

Contents

1.	CRM: Key to Sustainability and Success in Retail Pratiksha Rai & Habiba Abbasi	1
2.	Optimal Portfolio Construction and Evaluation Dr. Gurendra Nath Bhardwaj, Soustab Das & Gayatri Guglani	5
3.	An Analysis of India's RTA with Singapore and Thailand Amit Srivastava & Yaj Medury	10
4.	Memory Management in Real-Time Operating System Durgesh Samadhiya	14
5.	Changing Profile of Farm-Product Marketing: A Post-Globalization Perspective Dr. L.P. Singh	19
6.	Performance Management: It's Impact on Organization Performance Ritu Toyal	24
7.	Excellence through Self-expressed and Delighted Human Response H.M. Jha 'Bidyarthi'	29
8.	Role of E – Business in Modern India Dr. Brajesh Kumar	33
9.	Performance Management System in Bhushan Steel Limited Parul Jhanjharria & Sayan Banerjee	37
10.	Entrepreneur: Kingpin of Development Dr. Jeet Singh & Dr. Preeti Yadav	43
11.	Admission procedure in MAT and UPTU Affiliated Institutions (A Comparative Study) Sachin Chauhan & Ritu Srivastava	49
12.	Contemporary Approaches & Norms to Financing by Banks in India Vishal Sagar	53
13.	Embracing “Corporate Excellence” in New Technology Dr. K.G. Chaubey & Dr. Sanjay Bharti	59
14.	Corporate Branding Through Employees (With Special Reference To Su-Kam) Mr. Rajnish Ratna, Mr. Abhishek Kumar & Ms. Anupriya Thakur	64
15.	Strategically Managing Corporate-The CSR Way Ruchi Tyagi	69
16.	Integrated Supply Chain Management —The Changing Corporate Paradigm Tribhuvan Pratap Singh, Manu Sharma & Megha Bhatia	74
17.	Emergence of Customer Relationship Management - A Case Study of Axis Bank Jyoti Sharma	80
18.	Job and Wealth Creation in Knowledge Based Economy: An Assessment Dr. Rajay Kumar Singh & Mithilesh Kumar Singh	85

Changing Perspectives of Business Excellence

Prof. P.N. Jha
Dr. Amit Gautam



SCHOOL OF MANAGEMENT SCIENCES