

**STRATEGIC AND INNOVATIVE ORIENTATION TO PRODUCT DEVELOPMENT:
AN EXPLORATORY STUDY IN INDIAN MANUFACTURING**

Shorter product life cycles, faster market response rate and diversifying customer preferences have made organizations to create more functional products that are technically superior and cost competitive. As the organizational span of orientation to product development increases; the complexity of market forces intense and competition widens; increasing the variables of product development. These variables are far in numbers and their significance is much long debated. One reason is variables differ not just from industry to industry but also among organizations within the same industry manufacturing same products. The present article intends to identify how the variables of product development related to strategic and innovative orientation differs in Indian manufacturing with respect to their significance in developing products. The study draws sample from automobile, steel and textile as representation of Indian manufacturing. It is concluded that strategic orientation to product development is highest in textile whereas innovative orientation is highest in automobile. Hence, these variables of product development differ in terms of their significance to product development. The paper also covers other variables of product development to augment the proof of differences in the significance of variables and outlines the most significant ones.

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**TAX ID CARD- AN ICT PROPOSAL TO CURB FINANCIAL
ANOMALIES**

As defined by World Bank, corruption is use of public office for private profit. It is, therefore, obvious that government whose offices are all public provides an opportunity for corruption. We have created in our country a system where corruption in government has become endemic. The paper proposes a system through which we can cope well with the problem of corruption and thus contribute as a responsible citizen to the role of Government of India (GoI), which further helps to improve India's Global Competitiveness. The proposed system is cash-less system where all payments will be made through an electronic card called TAX ID CARD and every transaction will be recorded in a centrally located database at the tax department. The system ensures what is necessary for every government to function properly i.e. the total transparency in the transaction process, proper payment of tax and removal of other types of financial anomalies.

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CAPITAL ACCOUNT OPENNESS : MONETARY AND EXCHANGE RATE IMPLICATIONS

Historically, countries used to have different forms of restrictions on international movement of capital. Since the eighties, many developing countries started to liberalise their capital accounts with the belief that the greater access to international capital markets would lower their cost of capital and promote economic growth. The process gained further momentum in the nineties so much so that the International Monetary Fund was about to amend the articles of agreement to incorporate capital account convertibility as one of the obligations of Fund membership. The euphoria on capital account liberalisation was, however, shortlived, as many of the Asia and Latin American emerging market economies experienced severe currency and banking crises in the 1990s. Quite a number of the countries re-imposed some form of capital control in order to cope with the crisis.

Since the early nineties, the capital account has been partially opened in India. Further, the government intends to open up the capital account further. In this context, the present paper makes a review of the capital account liberalisation process in India and examines the monetary and exchange rate implications of capital account openness in India. The paper is divided into three sections. Section 1 examines the general macro economic implications of capital account openness. Section 2 provides a brief review of capital account liberalisation in India and the changing dimensions of monetary and exchange rate management. Finally, section 3 provides the concluding observations.

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CONSUMERS' PERSPECTIVES ON FACTORS AFFECTING INTERNET BANKING IN INDIA: AN EMPIRICAL STUDY

The forces of economic change, coupled with advancements in technology, prompt banks to rethink their use of traditional branches and begin forming new partnerships to deliver financial services. The Internet seems to be the new delivery channel in the banking sector which offers firms a new frontier of opportunities and challenges. Despite these possibilities, there are various psychological and behavioral issues which appear to impede the growth of Internet banking. Factors such as the security of personal data or the reliability of a financial institution have also been identified by previous studies as the determinants of electronic-banking adoption. The paper provides an understanding of how specific factors affect the consumer decision whether or not to bank on the internet, in the Indian context. The paper also provides a set of recommendations for Indian banks. The findings suggest that convenience is the main motivator for consumers to bank on the internet. The findings also highlight increasing risk acceptance by consumers in regard to internet based services and the growing importance of offering deep levels of consumer support for such services. Finally, the paper suggests that banks will be better able to manage consumer experiences with moving to internet banking if they understand that such experiences involve a process of adjustment and learning over time, and not merely the adoption of a new technology.

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**CONSUMER ATTITUDES COLOR GROWTH OF MALLS:
DELHI NCR**

Along with the changes in the city landscape, the emergence of malls have affected consumer shopping and entertainment behavior. The research looks at consumers attitudes towards this new phenomenon and looks at what current behavior patterns and motivations are. Attitudes have been categorized according to the three primary colors of life : red, green and blue, and recommendations on marketing strategies have been discussed.

This paper reviews the various studies on this subject and discusses the findings while looking at the strengths and limitations of the current study and the scope for future research. The growth of malls in India has had limited research studies, though the subject is much written about in the media. The research recognizes that in an economy where organized retailing plays an important role in boosting consumptions expenditure, there is a need to understand consumer attitudes towards these malls . Consumer attitudes towards malls would influence the kind of offerings and experience retailers need to come up with. The research is limited to Delhi NCR region and provides directions regarding the winning retail formats of tomorrow.

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