

CHAPTER 9

BUSINESS ECONOMICS

Doctoral Theses

088. BAGLA (Prachi)
Social Responsibility of Corporate Health Sector: A Study of National Capital Region.
Supervisors : Prof. Rashmi Agrawal and Dr. Yamini Gupt.
Th 18200

Abstract

The present study is undertaken with the aim to understand nature, objectives and relevance of social endeavours of selected hospitals in the private sector located in Delhi and NCR. The focus of the study is on health check-up camps from hospital and public perspective respectively. Opinion of the medical doctors is also studied with respect to social endeavours of private hospitals in order to find out how the social role of the hospitals can be made more effective. Some associations are studied and tested with chi-square test at 5% level of significance. Multivariate analysis is done with backward step-wise logistic regression. The study is based almost entirely on primary data collected by means of pre-tested and revised questionnaires for hospitals, public and doctors.

Contents

1. Introduction. 2. Literature review. 3. Research methodology. 4. Corporate social responsibility: Concept, nature, and dimensions. 5. Corporate hospitals and social endeavours. 6. Health check-up camps: Public perspective. 7. Social endeavours of private hospitals: Doctor's perspective. 8. Conclusions and scope for further research.

089. LIKHYANI (Chhavi)
Influence of Children on Purchase Decision Making Process in Urban Household.
Supervisors : Prof. Vijay Kumar Kaul and Dr. Harsh Vardhan Verma
Th 18256

Abstract

It studied the extent of influence in an urban household's purchase decision making and the variation across select product categories in particular and examine the impact of select child-related characteristics (age, gender, product usage, product knowledge, product importance, purchasing independence) in particular on their influence in decision making. Further it examine the impact of select household-related characteristics in particular, of which the child is a part (socio-economic class, parental style, family composition, mother's employment), on their influence in decision making and explore how does the impact of these child-related and household-related characteristics vary across select product categories.

Contents

1. Introduction. 2. Conceptual framework. 3. Analytical review of literature. 4. Research methodology. 5. Findings and discussion-descriptive aspects. 7. Conclusions and recommendations. Bibliography and Appendices.

090. NEGI (Rita)
Corporate Governance : Role of Board of Directors in Select Indian Companies.
 Supervisor : Prof. Rashmi Agrawal
 Th 18257

Abstract

This work critically analyze the role and effectiveness of some of the internal control systems like the board of directors, management and the shareholders. It further aims to find out association between the board structure (i.e board size, board composition and board leadership structure) and board process attributes on the corporate financial performance.

Contents

1. Introduction. 2. Review of literature. 3. Corporate governance: A conceptual framework. 4. Research methodology. 5. Constitution and role of board of directors. 6. Board structure, board process and corporate financial performance : An empirical analysis. 7. Corporate governance : board structure, board process and perception of the corporate functionaries. 8. Findings, Conclusions and directions for future research. Bibliography and Appendix.

091. PANDEY (Anu)
Women Entrepreneurship in India: Motivation, Capabilities and Performance.
 Supervisors : Prof. V K Kaul and Dr. A Venkat Raman
 Th 18201

Abstract

Entrepreneurship has been a major factor in the economic growth of the industrialized countries. In fact, the crucial role played by the entrepreneurs in the development of the industrialized countries has made the people of developing countries too, conscious of the significance of entrepreneurship for economic development. Developing countries have begun to realize that for achieving overall economic development it is necessary to encourage entrepreneurship both qualitatively and quantitatively. This study has to explore the relevant dimensions and aspects of Indian women entrepreneurs, particularly their motivations, perceptions, capabilities and performances in this changed scenario. Delhi being the capital of India it has always been in the forefront of any change, be it political, social or economic. Hence the focus of this study has been on the women entrepreneurs in the city of Delhi and its adjoining areas.

Contents

1. Introduction. 2. Women entrepreneurs in developing and developed countries. 3. Methodology. 4. Data analysis. 5. Summary and Conclusions.

M.Phil Dissertations

092. BIR SINGH
Regional Disparity in Haryana - A District Level Analysis of Human Development.
 Supervisor : Prof. V K Kaul
093. CHAWLA (Ashamdeep)
Socially Responsible Investments or “Ethical Investments”.
 Supervisor : Dr. Yamini Gupta
094. GUPTA (Shalu)
Supply Chain Management in Agribusiness.
 Supervisor : Prof. Rashmi Agrawal

095. JYOTHSNA VERSHA (M)
Impact of Mergers and Acquisition on the Stock Returns - An Event Analysis.
Supervisor : Prof. V K Kaul
096. MOITRA (Snigdha)
W.T.O. Sectoral Proposal of NAMA and its Impact on Indian Industry.
Supervisor : Dr. Aradhna Aggarwal
097. SACHDEVA (Mansi)
Determinants of Household Health Care Expenditure and Economic Development.
Supervisor : Dr. Yamini Gupt
098. SEHRA (Geetu)
Impact of Appreciation of Rupees on Exports : Analysis of Selected Industries in India.
Supervisor : Dr. Aradhna Aggarwal
099. SONIA
Study of Indian Public Sector Banks in the Post Reforms Period (1992-2008).
Supervisor : Dr. Ananya G Dastidar
100. SURI (Richa)
Lewis Growth Model : Developing Countries Experience.
Supervisor : Dr. Ananya G. Dastidar