

HSB Research Review



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Research Papers

	Pages
MANAGEMENT EDUCATION IN INDIA: THE ROAD AHEAD Dr. Ravi Shanker	1-6
NEXUS OF MONEY AND PRICES: DISTRIBUTED LAG APPROACH Archna Chaudhry	7-12
ANALYSIS OF THE ANTECEDENTS OF CUSTOMER SWITCHING BEHAVIOUR IN MOBILE TELECOMMUNICATION MARKET Ms. Rachita Sambyal	13-16
BEHAVIOUR OF STOCK MARKETS ACROSS WEEKS OF THE MONTH: AN EMPIRICAL STUDY OF EMERGING STOCK MARKETS Dr. Deepa Mangala, Vandana Lohia	17-26
CAPITAL STRUCTURE APPRAISAL OF A PUBLIC SECTOR UNDERTAKING - A CASE STUDY OF MADHYA PRADESH STATE AGRO INDUSTRIES DEVELOPMENT CORPORATION LIMITED Dr.S.K.Khatik, Amit Kr Nag	27-36
TREND ANALYSIS OF ONLINE TOURISM IN INDIAN RAILWAY Dr. Pooja Jain, Dr. Reeti Gupta	37-41
THE IMPACT OF EMPLOYEES LOYALTY ON PREVALENT EMPLOYEEESHIP CULTURE IN INDIAN ORGANIZATIONS Himanshu	42-49
EFFECT OF PERSONAL INCOME TAX REFORMS ON TAX REVENUE IN INDIA - A STUDY OF PRE-AND-POST LIBERALIZATION ERA Prof. Karam Pal Narwal, Dr. Promila Bhardwaj	50-61
AN EMPIRICAL STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN SELECTED HOTELS OF VADODARA CITY Prof. (Dr.) Parimal H. Vyas, Dr. Ms Priti Nigam, Ms. Neha R. Tiwari	62-72
MEASUREMENT OF FINANCIAL PERFORMANCE OF KURUKSHETRA CENTRAL CO-OPERATIVE BANK THROUGH RATIO ANALYSIS Prof. Sudesh, Ms Archana Makkar	73-78
HOW DO PERSONAL DEMOGRAPHICS AFFECT THE CAREER ORIENTATION OF ASPIRING MANAGERS? A CASE STUDY B. K. Punia, Kavitri	79-88
ENHANCEMENT OF ORGANIZATIONAL COMPETITIVENESS THROUGH INNOVATIVE HUMAN RESOURCE PRACTICES: A CASE STUDY ON ROURKELA STEEL PLANT, ROURKELA, ODISHA, INDIA Nibedita Nanda, Er. Ipseeta Nanda	89-96
CASE STUDY RA.ONE – STRATEGIZING THE BUSINESS PERSPECTIVE IN BOLLYWOOD Dr. Deepak Sharma, Mr. Randhir Kumar Singh	97-102

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The Editorial

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HSB Research Review is an academic dais to share ideas, promote and endorse the culture of research to generate evocative debates. Its intention is to guide the scholars to study and deliberate on diverse dimensions of management ideas or cases where there is scope for research. This bi-annual journal invites and attracts best quality research papers from all parts of the globe and reaches to wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains balance between pure and applied researches. Suggestions, if any, for the improvement in the quality of this journal are welcome from all corners.

Editor

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Contents

Research Papers	Pages
MANAGEMENT EDUCATION IN INDIA: THE ROAD AHEAD Dr. Ravi Shanker	1-6
NEXUS OF MONEY AND PRICES: DISTRIBUTED LAG APPROACH Archna Chaudhry	7-12
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CASE STUDY	
RA.ONE – STRATEGIZING THE BUSINESS PERSPECTIVE IN BOLLYWOOD Dr. Deepak Sharma, Mr. Randhir Kumar Singh	97-102

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