

# **INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE**



**ISSN 2319 – 9202**

*An Internationally Indexed Peer Reviewed & Refereed Journal*

**WWW.CASIRJ.COM**  
**www.isarasolutions.com**

Published by iSaRa Solutions

**Contents**

Emerging Trends of Urbanization in Uttarakhand.....	7
Sandeep Mani.....	7
Arunima Chanda .....	7
Hussain Dilshi.....	7
Job Satisfaction and School Organizational Climate Among Secondary School Teachers .....	15
Manu Sharma .....	15
Herding behavior in Financial market: Critical Literature Review .....	18
CA Deepak Kataria.....	18
Sharad Choudhary.....	18
Key words: Financial Market, Herding Behavior, Behavioral Finance.....	18
Abstract .....	18
Introduction.....	18
Background .....	19
Literature review.....	20
Conclusion .....	27
Bibliography .....	27
CYBERCULTURE, REPRESENTATION OF REALITY AND RECONSTRUCTION OF IDENTITY .....	29
INDRAJIT PATRA .....	29
Euro Issues by Indian Companies in Second Stage of Globalization Success and Failures.....	36
R. Maruti Prabhakar.....	36
Applications of Social Media in HR Function.....	49
Prasanna Peshkar .....	49
Dr. Pravin Ghosekar.....	49
Corporate Social Responsibility .....	57
Mrs. Neeshu .....	57
Intervention of Media in Child Rights Protection.....	65
Dr. Y.S.Siddegowda .....	65

D.Srinivasa.....	65
LITERATURE REVIEW ON LEADERSHIP STYLES .....	76
By :Preeti .....	76
Capital Structure And Efficient Market Hypothesis .....	82
LokeshYadav .....	82
Criminal Tribes of United Provinces .....	88
PANKAJ KUMAR MISHRA.....	88
A STUDY ON CORRELATION BETWEEN HUMAN DEVELOPMENT INDEX AND SUICIDES & HOMICIDES: A CLOSE LOOK AT INDIAN SCENARIO .....	94
Yogesh Garg .....	94
Jyoti Gupta .....	94
The Concept of Social Justice.....	102
Dr. Archana Chaturvedi .....	102
GEOPOLITICS INVOLVED IN THE EUROPEAN UNION ENLARGEMENT AND TURKEY .....	107
Anand Kumar.....	107
Evaluation of Factors Affecting of Advertising Effectiveness in Rural .....	128
Marketing in Gwalior.....	128
Dr. Neetu Singh Yadav .....	128
“संचार क्रांति एवं सामाजिक,आर्थिक परिवर्तन” (पातालकोट के विशेष संदर्भ में) .....	139
डॉ.दिनेश कुमार ढाकरिया’ प्रो.मालती बनारसे, .....	139
DIGITAL INDIA AND ECONOMIC DEVELOPMENT .....	144
MS NISHA.....	144
Common Fixed Point Theorems Using Compatible Maps In D- metric spaces .....	157
By Dr. Abbilasha S Magar.....	157
Beginning of European explorations and establishment of Colonialism in India .....	164
By Ravinder Singh.....	164
समाज और बालश्रम.....	169
डॉ0 सीमा पाण्डेय.....	169
E-waste Management.....	174
Prashant Kumar.....	174

Rafeeque CK.....	174
Motivational Techniques and its impact or organization.....	178
Parvesh Kumar.....	178
Importance and Relevance of language Laboratory .....	184
Prof. Subh Kiran .....	184
Indian Scenario in Venture Capital Financing.....	189
Ms. Yeshu .....	189
VENTURE CAPITAL FUNDINGS AVAILABLE INDIA.....	193
उपनिषदों में वर्णित यम-नियमों का स्वरूप.....	198
डॉ. मोहिनी आर्या .....	198
Assessing Marital Relation Quality among Dual Earner Couples from Central Himalayas: A Logistic Regression Approach.....	207
Dr. Urvashi Pandey & Shailendra Kumar Singh .....	207
<b>Potuchek, J. L. (1997); “Who supports the family? Gender and breudu'inning in dual-earner marriages”.</b> Stanford, CA: Stanford University Press .....	216
PERFORMANCE EFFECTIVE TASK ASSIGNMENT ALGORITHM IN A MULTIPROCESSOR COMMUNICATION SYSTEM .....	217
Jugmendra Singh.....	217
The history and civilization of Ancient India .....	231
Punam .....	231
ग्रामीण रोजगार कार्यक्रमों की सफलता में बाधाएँ.....	236
Dr. Pushpendra Kumar.....	236
E-Commerce: A study of impact on active Economy .....	240
Author - Sher Singh, .....	240
E-COMMERCE: CHALLENGES, OPPURTUNITIES AND LEGAL FRAME WORK.....	247
WITH RESPECT TO INDIAN PERSPECTIVE .....	247
*Silky Jain*.....	247
Governance of Commercial Banks’ Credits in Neo Liberal Era with Special Reference to Himachal Pradesh .....	253
*Dr. Manish Khangta.....	253
उच्चतम न्यायलय के नवीनतम आयाम.....	260

डा० आशुतोष कुमार.....	260
जायसी के काव्य में भारत की राजनीतिक.. आर्थिक स्थिति .....	268
डॉ. वीरेन्द्र कुमार झा.....	268
End Of issue.....	272





