

Contents

SR. NO.	TITLE OF THE PAPER AND THE NAME OF THE AUTHOR	PAGE NO.
1	Consumer preference for Ketchup Brand in Ahmedabad City. <i>By Dr. Belur Baxi</i> <i>Assistant Professor, Faculty of Business Administration,</i> <i>GLS University, Ahmedabad</i> & <i>Dr. Shailja Tiwari,</i> <i>Assistant Professor, Faculty of Commerce, Gujarat</i> <i>College, Ellis bridge, Ahmedabad</i>	1-15
2	Skill development and Quality of Higher Education- Challenges and prospects: A comparative analysis of India and Canada <i>By Dr. Mayur Wadhvaniya</i> <i>Assistant Professor, Shree. M.P. Shah Commerce College,</i> <i>Surendranagar, Gujarat</i>	16-23
3	Indian Films in Global Context- Money or Creativity! <i>By Dr. Gurudutta P. Japee</i> <i>S. D. School of Commerce,</i> <i>Gujarat University, Ahmedabad</i>	24-29
4	Indian Retail Industry at cross road <i>By Dr. Nirav Pandya</i> <i>Assistant Professor, Mahadi college, Bhavnagar</i>	30-41
5	Charismatic Skills- Understanding The Importance of Effective Active Listening and Its Impact on Relationships At Workplace <i>By Prof. Shivani Hardeep</i> <i>Sinhgad College of Commerce, University of Mumbai</i>	42-46
6	Teacher Burnout <i>By Dr Vatika Sibal,</i> <i>Associate Professor, St. Andrew's College,</i> <i>University of Mumbai</i>	47-52



SR. NO.	TITLE OF THE PAPER AND THE NAME OF THE AUTHOR	PAGE NO.
7	Activity-Based Costing: An Accurate Tool for Manufacturing Excellence <i>By Prof. Nishith Parikh</i> <i>Research Scholar, Rai University, Dholka</i>	53-64
8	The Impact of Liquidity and Leverage on Profitability: Evidence from Selected Pharmaceutical Companies of India <i>By CA Haresh Kothari,</i> <i>Ph.D. Scholar, GLS University, Ahmedabad</i> & <i>Dr. Shankar Sodha,</i> <i>Associate Professor, School of Commerce,</i> <i>Gujarat University</i>	65-71
9	INDIAN WAYS OF INTERACTION CAUSING GENDER INEQUALITY AS REFLECTED IN THE NOVELS OF ANITA DESAI AND GEETA HARIHARAN <i>By Dr. Savita A. Patil</i> <i>Associate Professor and Head</i> <i>Department of English, Elphinstone College</i>	72-81

