

GLOBAL JOURNAL OF ENTERPRISE INFORMATION SYSTEM

Volume 6 Issue 3, July-September 2014

Enhancing Innovation, Sustainability and Entrepreneurship through EIS

	Editor's Desk	
S	1 Message from Editor's Desk Subodh Kesharwani	1
	Empirical Article	
+	2 Investigating the Effect of Different Methods of Financial Supply on the Profitability Ratios of Companies Accepted in Tehran Stock Exchange Hamed Ghafouri	3
	3 Development through Sports: A Sociological Study of two States in India Sanjay Tewari	11
O	4 Green Banking in India: Way to Sustainable Growth Namita Rajput, Bharti, Saachi Bhutani, Shelly Oberoi	20
	Theme Based Papers	
+	5 Marketing Mix Strategies for FMCG in Rural India Panchali Singh	26
	View Point	
H	6 Effectiveness of using High-end Mobile Gadgets in Class-room & Distance Education - An Overview Anukool Bajpai	31
0	7 Students' Perception about Management Education in B-School's: Delhi & NCR Sunil Kumar Yadav, Alok Singh, Suman Yadav	39
r >	8 India Reforms Suchin Jain	46
	Book Review	
	9 Masters Speak: Management Education in India Subodh Kesharwani	49

S
+
T
O
+
u
0
C

Biographical Note of the Luminary in an Area of IS

10 Professor Sushil– Expert: Flexible Systems, Strategic Management & Technology Management Editor-in-Chief	50
11 Dr. Raj Agarwal– An Economist , Prolific Writer and Keen Researcher Editor-in-Chief	51
Great Enterprise Contribution to Society in IS Perspectives	
12 A Movement to Transform Literacy in Education in America	52
13 Fedena	54