</a>	Department of Commerce Banaras Hindu University Varanasi *(UP)
		<a href="#">Mr. Peeyush Kr. Pandey</a>	Research scholar UPRTOU,. Allahabad
6.	Indian Tourism Industry-An Overview	<a href="#">Dr. Rana Zehra Masood</a>	Department of Commerce, Aligarh Muslim University, Aligarh. UP

7.	Conflict Management: Fight the Problem and Not the Person	<a href="#">Ms. Shivani Raheja</a>	Assistant Professor, RDIAS, New Delhi
8.	Work-life Balance	<a href="#">Mr. Anmol Soi</a>	Professor, Delhi School of Professional Studies & Research, Delhi
		<a href="#">Mr. Amit Agrawal &amp; Mr. Shirin Massey</a>	Student, Delhi School of Professional Studies & Research, Delhi
9.	An in Depth Study on Managing Cultural Transmissions in Overseas Work Assignments	<a href="#">Ms. Meha Joshi</a>	Assistant Professor, Delhi School of Management, Delhi Technological University
		<a href="#">Ms. Priyanka Arya (Student)</a>	Delhi School of Professional studies and Research , Sector 25, Rohini, Delhi
10.	Our Census, Our Future, Our Caste	<a href="#">Ms. Rekha Dahiya</a>	Assistant Professor, Marketing, DCE, Greater Noida
11.	Need And Impact Of Mid Day Meal Programme	<a href="#">Dr. Pardeep Jain</a>	Associate Professor, Deptt. of Entrepreneurship Development Programme, Sant Longowal Institute Of Engineering & Technology, Longowal, Distt. Sangrur)
		<a href="#">Ms. Kanchan</a>	Research Fellow, Deptt. of Entrepreneurship Development Programme, Sant Longowal Institute Of Engineering & Technology, Longowal, Distt. Sangrur)
		<a href="#">Ms. Mirnalini Oswal</a>	SLIET, Longowal, Distt. Sangrur