<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR(S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ethical Marketing. Adediran, Olanrewaju Adewole</td>
<td>1-19</td>
</tr>
<tr>
<td>2</td>
<td>An Assessment - Asset And Liability Management Of Scheduled Commercial Banks In India. Dr. N. Kavitha</td>
<td>20-44</td>
</tr>
<tr>
<td>3</td>
<td>Customer Realationship Marketing As A Strategy For Better Banking Relationship –A Comarative Study Of State Bank And Private Bank. Nalin Abeysekera and V. Kumaradeepan</td>
<td>45-54</td>
</tr>
<tr>
<td>4</td>
<td>How Product Development Influences Product Evaluation. Stephen C. Jones, Tami L. Knotts and Gerald G. Udell</td>
<td>55-71</td>
</tr>
<tr>
<td>5</td>
<td>Impact Of Television Commercials Upon The Purchase Behavior Of Urban Indian Children. Sujata Khandai and Bhawna Agrawal</td>
<td>72-91</td>
</tr>
<tr>
<td>6</td>
<td>Factors for Specific Brand Preference- Study with reference to Ponds Talcum Powder. Dr. S. Valli Devasena</td>
<td>92-102</td>
</tr>
<tr>
<td>7</td>
<td>A Research Paper on Determinants of Corporate Liquidity in India. Rohit Bansal and Vipan Bansal</td>
<td>103-117</td>
</tr>
<tr>
<td>8</td>
<td>Global Business. Dr. Chandresh L. Uşadadiya</td>
<td>118-125</td>
</tr>
<tr>
<td>9</td>
<td>Marketing of Nanobiogarments. Divya Christopher, Nidhi Maheshwari and Nitin Kapoor</td>
<td>126-141</td>
</tr>
<tr>
<td>10</td>
<td>Efficient Procurement Management In Uk Construction Projects. S. Binil Sundar</td>
<td>142-166</td>
</tr>
<tr>
<td>11</td>
<td>Role of Colours in Consumer Preferences. Dr. Sumesh Raizada</td>
<td>167-186</td>
</tr>
<tr>
<td>12</td>
<td>Agrarian Production Relations (A Micro Study based on Cost of Cultivation Data). Dr. Thirumagal J Pillai</td>
<td>187-208</td>
</tr>
<tr>
<td>13</td>
<td>How To Handle Different Types Of Retail Shoppers And Make Shopping A Memorable Experience For Them. Mrs. Gurpreet Kaur Chhabra</td>
<td>209-217</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------------------------------------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>15</td>
<td>A Comparative study on Evaluation of Selected Mutual Funds in India.</td>
<td>Ms. K. HemaDivya</td>
</tr>
<tr>
<td>16</td>
<td>A Study On Customer Perception Towards Mobile Banking In Indian Overseas Bank Chennai.</td>
<td>A. Palani and P. Yasodha</td>
</tr>
<tr>
<td>17</td>
<td>Enhancing CRM Philosophy in Retail Banking.</td>
<td>Dr. Surendra Kumar and Swati Tripathi</td>
</tr>
<tr>
<td>18</td>
<td>Emergence of Spiritual Tourism in India.</td>
<td>Himadri Phukan, Z. Rahman and P. Devdutt</td>
</tr>
</tbody>
</table>
Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ
Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences, University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

Patron

Dr. Mohammad Reza Noruzi
PhD: Public Administration, Public Sector Policy Making Management, Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers’ Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.
Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA
Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN
Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA
Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM
Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering, Alangulam Tirunelveli, TAMIL NADU, INDIA

Dr. Krishan kumar
Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA
Dr. G. D. Singh  
Certified Manager - Cambridge Association of Managers, England,  
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu  
Associate Professor,  
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare  
Assistant Lecturer,  
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta  
Assistant Professor,  
Shri Mata Vaishno Devi University- Katra, INDIA

Editorial Board

Dr. CRAIG E. REESE  
Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR  
Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH  
Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI  
Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHoudary  
Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA  
Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU  
Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR  
Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN
Dr. S. D. SURYAWANSHI  
Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY  
Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN  
Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR  
ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED  
Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI  
Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDELE  
N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS  
Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN  
Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA  
Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN  
Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA  
Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH  
Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL  
Associate Professor, Sinhgad Institute of Management, PUNE
Dr. (Mrs.) ARCHANA ARJUN GHATULE  
Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA  
Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI  
Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL  
Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD  
Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal Verma  
Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain  
Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra  
Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra  
Asst. Professor - MCA, K. J. Somaiya's SIMSR, university of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh  
Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI  
Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD  
Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA  
Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI
Mr. P. PRABHU  
Assistant Professor, Alagappa University, KARAUKUDI

Mr. MANISH KUMAR  
Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA  
Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR  
Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA  
Assistant Professor, CSE Department of ITM University, GURGAON