

# Journal of Management Research and Analysis

# Volume - 2, Issue - 1, Year - 2015 (www.jmra.in)

Journal of Management Research and Analysis (JMRA) open access, peer-reviewed quarterly journal publishing since 2014 and is published under auspices of the Innovative Education and Scientific Research Foundation (IESRF), aim to uplift researchers, scholars, academicians, and professionals in all academic and scientific disciplines. IESRF is dedicated to the transfer of technology and research by publishing scientific journals, research content, providing professional's membership, and conducting conferences, seminars, and award programs.

With the aim of more...

## Call for paper

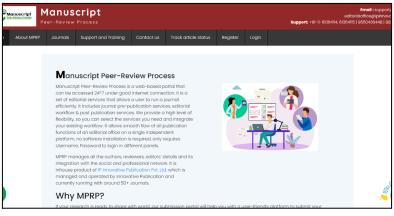
We cordially invite faculty, researchers, and scholars to submission of your valuable contribution to our Upcoming issues. It is a double-blind, peer-review, and Open Access (OA) journal and accepts manuscripts as research papers, review articles, case reports, short communication, etc.

## **Manuscript Submission Guidelines**

To submit your manuscript, first-time users click the Register button from the submission portal. If you are already a registered user, log in as an author and post your manuscript for further peer-review process. Manuscripts submitted for consideration and inclusion in upcoming issues must follow https://www.jmra.in/info/author and be submitted by 2025-01-11.

#### **Submit Manuscript**

## **Advertisement**



## **CONTENTS**

### **Null:**

INVESTORS' PERCEPTION TOWARDS MUTUAL FUND: AN EMPIRICAL STUDY WITH REFERENCE TO COIMBATORE CITY 1-23

R. Ganapathi

INDIAN BANKING SECTOR: MEASUREMENT AND ANALYSIS OF MARKET VALUE ADDED AN EMPIRICAL STUDY IN THE SELECT INDIAN BANKS 24-34

Najmus Sahar Sayed, Gazia Sayed

NEGATIVE WORKING CAPITAL - SIGN OF MANAGERIAL EFFICIENCY OR POSSIBLE BANKRUPTCY (A CASE STUDY OF HINDUSTAN UNILIVER LIMITED) 35-42

Ashok Kumar Panigrahi, Suman Kalyan Chaudhury

Empirical Research on Regional Innovation Mode in China 43-49

Wangjinjin, Song Wei, Zhu Dongyun, Peng Xiaobao, Zhao Shuliang

CHALLENGES POSED BY HEALTH AND SAFETY FOR EMPLOYEES OF CALL CENTERS IN MUMBAI 50-62

Sandeep Hegde

A STUDY ON IMPACT OF FOREIGN DIRECT INVESTMENT IN RETAIL SECTOR 63-71

Rekha Sharma, Jyoti Bansal

DATABASE MANAGEMENT SYSTEM 72-80

Sweta Singh

CONFLICT MANAGEMENT ISSUES AND A FELLOWSHIP GAME 81-86

Velimir Srića

WINNING THE GLOBAL MARKET THROUGH SERVICE EXPORT - GREAT OPPORTUNITIES TO INDIAN SERVICE INDUSTRY 87-97

Jayant Sonwalkar, Chandan Maheshkar

DECISION MAKING BASED ON MANAGEMENT INFORMATION SYSTEM AND DECISION SUPPORT SYSTEM 98-107

Şükrü Ada Mohsen Ghaffarzadeh

# **Advertisement**

