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# Indian Streams Research Journal

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Dalits Empowerment in Tamil Nadu - A Historical Perspectives  
Developments in Psychiatry in India  
Challenges to Corporate Social Responsibility, Sustainability and Ethics  
Ecosystem Resilience-Rural and Urban Water Requirements  
Criminal Psychology and the Criminal Justice System in India and Beyond  
Marketing Techniques for Financial Inclusion and Development  
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Breaking Balance

## MORGAN HOUSTON

*Dalits Empowerment in Tamil Nadu - A Historical Perspectives* Taylor & Francis

Recent world is research world. Research takes place in all fields in the world. In this special edition of Recent Research Academy and International Journal of Research, titled on "Recent Research in Social Sciences & Humanities" more focus is given to the Recent Researches from social sciences, which are considered as the need of the hour. Altogether this issue has twelve standard research articles contributed by academicians and enthusiastic research scholars. This special edition has the following articles. They are A STUDY ON ELECTRONIC BANKING'S PROS & CONS, MARKETING MANAGEMENT DEMANDS THE OMNIPRESENT SOURCE OF RESEARCH EDUCATION, CLASSROOM MANAGEMENT OF HIGH SCHOOL TEACHERS, CUSTOMERS PREFERENCE TOWARDS ONLINE BANKING VS TRADITIONAL BANKING - AN ANALYSIS,

CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY DEVELOPMENT- A COMPILATION OF SUCCESSFUL CASES FROM THE CSR INTERVENTIONS OF TVS SST, A STUDY OF INTERNET USAGE OF UNDERGRADUATES, THE ATTITUDE OF STUDENTS AND TEACHERS TOWARDS E-LEARNING - AN ANALYSIS, WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS PRODUCTION AND MARKETING ACTIVITIES: AN EMPIRICAL STUDY OF DINDIGUL DISTRICT, EMPLOYMENT, OUTPUT AND WAGE ELASTICITY IN RESEARCH INTENSIVE INDUSTRIES IN INDIA & USING STRUCTURAL EQUATION MODEL TO ASSESS TOURISTS OPINION TOWARDS CHETTINAD TOURISM & A STUDY ON CUSTOMER'S ATTITUDE TOWARDS DEBIT CARDS (WITH SPECIAL REFERENCE TO CUSTOMERS RESIDING AT CHENNAI AND VELLORE). The researcher have been discussed their in the above mentioned titles. Thus, the recent scenario of research in social science and humanities were clearly addressed. This volume enriches the reader to update their

existing knowledge on these areas of Arts and Social Science. While I thank all the contributors and members of the editorial board for their contribution and cooperation, I thank and appreciate the timely help rendered by the team of Recent Research Academy and INTERNATIONAL JOURNAL OF RESEARCH for their valuable help and timely efforts to bring out this edition on the moment. Ashok Yakkaldevi This volume explores the dynamics of urbanisation in Northeast India. It discusses the impact of the process of urbanisation on the environment, infrastructure and socio-economic conditions of the region. The chapters in the book: Examine various challenges and opportunities of urbanisation, such as frontier urbanism, urban congestion, smart cities, vernacular architecture, urban water and waste management, cross-border migration and ethnicity. Draw attention to critical issues that have massively disturbed the urban landscape including deterioration of water quality, seismic activity and air pollution. Give alternatives that could

present possible solutions to the problems afflicting this region. Drawing on case studies rooted in extensive fieldwork, this book will be indispensable to researchers and students of urban studies, human geography, development economics, cultural studies and South Asian studies. It will also be of interest to policy-makers, government representatives and town planners.

### **Developments in Psychiatry in India**

Lulu.com

Financial inclusion has been one of the most propagated ideologies in countries, and as a result, significant efforts have been taken to nurture institutions and systems to include an array of socio-economic classes. Various financial institutions and societies have taken steps toward financial inclusion, but to be successful, they need to understand how to accurately target and market their potential customers as well as the new avenues for development. *Marketing Techniques for Financial Inclusion and Development* is a critical scholarly resource on the marketing techniques adopted by various financial institutions and

societies for promoting financial inclusion initiatives for the development of the society at large. Featuring coverage on a broad range of topics such as consumer awareness, financial literacy, and micro-enterprises, this book is geared towards managers, investors, brokers, researchers, and all others within the banking industry.

*Challenges to Corporate Social Responsibility, Sustainability and Ethics*  
Routledge

This book provides a focused and comprehensive overview of criminal psychology in different socio-economic and psycho-sociological contexts. It informs readers on the role of psychology in the various aspects of the criminal justice process, starting from the investigation of a crime to the rehabilitation or reintegration of the offender. Current research in criminology and psychology has been discussed to understand the minds of various offenders, how to interact with them during investigation and conviction effectively and how to bring about positive changes in various stages of the criminal justice

process—investigation, prosecution, incarceration, rehabilitation—to increase the efficacy of the correctional system and improve public confidence in the justice system. It thoroughly addresses the bigger issues of holistically reducing the increase in crime rates and susceptibility in society. Each chapter builds on leading scholarship in this field from Western scholars and supplements these theories with research findings from a South Asian perspective, particularly in the Indian criminal justice system. This book successfully encapsulates the foundations of criminal psychology literature while incorporating interdisciplinary avenues of study into criminal behaviour and legal psychology, bringing into the provincial discourse lacunas of the justice system and avenues for alternative correctional and rehabilitative programs.

*Ecosystem Resilience- Rural and Urban Water Requirements*  
EduPedia

Publications (P) Ltd

There are countless books on the market that address the personal challenges and

institutional barriers that ambitious female leaders face in the United States. This volume furthers the conversation by comparing the experiences of women in leadership with regards to work-life balance from eight different countries around the globe. Collecting stories from women in the United States, Costa Rica, India, Iran, Nigeria, Norway, Sri Lanka, and Uganda, this volume provides insights into the issues women face globally regarding leadership and work-family integration. It offers a variety of perspectives from around the world, and highlights a variety of cultural norms regarding work and family integration.

**Criminal Psychology and the Criminal Justice System in India and Beyond** Lulu.com

This is all about learning through direct experiences. However, indirect experiences also bring changes in behaviour. We generally listen, read somewhere in the books or watch in movie that snake biting leads to death. Such instances of indirect experiences make us to conclude that we should be aware of snakes. Hence the change in

behaviour of an individual through direct or indirect experiences is commonly known as learning. Here are some well known definitions of learning: **Marketing Techniques for Financial Inclusion and Development**

Lulu.com

Youth have always had higher unemployment rates – about twice or more than the average – as they are usually the last to be hired in an expansion and the first to be let go in a recession. In addition, young people engage in extensive job searching in their early years, and this can imply considerable job churning as both youth and employers look for a good match. This highlights the importance of facilitating the school-to-work transition and having early interventions to assist such youth before negative conditions set in. It also highlights the potential importance of determining those young people most “at risk” of long-term unemployment, and of targeting or streaming them into programmes that will yield the largest incremental net benefits given their characteristics. Unemployed youth without previous work

experience often are not eligible for unemployment insurance benefits when they first enter the labour market. When they do receive job search assistance, they often face a bewildering array of programmes that are available to assist them, often with little guidance to help them select the programs that best meet their needs.

Consequently, ensuring that today’s youth do not become a “lost generation” is an urgent matter. George Bernard Shaw once said that it is too bad that “youth is wasted on the young”, implying that youth do not realize the opportunities they have as youth and only see them as they get older. There is a danger, however, that many of today’s youth may be never have those opportunities and hence not even see them with hindsight. This book and others in the ADAPT Labour Studies Book-Series are intended to deal with these challenges, to make sure that youth is not wasted on the young.

Contemporary Research In Management India: Preparation for the World of Work Education System and School to Work Transition

This book explores how the Indian education and training system prepares young people for the world of work and for the requirements of the employment market – because India is a leading industrialised nation with a very young population and a high demand for a skilled workforce. Indian experts write from a course-specific perspective, offering a comprehensive picture of educational policy, curriculum design and cultural characteristics. The virtual absence of a formalised system of vocational training in India underlines the importance of this research.

*Tackling Youth Unemployment* Lulu Publication

This handbook critically examines the three concepts of exclusion, inequality and stigma and their interrelationship in the Indian context. Divided into five parts, the volume deals with the issues of exclusion, inequality, gender discrimination, health and disability, and assault and violence. It discusses important topical themes such as caste and social exclusion in rural labour markets, impact of poverty and unemployment,

discrimination in education and literacy, income inequality and financial inclusion, social security of street vendors, women social entrepreneurs, rural-urban digital divide, workplace inequality, women trafficking, acid attacks, inter-caste marriages, honour killings, health care and sanitation, discrimination faced by those with disabilities, and regional disparities in India. The book traces rising socio-economic inequality and discrimination along with the severe lack of access to resources and opportunities, redressal instruments, legal provisions and implementation challenges, while also looking at deep-rooted causes responsible for their persistence in society. With emphasis on affirmative action, systemic mechanisms, and the role of state and citizens in bridging gaps, the volume presents several policies and strategies for development. It combines wide-ranging empirical case studies backed by relevant theoretical frameworks to map out a new agenda for research on socio-economic inequality in India with

important implications for public policy. Comprehensive and first of its kind, this handbook will serve as a key reference to scholars, researchers and teachers of exclusion and discrimination studies, social justice, political economy, sociology, anthropology, economics, political science, development studies, education and public administration. It will also be useful to policymakers, bureaucrats, civil society activists, non-governmental organisations and social entrepreneurs in the development sector, in addition to those interested in third world studies, developing economies and the global south.

**Contemporary Sport Marketing** RED'SHINE

Publication. Pvt. Ltd

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book covers thirty four papers covering the emerging trends in global management and information technology. This book will be very useful for all those are

interested in issues related to global management and information technology. *Contribution of Bombay Physical Culture Association to the Fields of Physical Education, Sports and Allied Disciplines* Lulu.com

The Proceeding contains the following sections: i) Groundwater Exploration and Exploitation; (ii) RS&GIS Applications in Water Resources; (iii) Watershed Management: Hydrological, Socio-Economic and Cultural Models; (iv) Water and Wastewater Treatment Technologies; (v) Rainwater Harvesting and Rural and Urban Water Supplies; (vi) Floods, Reservoir Sedimentation and Seawater Intrusion; (vii) Water Quality, Pollution and Environment; (viii) Irrigation Management; (ix) Water Logging and Water Productivity in Agriculture; (x) Groundwater Quality; (xi) Hydrologic Parameter Estimation and Modelling; (xii) Climate Change, Water, Food and Environmental Security; (xiii) Groundwater Recharge and Modelling; (xiv) Computational Methods in Hydrology; (xv) Soil and Water Conservation

Technologies. *A Global Perspective on Women in Leadership and Work-Family Integration* Taylor & Francis

1.1 NEED AND BACKGROUND 1.1.1 PHYSICAL EDUCATION AND SPORTS WITHIN SOCIETY

Man is a social animal both by need and necessity. Social institutions are born with cultural influences. Social institution is one of the products of culture. Institutions are necessary to maintain social order and control human behavior. Social institutions are born to satisfy human needs. All the needs and desires of the individuals and human beings are met by social institutions. Social institutions are simply social habits. For example, the habits of shaving in the morning, uttering prayers before going to bed. Habits are systematized instituted or established by groups. Institutions may also be defined as, "habitual ways of living together which have been sanctioned, systematized and established by the authority of communities". An institution, therefore, "may be type of group". In this sense the family is an institution, (and if it

conducts itself in institutionalized ways)

Robert Bierstead considers that "institutions as an organized way of doing something". Institutions are socially important because they transfer cultural elements from one generation to another. For example, the father of the family teaches his sons and daughters about the family - the way of life, economic way of life and religious way of life. A social institution introduces unity in human behavior. A social institution also controls the conduct and character of man in the society. Modern life is not as simple as that of ancient times. It is complex. The complexity has been produced by our growing and different needs. The needs are self-preservation, Self-perpetuation and self-expression. These needs are met only by social institutions. Social institutions represent the social structure of the society. We can conclude that the social relationships include common values and procedure to achieve basic needs of society. Common value means shared ideas and goals,

procedure means the accepted standardized norms and the social relationships include the behavior of the people. (A. Youb, 2008).

*Anthropogeomorphology of Bhagirathi-Hooghly River System in India*  
Cambridge Scholars Publishing

*Confronting Corruption in Business* focuses on the contextual issues that trigger corruption to give the reader a more thorough understanding of destructive leadership. It provides students with a unique, critical perspective on issues of leadership, corruption, and policy in different countries, industries, and companies. While there isn't a universally agreed upon definition of corruption in social sciences, it generally refers to efforts to secure wealth or power through misusing public power for private gain. This kind of destructive leadership is typically treated as an anomaly, but this book closes the gap in our understanding by highlighting the wider consequences of this behavior within business, and on an international level. Armed with this understanding, one also learns how to mitigate its causes and

consequences. Edited by leading experts, the book includes contributions from scholars with international expertise on leadership, strategy, political science, finance, organizational change, and public policy. It is the first book to focus on corruption on the country level and within business, and students in international business, management, ethics, and leadership classes will find it a valuable read.

*Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications*  
Lulu.com

Corporations have a social responsibility to assist in the overall well-being of their employees through the compliance of moral business standards and practices. However, many societies still face serious issues related to unethical business practices. *Social Issues in the Workplace: Breakthroughs in Research and Practice* is a comprehensive reference source for the latest scholarly material on the components and impacts of social issues on the workplace. Highlighting a range of pertinent topics such as business communication, psychological health, and work-life balance, this

multi-volume book is ideally designed for managers, professionals, researchers, students, and academics interested in social issues in the workplace.

*Parental Involvement and Self-Concept of Higher Secondary Students in Relation to Their Achievement in Mathematics - A Comparative Analysis*  
Lulu.com

Wine is an alcoholic beverage made from fermented grapes or other fruits (Johnson, 1989). All over the world wine is produced and consumed. Wine is the first important product of the grapevine (Shanmugavelue, 1989; Naveen, 2009). Wine is an alcoholic beverage obtained from fermented grape juice that has been carried through in the district of its origin and according to local traditions, practices and law (Karibasappa, et. al, 2010). Wine is not only made from grapes, but in world the production of wine is made from various fruits and grains, such as apples and berries, are usually named after the fruit from which they are produced combined with the word "Wine" (for example, pomegranate wine, apple wine and elderberry wine) and are

generically called fruit wine or country wine. But not all types of fruit are suitable for making all styles of wine (Eisenman, 1998). Besides the grape varieties traditionally used for winemaking, most fruits naturally lack either a high amount of fermentable sugars, relatively low acidity, yeast nutrients needed to promote or maintain fermentation or a combination of these three characteristics. Wine can be considered as a great tonic to improve health. Also grape juice concentrated is used to make wine in many locations that do not or cannot grow grapes (Morris et.al, 1996).

### **Research Anthology on Concepts, Applications, and Challenges of FinTech**

IGI Global

The financial system plays a vital role in the growth and development of the economy. The evolution of financial market economies has been dramatically broadening the opportunities to consumers and investors, business houses, policymakers and the economy of a country. The growing innovations and increasing complexity of financial products over the past decade have put enormous pressure and

responsibilities on shoulders of financial investors. Financial Literacy is must to understand return and risk attached to these products. Financial literacy enables an individual to gain a better understanding of financial instruments and the risk and return involved in investment at various avenues. The financial literacy helps to overcome problems relating to personal finance such as savings, borrowings, investments, retirement planning, etc. The Organization for Economic Co-operation and Development (OECD) has defined financial literacy as “a combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual well-being”.

### Women and Domestic Violence Law in India

Lulu.com

This book examines topical issues in global corporate social responsibility (CSR) from both scholarly and practical perspectives. It offers a variety of viewpoints and cases from countries around the globe and combines them with current academic

knowledge. Intended for students, academics, and managers wishing to keep abreast of the challenges and opportunities for corporations operating in our ever-more-complex globalized world, this book provides fresh insights into responsible business conduct.

### **HYDROLOGY AND WATERSHED**

**MANAGEMENT** Springer Nature

This book critically examines domestic violence law in India. It focuses on women’s experiences and perspectives as victims and litigants, with regard to accessibility to law and justice. It also reflects on the manner in which the legal process reproduces gender hierarchies. This volume: Analyzes the legal framework from a gender perspective to pinpoint the inherent stereotypes, prejudices and discriminatory practices that come into play while interpreting the law; Includes in-depth interviews and case studies, and explores critical themes such as marriage, rights, family, violence, property and the state; Presents alternatives beyond the domain of law, such as qualitative medical care and legal aid facilities,



shelter homes, short-stay homes, childcare facilities, and economic and social security provisions to survivors and their children. Drawing on extensive testimonies and ethnographic studies situated in a theoretical framework of law, this book will be of great interest to scholars and researchers of law, gender, human rights, women's studies, sociology and social anthropology, and South Asian studies.

#### Book Rivers

The international nature of the sport industry requires a global approach to sport marketing practices. Organisations need to develop a good understanding of the laws, regulations, values and norms of the countries and cultures in which they operate. This book brings together world-leading sport marketing scholars from 11 countries to address the most important global, regional, national, and community marketing issues in sport today. Presenting the latest cutting-edge research from countries including India, China, the UK and

the USA, it includes case studies on successful marketing strategies in sports ranging from football and hockey to baseball and motor racing. The book combines both qualitative and quantitative studies to explore key topics such as: sport marketing in a globalized marketplace corporate social responsibility and sponsorship in sporting events the Olympic brand image and its values sport consumer behaviour and customer satisfaction new digital marketing channels. Contemporary Sport Marketing: Global perspectives is vital reading for all students and scholars of sport marketing, sport business and sport management, as well as for any professional working in the sport industry.

#### **Rethinking Business Responsibility in a Global Context** Springer

1.1 Introduction: The entrepreneurs of the small industry have a prominent role in a developing economy, as the success of these industrial enterprises depends largely upon the capabilities and the talents of the

entrepreneurs and there by promotes the industrialization process. To make the small scale industry more dynamic in accelerating industrial development for facilitating larger employment generation and output expansion, there is an imperative need to promote the entrepreneurial talents as inadequate supply of entrepreneurs, constrains the process of rapid industrialization and that of sustaining the economic development. Industrialization has been considered as one of the strategies for accelerating the process of economic development particularly in the developing countries, and this in turn depends on the availability of a large number of innovative and dynamic entrepreneurs and it is necessary to promote the entrepreneurial base in the economy through expansion and diversification of the entrepreneurial talents since they generate employment opportunities and thereby reduce the regional imbalances and the concentration of economic power.

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