

**Efficiency Determinants of Microfinance Institutions in India: An Indicative DEA Approach**

Microfinance Institutions provide financial support to the deprived sections of the society, who are unable to receive formal banking facilities, and thus is considered an integral part for developing an economy. Talking about India, where till date a large mass of population is poor, uneducated, deprived of formal banking services, Microfinance Institutions works as bridge in filling up the gap between such underprivileged population and the formal banking system. Recently the studies on efficiency of Microfinance institutions have received wider attention. Therefore, it is felt relevant to study the efficiency of such institution in Indian context. Besides efficiency, this paper also attempts to identify the determinants of efficiency and specifically answers whether 'sustainability' has any significant impact on efficiency. Relevant data are collected through secondary source from thirty-one Indian Microfinance Intuitions and non-parametric Data Envelopment Analysis (DEA) is used for gauging the efficiency, thereafter, tobit regression is used to identify the determinants of efficiency.

Keywords: Microfinance Institutions, India, Data Envelopment Analysis, Sustainability, Self-Sufficiency.

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**Foreign Currency Derivatives is an Effective Tool for Hedging Foreign Exchange Rate Exposure**

This study is an earnest attempt to examine the foreign exchange exposure of Indian nonfinancial firms and its FX exposure management by using foreign currency derivatives, after the ICAI's guidelines regarding reporting system of off-balance sheet financial instruments for risk management in 2005. A sample of 96 Indian non financial firms are examined by this study for a period from 2006 to 2012. A two stage cross sectional regression frame work is used to test the main hypothesis of foreign exchange rate exposure that can be effectively hedged by foreign currency derivatives.

The study has found a statistically significant negative relation between foreign exchange exposure and use of foreign currency derivatives. It evidencing that the use of financial instrument is effective hedging tools for reducing currency exposure. The study found statistically significant evidence for supporting the hypothesis as found in the line of earlier literature.

Keywords: Foreign Exchange Exposure, Corporate Hedging, Foreign Currency Derivatives, Cross Sectional Regression, Two Factor Model.

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**Impact of Work Life Balance on Job Satisfaction: A Study of Married Working Women in Private Banks of NCR**

In fast paced environment managing an individual employee is more difficult than ever before. Work life imbalance affects both personal and professional life. A balanced life is an art of handling multiple responsibilities. It is important and necessary for both employees as well as employers. This paper explores the impact of work life balance on job satisfaction among married women employees in the banks of NCR. A sample of 125 employees was taken and the data was gathered through questionnaire and analyzed with the help of regression analysis. The result shows that a positive relationship exists between work life balance and job satisfaction of banking employees.

Keywords: Work Life Balance, Job Satisfaction, Married Working Women, Private Banks, Organizational Factors.

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**Influence of Customer's Brand Attitude on Purchase Intention of Private Label Fashion Brands**

Private Label Brands have been steadily increasing their presence and dominance in the retail industry. Customers are slowly changing their attitude to Private labels. As competition is becoming stiffer, retailers are strategizing in increasing their own brands. Retailers have introduced varieties of private labels in different categories like apparel, food and grocery, health care, personal care, consumer durables, lifestyle etc. This study was being conducted in private label brands of fashion industry. The research aimed to investigate the role of private label brand attitude on purchase intention of fashion brands. The research was conducted to understand the consumer factors that leads to private label brand attitude. The study was conducted among consumers of private labels in and around Kochi city. The study results corroborated that Price Consciousness has a direct positive relation with Purchase Intention of fashion brands. It was also established that Consumer Innovativeness has a positive and direct relation with Purchase Intention. It was accepted that Consumer Innovativeness has a positive effect on Private Label Brand Attitude. The study revealed that Private Label Brand Attitude has a mediating effect on Purchase Intention of fashion brands.

Keywords: Private Label Brand Attitude, Purchase Intention, Price Quality Association, Consumer Innovativeness, Smart Shopper Self Perception.

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**Exploring Relationships Among Customer Brand Engagement, Brand Equity and Brand Loyalty Towards Hospitality Brands**

Although there are many of studies regarding customer brand engagement, still there has been a spare of research, examining how to engage customers in generating loyalty and superior brand equity. To analyse effects of customer brand engagement on brand equity and brand loyalty towards hospitality brands has been the main goal of this study. Self administrated survey was conducted in hospitality brands. The quantitative data was analysed using descriptive statistics, correlation and regression analysis. The results indicated significant and positive interrelationships among customer brand engagement, brand loyalty and brand equity. These findings can aid managers in determining which factors/dimensions to consider when planning, developing strategies and making informed decision to strengthen brand loyalty and brand equity in building customer brand relationships towards hospitality. The current research could further offer a platform for scholars to perform future research.

Keywords: Customer Brand Engagement, Brand Equity, Brand Loyalty, Customer Relationships, Hospitality Brands

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**Structural Equation Modeling of Perceived Impacts of Tourism - A Study in Residents Perspective**

Tourism acts as one of the largest industries of the modern world. Worldwide the industry shows upward trend in terms of tourist's statistics and tourism revenues. But the actual success of the tourism development should be measured not in terms of tourist numbers or revenue from tourism, but the way it has integrated tourism in to the existing communities and used the investment generated to benefit those communities as well as the tourist (Sara Tillotson,1988). These can be effectively assessed by measuring the impacts of tourism (both positive and negative) on the resident community. The study has got two objectives. First is to understand the different perceived impacts of tourism (both positive and negative) and second is to suggest models for perceived benefits of tourism and for perceived costs of tourism. Multistage sampling

method was used to collect 800 samples from selected destinations in Kerala. The analysis was done using SPSS (ver21) and AMOS. The study result presents different dimensions under the “Perceived impacts of tourism” and also suggests models for “perceived benefits of tourism” and for “perceived costs of tourism”.

Keywords: Perceived Impacts of Tourism, Perceived Benefits of Tourism, Perceived Costs of Tourism, Sustainable Development, Community Support.

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**Practitioners' Perspectives on Shopkeepers' Purchase Behaviour: A Study of Rural Markets**

Research on unorganized retailers is often neglected because of the predominance of studies on chain stores. Unorganized retailers are pivotal to the success of consumer goods companies in developing economies. These entities assume a greater importance in rural areas of developing economies owing to their social and economic importance in village communities. Extant studies have highlighted the need to understand the antecedents of a rural unorganized retailer's purchase behaviour. Literature reveals a limited number of such antecedents. The present study aims to identify the antecedents of purchase behaviour of rural retailers through a survey of experts and specialists in rural marketing. Taking cognizance to practitioners' perceptions helps in avoiding the myopia between theory and practice and helps lay the foundation for future research. Future scope of studies would involve using these antecedents to conduct empirical studies to determine the influence of each determinant on the purchase decision and on each-other.

Keywords: Rural Marketing, Rural Unorganized Retailers, Practitioners' Perceptions, Determinants of Purchase Behaviour, Bottom of Pyramid Marketing.

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