

ISSN: 0974-908X Volume: 2 Issue: 2 September 2010

A bi-annual journal from GRG School of Management Studies Coimbatore, India

> Employees' Job Satisfaction in Electronics Corporation of India Ltd., Hyderabad S. R. Padala

A Study on the Changing Face of the Indian Health Insurance Industry M. Mohanasundari and K. Balanaga Gurunathan

An Empirical Study on Customer Retention Strategies in Rural India: A Case Study on UAE Exchange I. Krishna Murthy and T. Anupama

Effective Return on
Tax Saving Mutual Fund Schemes
N. S. Santhi and K. Balanaga Gurunathan

Case Study: A Preamble to Employee Engagement Practices T. Frank Sunil Justus, T. Sunitha and M. Ramesh

