

Contents

Sr. No.	Author Name	Page No.
1.	Financial Perceptions to Manage Personal Finances of Modern Age Women	
	Professor Amandeep Kaur Ms. Gulveen Kaur	5
2.	Factors Effecting Job Satisfaction Among Female Employees: Indian Context	
	Mrs. Rupal Ramawat Dr. Neeti Mathur	19
3.	A Study on HR Intervention in today's Corporate Sector	
	Prof. R Hiremani Naik Mrs. Vanishree K Naik	35
4.	Innovations in Digital Marketing	
	Dr. Kajal Sitlani Ms. Udit Agrawal	43
5.	Universal Banking – Conceptual Framework & Emerging Trends in India	
	Mr. Ankur Tayal Mrs. Ridhima Tayal	55

6. Mutual Funds: An Intervention of Online Facility

Dr. Cirappa. I B

Mrs. Madhuri S

63

7. Demonetisation and the Impact on Passenger Car Market in Coimbatore City

Dr. R. Rajasekaran

Ms. Umamaheswari Sankar

69