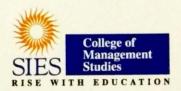
ISSN 0974-2956

SIES Journal of Management

Volume 10, Issue 1, March 2014

Dr.L

Ashwini Kadam Shalaka Ayarekar	Impact of Social Media on Entrepreneurship and Entrepreneurial Performance: Special Reference to Small and Medium Scale Enterprises
Savitha	A Qualitative Analysis of Declining Membership in Micro Health Insurance in Karnataka
Kunjal Sinha Stuti Trivedi	Employee Engagement with Special Reference to Herzberg Two Factor and LMX Theories: A Study of I.T Sector
Neelam Yadav	Comparison of the Work Life Balance of Women Employees in Educational Field (Degree Colleges Permanent Employees) and IT Industries
Sazzad Parwez	An Empirical Evaluation of Agricultural Supply Chain in India: Special Reference to Public Distribution System (PDS) and Contract Farming
Neetu Sharma	The Impact on the Medialization of Knowledge in the Digital Age
alitha Balakrishnan Vijayalakshmi.M	A Study on Retention Strategy's followed by Education Institution in Retaining Qualified Employees



Volume 10, Issue 1, March 2014

Articles

Impact of Social Media on Entrepreneurship and Entrepreneurial Performance: Special Reference to Small and Medium Scale Enterprises	- Ashwini Kadam Shalaka Ayarekar
A Qualitative Analysis of Declining Membership in Micro Health Insurance in Karnataka	- Savitha
Employee Engagement with Special Reference to Herzberg Two Factor and LMX Theories: A Study of I.T Sector	- Kunjal Sinha Stuti Trivedi
Comparison of the Work Life Balance of Women Employees in Educational Field (Degree Colleges Permanent Employees) and IT Industries	- Neelam Yadav
An Empirical Evaluation of Agricultural Supply Chain in India: Special Reference to Public Distribution System (PDS) and Contract Farming	- Sazzad Parwez
The Impact on the Medialization of Knowledge in the Digital Age	- Neetu Sharma
A Study on Retention Strategy's followed by Education Institutions in Retaining Qualified Employees	- Dr.Lalitha Balakrishnan Vijayalakshmi.M

Editor

Prof. Sharmila Mohapatra

Members of Editorial Committee

Prof. P.V.Ranjith Dr. Ela Goyal

ISSN 0974-2956

Published by

South Indian Education Society College of Management Studies, Sri Chandrasekharendra Saraswathy Vidyapuram, Plot no. 1-E, Sector V, Nerul, Navi Mumbai, India. Pin Code - 400 706.

Printed At Ennel Vision, Mumbai

Disclaimer

The editorial team has taken utmost care to provide quality editorial articles in the jornal. However, the publisher is not responsible for the representation of facts, adaptation of material, interview with persons and personal views of the authors with repect to their articles

SIES Journal of Management

Volume 10, Issue 1, March 2014

Ashwini Kadam & Shalaka Ayarekar

Impact of Social Media on Entrepreneurship and Entrepreneurial Performance: Special Reference to Small and Medium Scale Enterprises

Savitha

A Qualitative Analysis of Declining Membership in Micro Health Insurance in Karnataka

Kunjal Sinha & Stuti Trivedi

Employee Engagement with Special Reference to Herzberg Two Factor and LMX Theories: A Study of I.T Sector

Neelam Yadav

Comparison of the Work Life Balance of Women Employees in Educational Field (Degree Colleges Permanent Employees) and IT Industries

Sazzad Parwez

An Empirical Evaluation of Agricultural Supply Chain in India: Special Reference to Public Distribution System (PDS) and Contract Farming

Neetu Sharma The Impact on the Medialization of Knowledge in the Digital Age

Dr.Lalitha Balakrishnan & Vijayalakshmi.M

A Study on Retention Strategy's followed by Education Institution in Retaining Qualified Employees

