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S. No	Title	Author's Name	Institute/College Name	E-Mail-ID
	Articles			
1	FDI-The Implications For India	Ms. Mamta Shah	IMM, New Delhi	mshah531@yahoo.co.in
2	Managing Gen Y Transformation	Prof. Sangeeta Malik	JIMS, Sec-5, Rohini, Delhi	sangeetamalik@jimsindia.org
3	Impact Of Endorsement Advertising on Buyers Behavior- A Cross Gender Analysis	Prof. Harbhajan Bansal	Guru jambdeshwar University, Hissar	bansal_harbhajan@rediffmail.com
		Mr. Satish kumar	ITS, Ghaziabad	satishmba1@rediffmail.com
4	Multi Channel Retailing- Shopping Makes Simple	Mr. Biranchi Narayan Swar	IAMT, Ghaziabad	swar_biranchi@rediffmail.com
5	An Evaluation of Market-Segmentation in the Top 100 Companies of Mauritius	Dr. Rooma Fowdar	University of Mauritius	rrfowdar@gmail.com
		Ms. Karishma Chunmun	La Prudence mauricienne, Mauritius	chumunk@mx.uom.ac.mu
6	Ethics in Functional Spheres of Entrepreneurship	Dr. Vikas Nath	Jaipuria Institute of Management, Noida	vnath@jimnoida.ac.in
		Mr. Nimit Gupta	Jaipuria Institute of Management, Noida	ngupta@jimnoida.ac.in
7	Orientation Plans- The New Mantra for Entrepreneurs, for Developing corporate citizens	Dr. Anand Sen Gupta	DDU Gorakpur University, Gorakhpur	rudraanand.gkp@yahoo.co.in
		Ms. Nupur Aggrawal	DSPSR, Rohini, Delhi	noopurwaves@yahoo.co.in
8	India's Foreign Trade Set to Touch New Heights	Mr. G.P. Gandhi	IIFT, New Delhi	gpgandhi@yahoo.com

9	New Vistas for Commercialization of Sports	Mr. Amit K Gupta	RDIAS	audit_191@yahoo.co.in
10	A Comparative Analysis of E-Learning initiatives in Management Education India from Trainer-Student perspectives	Mr. Debarshi Mukherjee	IBA, Greater Noida	bedarshi_mukherjee@yahoo.com
		Mr. Saurabh raj	IBA, Greater Noida	saurabhraj1@rediffmail.cm
11	Customer Relationship Management and Brand loyalty: A Study on Hotel industry	Ms. Silky Vigg	JIMS, Vasant Kunj	silky_vigg@yahoo.co.in
		Ms. Garima	Prestige Institute of Management, Gwalior	
		Dr. Umesh Holani	Jiwaji University, Gwalior	
12	Kano Model: A Performance Evaluator for Service Quality of banks	Ms. Jeena Kuruvilla	Saintgits Institute of Management, Kottayam, Kerla	jeejame@rediffmail.com
	Book Reviews			
1	Fundamentals of Financial Management	Ms. Monika Arora	RDIAS	