

ISSN 2278-1536

PARISHODHAN

Global Research Journal

July-September 2013

Volume-02

Number-03

Information Technology
Management
Commerce
Law
Arts & Social Sciences
Sciences

A Multi-disciplinary International Refereed Journal

Parishodhan

Global Research Journal

Parishodhan

GLOBAL RESEARCH JOURNAL

ISSN 2278 - 1536

July- September, 2013: Vol 2, No3

July- September, 2013

Volume-2

Number-03

Disclaimer:

The editor and the editorial advisory board are not responsible for the views expressed by the authors, whose research papers have been published in this journal.

Editorial Advisory Board

Prof. Sonia Gupta, Jamia Milia, New Delhi

Dr. Suhas D.Pathak, Assistant Professor, SRTMUN, Maharashtra

Dr. Rajendra Gonarkar, Asst. Professor, SRTMUN, Maharashtra

Editor :

Dr Deepak M Shinde

Associate Professor

& Director, School of Media Studies

Swami Ramanand Teerth Marathwada University,

Nanded., Maharashtra.

Contents

Sl.No.	Title	Author	Page No.
1.	Operations Strategies & Change Management- A Case study of Globalcast	<i>Dr.Radha Rani Kothakalla</i>	1-6
2.	Development of New Media Communication Technologies and the resultant Digital Divide: Global Scenario	<i>G Srisailam</i>	7-14
3.	Gender-identity and empowerment of tribal women in india: A sociological study	<i>Deepika Chauhan</i>	15-22
4.	Political Participation of women in panchayati raj institutions A study of khammam district	<i>Dr.V.Pardha Saradhi</i>	23-37
5.	Guarantee Government Services-Sakala	<i>Dr. S.V. Kulkarni</i>	38-42
6.	Public Private Partnership in India: Some Key Issues and Challenges	<i>Dr. B. Ramesh</i>	43-49
7.	Women Reservation Bill and Muslim Women Representation in India	<i>Dr. Syed Najiullah & Riyaz Unnisa</i>	50-57
8.	Urban poverty in management in india: its challenges and characteristics	<i>Anjaneyulu</i>	58-66
9.	Promotion of Brands and Goods in Media: Some Ethical Issues and Concerns in Advertising	<i>Panchareddy Charan</i>	67-73
10.	The Role of Media Democratic Decentralization and Women Empowerment Strategies and challenges	<i>R. Karunakar</i>	74-78