

Effulgence, Vol. 3, No. 1, (January -June 2005)

S. No	Title	Author's Name	Institute/College Name
	Articles		
1	The Importance of External Commercial Borrowings and Indian Experience	Krishna Chaitnaya V	DHRUVA College of Mgmt, Hyderabad
2	Logistic Mgmt: New opportunities and Prospects	J K Sharma	FMS, DU
		B B Dass	Krishna Institute of Engineering and Technology, Ghaziabad
3	Customer Relationship management in Banking Sector	Shamsher Singh	Ansal Institute of Technology, Gurgaon
4	Geographical indication: TRIPS and Indian Law	R K Chopra	College of Vocational Studies, DU
5	Lessons from Currency Crisis of Mexico and East Asia	Anjala Kalsie	RDIAS
6	High performance HR Practices- An Exploratory Study	V K Kohli	AICTE, New Delhi
		Alka Sethi	Visiting Faculty HR and OB
		Ashok Khurana	Khalsa College, Yamunanagar
7	Customer Loyalty: A Cost Benefit Analysis	Manika Jain	RDIAS
8	Tax Reforms: How Far Rational	Sunil K Gupta	MSI, Janakpuri
		Lokesh Jindal	
	Book Reviews		
9	Audit for Organizational Effectiveness	Debi S Saini	MDI, Gurgaon
10	Ignited Minds	Ragish Rohatgi	RDIAS