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## Well being of Young Female students across different faculties of study

Sr. Elizabeth and Sudha Bhogle

### Abstract

The current study was conducted on 540 female students belonging to three different faculties of study i.e. Arts, Science and Commerce, to determine whether they differed significantly on the different dimensions of well being. The analysis of results reveals that significant differences emerge on the psychological and social dimensions of well being; while no differences emerged for the spiritual and physical dimensions.

**Key words:** faculty, wellbeing, Arts, Science and Commerce students.

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# Effect of Heat Source/Sink in Ferrofluid flow over a Stretching sheet in the presence of a magnetic dipole

L.S. Rani Titus and Annamma Abraham

## Abstract

The flow of ferrofluid over a stretching sheet with heat source is considered. It is assumed that the magnetic field is sufficiently strong enough to saturate the ferrofluid and the variation of magnetization with temperature can be approximated by a linear function of temperature difference. By introducing appropriate non-dimensional variables the problem is described by a coupled and non-linear system of ordinary differential equations. The governing differential equations are solved using the Shooting technique based on Runge - Kutta Fehlberg and Newton Raphson methods and the effects of various parameters on velocity profiles and wall heat transfer are presented graphically. The results have possible industrial applications in liquid based systems involving stretchable materials.

**Key words:** Ferromagnetic liquid, magnetic dipole, stretching sheet, heat source (sink), Prandtl number, shooting method.

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# Coping Strategies and Motivational Determinants of Caregivers of Terminally Ill Patients

Hiya Roy and Padma Kumari

## Abstract

The present study is an attempt to find the coping strategies used by the caregivers of terminally ill patients to deal with their work pressure. The study tries to uncover the driving forces that help them to continue in this profession. It was conducted on 30 care givers of terminally ill patients in Southern Kerala. The COPE Inventory by Carver, Scheier, and Weintraub (1998) and in depth interview was administered to examine the coping strategies and motivating determinants respectively. Mean and Standard Deviation were used to find the most preferred coping strategy. Two super ordinate themes emerged in analysis "need for intrinsic motivation" and "need for extrinsic motivation". Findings are described alongside Implications for spreading a new shade in positive psychology in terms of care giving.

**Key words:** Care giving, terminally ill, Coping Strategy and Motivation

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# Location Factor in Market-Seeking Internationalization- A Study of India's Outward Foreign Direct Investment

Leena Nair and Ganesh L.

## Abstract

Indian firms are increasingly adopting an outward investment strategy to compete globally, to expand their markets and to obtain strategic assets. In the drive towards internationalization, location factor plays a significant role. The choice of location of investment is influenced by the motive of the firm. The present study seeks to investigate market-seeking nature of Outward Foreign Direct Investment (OFDI) from India. Market-seeking motive of Indian OFDI is analysed with the help of multiple regression technique. A market-seeking firm is influenced by the size of the host market and market conditions. Among the market-seeking location factors, Per Capita Gross Domestic Product of the host country, Population and Openness of the host country to trade is seen to have a significant impact on outflows. This shows that though Indian firms are undertaking investments abroad for strategic assets, market-seeking motive is still significant in India's outward foreign direct investment.

**Keywords:** Outward FDI, Location factor, OFDI strategy.

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# Problems and Prospects of Rural Women's Entrepreneurial Activities in Healthcare Sector in Kerala

Anila Thomas

## Abstract

The political world pays increasing attention to small enterprises that are a driving force behind economic growth, social well-being, and the creation of jobs. It reflects a ray of hope for the unemployed to earn a living and maintain a dignified life and also for the economic development of the country. Entrepreneurship is a social phenomenon and it is not inherent within a person, rather it exists in the interaction between people. Promotion of self-employment of educated women is rather important for many reasons. Household women 'cannot accept a regular full-time employment for the double role which women have to play even now. Women who run their own enterprises are able to develop a working schedule that allows them to combine their domestic responsibilities and entrepreneurial duties. It not only gives them an independent income but also provides self reliance and social status. Promotion of self -employment of educated women has additional advantage of creating more jobs for aspiring educated women. Here, through the present paper, an attempt was made to bring out the various problems faced by the women entrepreneurs with special reference to rural regions of Kerala. The paper also highlights the prospects of Women's Entrepreneurial Activities in Rural Healthcare Sector in Kerala.

**Key words:** Entrepreneurship, Women's Entrepreneurship, Rural Women Self Help Groups (SHGs) in Kerala, Kudumbasree

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# A Study on Namdapha Eco-Cultural Festival and its Socio-Cultural Impacts

Suja John and Pinky Jacob

## Abstract

Tourism worldwide is gaining popularity. Tourism is used as a tool for synergizing conservation of Biodiversity and also community development. Festivals and events can help promote tourist destination and attract tourists. There is an extensive literature and research done on tourists but very few on local residents and its socio-cultural as well as environmental impacts due to tourism activities. This paper will focus on the residents of the Miao region and measure their perceptions of socio-cultural impacts of the Namdapha Eco-Cultural Festival. The researcher had used both primary as well as secondary tools of Data collection. For the purpose of the study, the social impacts of Namdapha Eco-Cultural Festival are assessed and analyzed. It is measured through the perceptions of the residents of the city of Miao based on the questionnaire developed by Delamere et al. (2001). The analysis showed that, in general, residents were positive in assessing both benefits and costs of the festival. The present study examined the residents' perceptions on the social impacts of Namdapha Eco-cultural festival at a single point in time. However, in order to analyze deeply the complexities of attitudes formation with regard to the festival, it is recommended to conduct a longitudinal study (a repeated study of the same elements over a period of time). This paper tries to bring forth the impact of tourism in a destination and also the ways in which the local residents or the community plays a major role in achieving Sustainable Tourism Development.

**Key words:** Namdapha eco-cultural, socio-cultural, local residents, Festival tourism, measure perceptions.

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# Cartographic erasures / “Vasudhaiva Kutumbakam” in Amitav Ghosh’s The Shadow Lines and Michael Ondaatje’s The English Patient

Preetha Vasan

## Abstract

In a world that is in near ruins could at least some of us offer an order? In a universe broken up by narrow domestic walls of exclusions, othering and parochialism, what heaven(s) of freedom do Amitav Ghosh and Michael Ondaatje offer in *The Shadow Lines* and *The English Patient* respectively? Writing from different locations, Ondaatje being Srilankan-Canadian and Ghosh now a part of the Indian Diaspora of America, both are suspicious of nations. Both try to show that nations only deform us, borders create bothers and there are no ‘good’ fences. Perhaps their own hybrid and global positions as writers make Ondaatje and Ghosh question ideas of nation, nationhood and nationalism. Both *The Shadow Lines* and *The English Patient* are fictional critiques of cultural borders, the ideology of nationalism, and instead offer us their antidote Cosmopolitanism and the notion of universal humanity

**Key words:** Cartography, cosmopolitanism, diaspora, provincialism, nation, nationalism, Amitav Ghosh and Michael Ondaatje.



# Merger and Acquisition in Footwear and Apparels Industry with Case Study of Adidas & Reebok

Zehra Begum Khatib

## Abstract

In today's global economy merger and acquisitions (M & A) are being increasingly used world over as a strategy for achieving larger size and faster growth in market share and to become more competitive through economics of scale. This research study aims to study the impact of merger on footwear and apparels industry considering situations before and after merger. This study is an effort to know whether merger and acquisition has really in success or a failure.

**Key words:** Organization, Profit, Competition, Customer satisfaction,

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# Switching to Green – The Generation Z’s Perspective

Madhavi R. and Smita Kavatekar

## Abstract

“Change is the only constant” and this is one statement which has stood the test of time.

If advancement in industrialization and technology placed environment in the second place, today the same change is taking a U-turn and standing up for such causes has received priority in the individual and institutional schedule of the society.

**Key words:** Greenmarketing, green products, pricing, generation Z consumers, environment friendly

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