

## Contents

<b>Sr. No.</b>	<b>Author Name</b>	<b>Page No.</b>
1.	Expatriates Management- A 21 <sup>st</sup> Century Challenge A Study among the Selected Expatriates from Indian IT Sector <b>P. Vanitha</b> <b>Dr. S. Prakash</b>	4
2.	Explaining Antecedents to Entrepreneurial Intentions: A Structural Equation Modeling Approach <b>Aashiq Hussian Lone</b> <b>Nazir A Nazir</b>	19
3.	Academic Research in Business Management: A Little Step Forward <b>Dr. Tanushree Roy</b> <b>Ms. Dolly Roy Choudhary</b>	45
4.	Corporate Social Responsibility in 21 <sup>st</sup> Century <b>Jyoti Mishra</b> <b>Ashim Kumar Mukherjee</b>	55
5.	Academic Research and Investor Relations <b>Ritika Asthana</b> <b>Ashim Kumar Mukherjee</b>	64
6.	Performance Measurement and Benchmarking of Indian Tea Industry using Non-Parametric Model Data Envelopment Analysis <b>Deepankar Bhattacharjee</b> <b>Mithun J. Sharma</b>	72
7.	A Comparative Study on Consumer Trends of Foreign and Local Clothing Brands in the Context of University Students <b>Avinash Buragohain</b>	83

8. An Analysis of the different types of Systematic Plans of Mutual Fund Investment in India  
**Dr. Soheli Ghose** 96
  
9. Impact of Clean India Campaign on Tourism development in Coimbatore as a Destination  
**Dr. Bindu V.T**  
**Ms. Sindhuja Julian. K** 108