

ISSN: 2249-0132

THE ESSENCE

JOURNAL OF MANAGEMENT SCIENCE & RESEARCH

2014-15 VOLUME 3 NUMBER 3



SIR PADAMPAT SINGHANIA UNIVERSITY

Udaipur

CONTENTS

S. No.	TITLE	AUTHOR	Page
1.	Management Education in a Globalizing World: A Critical Perspective On Its Future	Shahid Siddiqi Shyam S. Lodha	1-8
2.	Meghalaya Rural Bank and Regional Rural Banks in India: A Comparative Analysis	Govinda Prasad Bhandari	9-16
3.	Accounting Model of Sales Planning to Fulfil Shareholders' expectations	Manish Bhaskarbhai Raval	17-23
4.	Creative Accounting Measurement and Behaviour : A Case Study	Nisha Kalra Shilpa Vardia	24-31
5.	Investment perspective of investors in share market– Case study of working women in Udaipur city	P.K.Singh Poonam Nasa	32-47
6.	Ethical Behaviour of Accounting Students: A Case Study	Prashant Singh G. Soral	48-57
7.	Competitive Pressures and Customer Satisfaction - Boon or Bane?	Y. Vinodhini	58-63
8.	Global Competitiveness of Organic Food Product with Special Reference to Indian Organic Food Industry	Priya Soni Renu Jatana	64-76
9.	A Study of Accountants' Required Skills to have Efficient Participation in the Implementation of XBRL	Bhupesh Lohar G. Soral	77-84
10.	Servant leadership and Employee Empowerment: A Conceptual Framework	K.S. Gupta	85-94
11.	Measuring Cultural Differences of FMCG Consumers: A Study of Rajasthan and Gujarat State	Vineet Chouhan Hitendra Gorana	95-107
12.	Frightening Shadows of "Shadow Banking"	Vibhor Paliwal	108-114
13.	Mandatory Rotation as per Companies Act 2013: a way to Enhance Auditors Independence	Parul Dashora Prashant Singh	115-121

INVESTMENT PERSPECTIVE OF INVESTORS IN SHARE MARKET – CASE STUDY OF WORKING WOMEN IN UDAIPUR CITY

P.K.SINGH* and POONAM NASA**

ABSTRACT

The 21st century is strongly titled as the era of women empowerment. Statistics today reveal that women are an integral part of every business troop, they support as well as involve themselves wholeheartedly in every segment of commerce. The paper following reveals the ratio of total women to those actively participating in today's trend: the share market. Share market today is a choice of 7 out of every 10. Taking the same assumption as applicable to female segment, the study "investment perspective of investors in share market- Case study of working women in share market", is designed. It takes into account the involvement of working women only in Udaipur city & also their own reasons for either participating or not participating in the same. The research foresees immense opportunities for females, working as well as homemakers to explore & earn through the market in shares. Besides, the study has comprehensively analysed their behaviour towards savings, investment & consumption patterns. The study also evaluates various strategies that will boost the popularity of share market among females.

Key Words: Investment, Share Market, Working Women, Udaipur, Source of Investments.

* Professor, Department of Banking & Business Economics, UCCMS, Udaipur.

** Guest Faculty, Department of Business Administration, UCCMS, Udaipur.