

2013

IJARMSS

International Journal of Advanced
Research in Management and Social
Sciences

Volume 2, Issue 2, February 2013

ISSN: 2278-6236

Greenfield Advanced Research Publishing House
www.garph.co.uk
Email: ijgarph@gmail.com,
editor@garph.co.uk



Editor in Chief: Ezendu Ariwa

-  Visiting Professor, Gulf University, Bahrain
-  Visiting Professor, University of Lagos, Nigeria
-  Visiting Professor, Kano State Polytechnic, Nigeria
-  Chair, IEEE Consumer Electronics Chapter, UK&RI
-  Chair, IEEE Broadcast Technology Chapter, UK&RI
-  London Metropolitan Business School
-  London Metropolitan University
-  United Kingdom

Disclaimer

It is our editorial policy to accommodate broad diversity of viewpoints on various issues of the scope of journal. Nevertheless, any views expressed in this publication are the views of the authors and not of GreenField Advanced Research Publishing House.

INDEX

| | | |
|-----|---|---------|
| 1. | DEPOSIT- MONEY- BANKS: UNETHICAL DIVERGENCE IN CAPITAL ADEQUACY RATIOS – NIGERIA PERSPECTIVE Yunisa, Simon A., Omah, I. (PhD) | 1-19 |
| 2. | FARMERS' AWARENESS AND APPLICATION OF IMPROVED WATER MANAGEMENT PRACTICES Ijaz Ashraf, Bilal Muneer, Sher Muhammad, Fariha Rehman | 20-27 |
| 3. | APPLICATION OF NONWOVENS FOR WATER FILTRATION Sakpal P.P., Landage S.M., Prof. (Dr.) Wasif A.I. | 28-47 |
| 4. | EXPLORING FACTORS AFFECTING THE ADOPTION OF IPTV: A LITERATURE REVIEW Samiran Sur, Dr. (Mrs.) Mrinalini Pandey | 48-66 |
| 5. | PARENTS' CHILD PREFERENCE FOR EDUCATION IN IMENTI NORTH COUNTY, KENYA Catherine Gakii Murungi | 67-73 |
| 6. | INFLUENCE OF EMPOWERMENT ON POLITICAL PARTICIPATION OF DALIT WOMEN Dr. Kaushiki Singh | 74-95 |
| 7. | SALES PROMOTION SCHEMES: CONSUMER'S PICK Swati Chopra | 96-106 |
| 8. | THEORETICAL PERSPECTIVE FOR IMPLEMENTING OF INTERNATIONAL FINANCIAL REPORTING SYSTEM (IFRS) Dr. Ali Kheradmand, Mahdi Naqdi Bahar | 107-120 |
| 9. | ROLE OF FINANCIAL INCLUSION THROUGH SELF HELP GROUP: A STUDY OF SELECTED SHGS IN YAMUNA NAGAR (DISTRICT HARYANA) INDIA Rekha Rathore, Manika Garg | 121-135 |
| 10. | MANAGING BRANDS THROUGH CULTURE A CUSTOMER ORIENTED APPROACH Aarti Sharma | 136-143 |

| | | |
|-----|--|---------|
| 11. | INFORMATION TECHNOLOGY AND ITS ROLE TO MANAGE SUSTAINABLE FINANCE Himanshu Sekhar Acharya, S.R. Dutta, R.K. Bhoi | 144-149 |
| 12. | SPARE PARTS MANAGEMENT (SPM): AN INVENTORY CONTROL THROUGH JIT PHILOSOPHY Omah I. PhD, Okolie J.U PhD | 150-163 |
| 13. | RURAL ENTREPRENEURSHIP AND ECONOMIC UPLIFTMENT: A CASE STUDY OF MS. MANSUKHBHAI RAGHAVJIBHAI PRAJAPATI Dr. Priyanka Sharma | 164-171 |
| 14. | BUZZ MARKETING: ITS ROLE IN GLOBAL ARENA Chanjyot Kaur | 172-180 |
| 15. | ROLE OF HUMAN RESOURCE DEPARTMENT AND RECRUITMENT POLICIES IN RECRUITMENT: "A CASE STUDY OF BHEL" Nahid | 181-196 |
| 16. | GROWTH AND DEVELOPMENT IN INDIAN BANKING SECTOR Dr. Nafees A. Khan, Ms. Fozia | 197-211 |
| 17. | A STUDY OF ORGANIZATIONAL CLIMATE AND STRESS OF POLICE PERSONNEL Dr. Priyanka Sharma | 212-230 |
| 18. | SOCIAL CONTRACT Dr Madhu Prashar* | 231-237 |