### **Contents** INTER-LINKAGES BETWEEN INDIAN AND MAJOR EQUITY MARKETS - IMPACT OF GLOBAL FINANCIAL CRISIS R K. Latha, Arnav Kumar 1-15 A EMPLOYER BRANDING: A STUDY OF PSU'S Vibhash Kumar, Sonal Jain, Swati Khanna 17-33 $\mathcal{M}$ COMPARING ONLINE SHOPPERS AND NON-ONLINE SHOPPERS WITH RESPECT TO THEIR INTENTIONS TO SHOP ONLINE Manika Jain 35-51 PERFORMANCE EVALUATION OF MUTUAL FUNDS IN INDIA: A CASE STUDY K. Latha, Renu Ghosh 53-63 U RELATIONSHIP BETWEEN CSR AND FINANCIAL PERFORMANCE: EMPIRICAL **ANALYSIS** Namita Rajput, Ritika Ahuja 65-71 A FINANCIAL LITERACY, FINANCIAL EDUCATION AND STRATEGY Kangan Jain 73-81 A STUDY OF CAPM TESTING IN INDIAN CONTEXT S.P. Aggarwal, Anshika Agarwal 83-93 THE EMERGING RETAIL LANDSCAPE: CREATING AND DELIVERING A SEAMLESS 0 **CUSTOMER EXPERIENCE** Ekta Duggal 95-104 CUSTOMER AWARENESS AND KNOWLEDGE ABOUT GENERAL INSURANCE SERVICES: AN EMPIRICAL SURVEY IN MODERN ERA Kanwal Jeet Singh 105-115 F AN EMPIRICAL ANALYSIS OF SELECTED COMPANIES OF NON-METAL, REAL ESTATE AND MINING INDUSTRIES IN INDIAN CAPITAL MARKET Ravi Kant 117-129 G

BANKS' PROFITABILITY AND NPAs: AN EMPIRICAL STUDY

Astha Dewan, Priyanka Aggarwal

131-140

F



# PERCEPTION OF BRANDED NOODLES AMONGST DELHI RESIDENTS- BEFORE AND AFTER MAGGI CONTROVERSY

Narander Kumar Nigam, Saumya Jain 141-153

#### AWARENESS LEVEL TOWARDS PRADHAN MANTRI JAN DHAN YOJANA

(Special reference to Sonipat district of Haryana state) Suman Rani 155-166

#### PENETRATING THE COUNTRYSIDE: OPPORTUNITIES AND CHALLENGES

Deepti Gupta 167-175

## A STUDY TO MEASURE THE RELATIONSHIP BETWEEN THE PERFORMANCE AND ITS INDICATORS IN COMMERCIAL BANKS

Eliza Sharma, Jyoti Sindhu 177-193

#### A STUDY ON PERFORMANCE OF THE HIMACHAL PRADESH STATE CO-OPERATIVE BANK LIMITED

Mohinder Paul, Kuldeep Kumar Attri 195-212