## INDEX

## Research Papers:

| A Study on the Dimensions and Influence of Dynamic Determinants to attain Customer E-Satisfaction in Online Retailing DVR. Subrahmanya Sastry. T, Dr.B.Madhusudhan Rao      | 1   |
|---|-----|
| Efficiency of Working Capital Management: Empirical Evidence from Indian Fast Moving Consumer Goods Industry A. Aroul Marie, R. Azhagaiah                                   | 10  |
| Measuring Customer Satisfaction with Respect to Marketing Strategies of SBBJ:  A Case Study of Rajasthan State  Shalini Jain, Dr. Seema Sharma                              | 27  |
| Human Resource Development Climate in Healthcare: An Empirical Investigation of Kashmir Umer Shareef Sheikh   | 36  |
| An Analysis of Financial Performance Vis a Vis Environmental Performance of BT 500 Companies Dr. Sangeeta Arora, Sonia Kundra   | 45  |
| Consumer Perception Regarding Life Insurance Policies: A Factor Analytical Approach Sandeep chaudhary   | 52  |
| Economic Contribution and Performance of Technology Parks in Punjab:<br>The Case of IT Park Mohali<br>Dr. Vikram Chadha, Gurpreet Kaur                                      | 62  |
| Work-Life Conflict of Women Employees in Selected Sectors Dr. K.Thriveni Kumari, Dr.V.Rama Devi   | 73  |
| Factors Affecting Online Customers Purchase Decision: A Study of Pure Play Online Apparel Retailers in India Dr. Garima Malik, Ms. Swati Bhatnagar                          | 81  |
| The Impact of Working Capital Management on Profitability of Pharmaceutical Industry in India Dr. N.S. Pandey, G. Sugumari, Dr. R. Azhagaiah                                | 92  |
| An Analysis of the Causes and Consequences of Exceedingly Low or Negative Interest Rates on National Economies and the Challenge for Emerging Economies  Jitendra Shreemali | 107 |
| Impact of People Resources in Enterprise Resource Planning (ERP) Implementation Process on External Environment of an Organization.  Dr. Bharti Motwani                     | 123 |

| The Effect of Organizational Commitment on Customer Satisfaction with the Mediating Role of Professional Commitment in Tehran Agricultural Bank Fatemeh Hosseini, Mohammadtaghi Amini | 134 |
|---|-----|
| The Economic Modeling of International Trade between Ukraine and Free Trade Areas Violetta O.Petukhova, Gacim Salah, Petr I. Ospishchev, Svetlana L. Lesovaya, Marina N. Nesmeyanova  | 142 |
| Article Section:  |     |
| Comparative Corporate Governance and Convergence with Revised OECD Principles:<br>A Study on Bangladesh<br>Naznin Sultana Chaity  | 152 |
| Person Organization Congruence: Review of its Conceptualizations<br>Rameez Raja, Prof. Riyaz A Rainayee   | 162 |
| Economic Update -Global & India   | 169 |
| STATS Window  | 171 |
| Corporate Snapshot Global & India   | 180 |