4D INTERNATIONAL JOURNAL OF IT AND COMMERCE

| Vo3,Issue-3,July-14 INDEX | | | |
|---------------------------|--|--|----------------|
| SR.NO | TITLE | AUTHOR/S | PAGE NUMBER |
| 1 | Post Merger Financial Analysis- Air India & Indian Airlines | ASHOK K. SINHA NISHA SINGH | 1-12 |
| 2 | ANALYSING FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR IN CONSUMER DURABLE PRODUCTS | AJIT S.DESHPANDE | 13-27 |
| 3 | ANALYSIS OF ENTREPRENEURSHIP DEVELOPMENT IN SMALL AND MEDIUM SCALE INDUSTRIES | Priya Rathi Pooja Pandey | 2840 |
| 4 | CRITICAL STUDY OF ENTREPRENEURSHIP AND VENTURE CAPITAL | SEEMA | 48-60 |
| 5. | Study of Customer Satisfaction in Health Care Services | VIKAS HIRULKAR | 61-75 |
| 6. | IMPACT OF CORPORATE SOCIAL RESPONSIBILTY (CSR) ON ORGANISATIONALPERFORMANCE | A.K.SINHA | 76-92 |
| 7. | LITERATURE REVIEW –BANKING MERGERS | J F. Anderson Ashok K.Sinha Praful Mitra | 93-99 |
| 8. | A STUDY OF CRM PRACTICES IN AIRLINE INDUSTRY | BASANTA KABI PROF (DR) SAJNANI | 101-110 |