

CONTENTS

Editorial		i
ARTICLES		
A Comparative Experiential Examination of Media Influences & Media Habits on Buying Decisions of Rural Versus Urban Consumers Parimal Vyas, Madhusudan Pandya, Parag Shukla		1
Credibility Governance Model of Managing Non-Profit Organization through a Case Study of NGO of Blind People's Association Jayrajsinh Jadeja, Kedar Shukla		18
A Study of Needs and Preferences of Rural Communities in Gujarat with respect to Wireline Broadband Services P K Priyan, Kamal Kapoor		27
Factors Affecting Patients' Satisfaction and Health Care Service Quality: A Study on Selected Private Hospitals of Gujarat Darshana Dave, Rina Dave		39
Analysis of Financial Assessment of Selected Banks Operating in India Using CAMEL Approach Pareshkumar Mordhara		47
A Study on Rural Consumers' Buying Behaviour with Reference to Agricultural Inputs Brijesh Patel, Kirit Chavda		57
Research Areas in Management with Special Reference to Management Practices: A Theoretical Review Ajayraj Vyas	Human Resource	63
Women Empowerment in Gujarat- A Case Study of Shree Saurashtra Rural Development Mandal, Amargadh, Palitana Saroj Vats		67
A Study of the Students' Perception on the use of ICT in Teaching-Learning Process Kamini Shah, Bharat Tarapara		73
Impact of Fear Appeal in Advertisement on Consumer Buying Decision Devendra Shrimali, Khushbu Agarwal, Dharmesh Motwani		80
A Study of Capital Structure of Selected Pharmaceutical Companies in Gujarat Swati Parab		86
A Case Study on Niche Marketing Practices by a Small Scale Company Milind Vora		94
Financial Health of Business: Discriminant Analysis of Elecon Engineering Co. Ltd Subhash Joshi, Bhupendra Patel		99
A Study on Political Service Marketing in India Ashok Gaur, Kamal Agal		103
A Study on ICT Awareness for Business Expansion among SMEs of GIDC, Vitthal Udyognagar Nishrin Pathan		110