

**RESEARCH
PAPER / ARTICLE**

*Indian Transfer Pricing Regulations- Selection of
Most Appropriate Method* 1

CA Ajit Jain

*Public Relations - Managing and Building
Corporate Image* 7

Dr. Harshita Kumar

Management of Management Education in India 13

Dr. Jyotsna Haran
Surabhi A. Kapadia

Concept of Financial Planning 19

Madhu Sinha

*Unwanted Services Environment : Study of
Funeral Service Industry in the US* 22

Manmeet Barve

Green Marketing and its impact on Indian Market 27

Moumita Mukherjee

Study of Retailing and Franchising in India 31

Nilesh Kulkarni

Managing Performance : A key to Employee Engagement 35

Swati P. Anavatti

BIRD'S EYE VIEW

Meet the New Distant Urbanites 39

Avinash Oza

*Shifting Focus of Marketers to Provide the
Right Customer Experience* 41

Riddhi Shah

Strategic Cost Management and Activity Based Costing 44

Sonali Tiple

**ENTREPRENEURSHIP
ELIXIR**

Rajat Dhariwal 47

Co-Founder, Madrat Games

BOOK REVIEW

"How will you measure your life?" 49

"You are hired - Resume se Interview Tak" 51



AIMSR

Published By :

ADITYA GROUP OF INSTITUTIONS

ADITYA EDUCATIONAL CAMPUS, R. M. Bhattad Road, Ram Nagar,
Borivali (W), Mumbai 400092

Tel : 022-2865 6964 / 2862 6373 | E-mail : research@aimsr.com

Web : www.aimsr.edu.in

RESEARCH PAPER / ARTICLE

	Pg. No.
■ Indian Transfer Pricing Regulations- Selection of Most Appropriate Method - CA Ajit Jain Tax Professional, Mumbai	1
■ Public Relations - Managing and Building Corporate Image - Dr. Harshita Kumar, Aditya Institute of Management Studies & Research, Mumbai	7
■ Management of Management Education in India - Dr. Jyotsna Haran, Royal College, Mumbai - Surabhi A. Kapadia, Aditya Institute of Management Studies and Research, Mumbai	13
■ Concept of Financial Planning - Madhu Sinha, Associate Dean, International College of Financial Planning, Mumbai	19
■ Unwanted Services Environment : Study of Funeral Service Industry in the US - Manmeet Barve, Aditya Institute of Management Studies and Research, Mumbai	22
■ Green Marketing and its impact on Indian Market - Moumita Mukherjee, Aditya Institute of Management Studies and Research, Mumbai	27
■ Study of Retailing and Franchising in India - Nilesh Kulkarni, Sinhgad Institute of Business Management, Mumbai	31
■ Managing Performance : A key to Employee Engagement - Swati P. Anavatti, Academician, Mumbai	35

BIRD'S EYE VIEW

- **Meet the New Distant Urbanites** 39
Avinash Oza, Mudra Max, Mumbai
- **Shifting Focus of Marketers To Provide the Right Customer Experience** 41
- Riddhi Shah, Millward Brown, Mumbai
- **Strategic Cost Management and Activity Based Costing** 44
- Sonali Tiple, Margin'sview Consultancy Pvt. Ltd., Mumbai

ENTREPRENEURSHIP ELIXIR

An interview with Rajat Dhariwal, Co-Founder, Madrat Games 47

BOOK REVIEW

- "How will you measure your life?"** 49
- By Dr. Swati Lodha
Aditya Institute of Management Studies & Research, Mumbai
- "You are hired - Resume se Interview Tak"** 51
- By Anand Jog
Chartered Accountant, Mumbai