## Contents

Prakash Singh | 7
---|---
Mergers in Indian Banking: Impact Study Using DEA Analysis

K Ganga Rathna and T G Vijaya | 28
---|---
Competencies of Entrepreneurs and Intrapreneurs: A Comparative Study

Meenakshi Aggarwal-Gupta and Priya Jha Dang | 61
---|---
Examining Celebrity Expertise and Advertising Effectiveness in India

Ireen Akhter, Shariful Islam and Gazi Munir Uddin | 76
---|---
Managerial Ethics: Evidence and Analysis in the Context of Bangladesh’s Corporate Sector

K Lavanya Latha and B E V V N Murthy | 91
---|---
The Motives of Small Scale Entrepreneurs: An Exploratory Study

Vimi Jham and Kaleem Mohd. Khan | 109
---|---
Customer Satisfaction and Its Impact on Performance in Banks: A Proposed Model

Case Study
Madhuchhanda Mohanty and Santosh Kumar Tripathy | 127
---|---
HRIS in the Indian Scenario: A Case Study of a Large Organization

Book Reviews | 169