



# UNNATI



Scientific Indexing Services

## The Business Journal

UGC Approved Journal

Volume 5

Issue 1

January to June 2017

ISSN 2319-1740

1	Satyakam Dube, Dr. Sunita Jatav, Gunja Thakur, Prof. (Dr.) R.K.Gupta Evaluation of Factors on BRTS Usage in Indore	1
2	Dr. Terjani Goyal A Study on Jaipur Jewellery Show and its Growing Importance in Jaipur	7
3	Dr. Devendra Shrimali, Dr. Dharmesh Motwani, Dr. Khushbu Agarwal Resurgence of Indian Shipbuilding Industry : Time is Now	16
4	Ankita Pathak, Prof. (Dr.) Sunil Mishra Gender Discrimination and Harassment at Work Place: Problems and it's Possible Solutions	21
5	Dr. Seema Sant Impact of Human Resources Outsourcing (HRO) & Challenges in India	32
6	Sujata Kulkarni, Dr. Mukesh Shrimali, Dr Atul Kapdi Impact of Intangible Attributes of Brand Perception on Purchase Decision In B2B Market : A Conceptual Framework	39
7	Dr. Milind Vora, Dr. Shamal Pradhan Examining the Factors Influencing Employee Performance in Context to Green Human Resource Practices	49
8	Hema Raghav, Dr. Alka Swami An Analytical Study of Volatile Gold Prices : With Effect of GST	59
9	Manila Jain, Dr. Dhilendra, Ashish Adholiya Secondary Schools' Teacher's Opinion for the Integration of Discrete Mathematics in Course Curriculum	66
10	Dr. Chhaya Wadhwa Personality, Social Identity and Knowledge Withholding Intentions: An Empirical Study	73
11	Dr. Pooja Jain, Dr. B.K. Tripathi Impact of Demography on Service Tangibility Perception : Study of a Nationalized Bank in India	81
12	Shailaja Yadav, Dr. Nirmala Joshi An Empirical Study on Factors Influencing Mutual Fund Investors Investment Decision as per Mutual Fund Investors and Distributors Perspective	88
13	Dr. Alka Swami, Ruma Bhaduarua Engineering Education Framework in Leading Countries	106
14	Dr. R.C.S Rajpurohit, Swati Surana Enhanced Customer Relationship: By Improving Accessibility and Operational Efficiency of Banks	112
15	Tanvi Gupta, Dr. J.K. Batra A Demographic Evaluation of Female Psychographics in Urban India	119
16	Renu Khandelwal, Dr. Jyotsna Haran A Study on the Entrepreneurial Behaviour among Youth in India	131
17	Dr. Shikha Bhargava, Prof. Mahima Birla Assessing the Influence of Herding Behavior among Investors	138
18	Dr. Subhash Sharma, Nivedita Manish Efficacy of Newspaper Advertisements in Selecting Better College for Higher Education	145
19	Ashish Kumar Suri Role of Service Sector in Sustainable Economic Development in Indian Economy	149
20	Ms. Manju Songara Performance Analysis of Mgnrega Schemes in Jodhpur District, Rajasthan	153