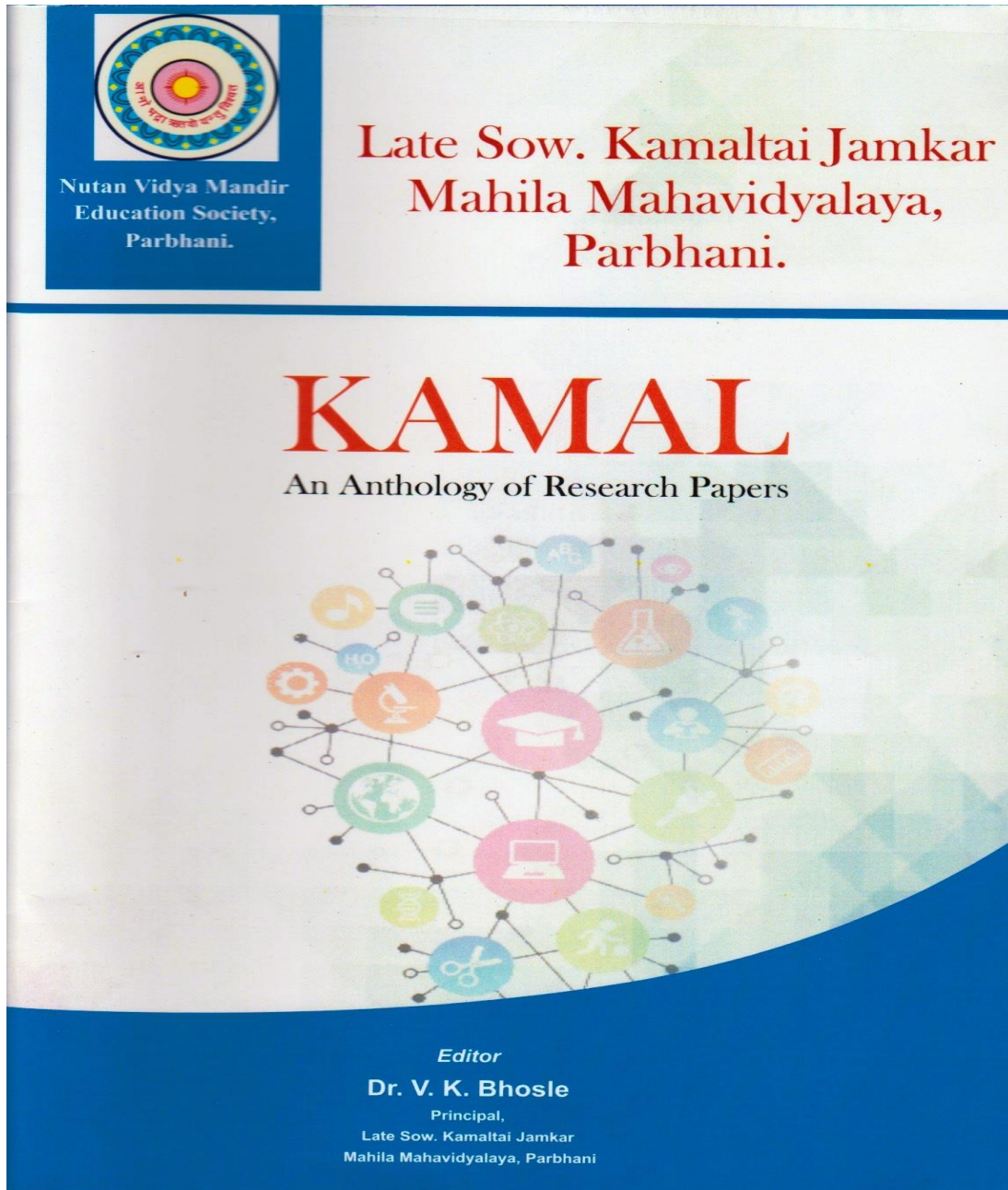


Late Sow.Kamaltai Jamkar Mahila Mahavidyalaya,Parbhani
Research Book

Books By Principal Dr. V. K. Bhosale



Business ethics is an important part of any industry. Students or managers, unfamiliar with many ethical challenges, behaviors, or regulations will find themselves struggling in business industries that include finance, accounting or human resource management, marketing and retail. Business ethics comprises of all these values and principles and helps in guiding the behavior in the organizations. Businesses should have a balance between the needs of the stakeholders and their desire to make profits. While maintaining these balances, many times businesses require to do tradeoffs. To combat such scenarios, rules and principles are formed in the organization. This ensures that the businesses gain money without affecting the individuals or society as a whole. The ethics involved in the businesses reflects the philosophy of that organization. Business ethics is concerned with the attitude of the businessperson in conducting business, by inculcating morality in his business. It propagates welfare of society, increases profitability, improves productivity and foster business relationship. In Business, ethics is one of the key areas, which provides a guidance to handle the different business situations. This book is written in a student-friendly manner, so that the students can read and assimilate the subject matter presented in a lucid manner.

Contents

Introduction • Business Ethics in the Field • Business Ethics of Finance • Ethics of Sales and Marketing • Employees and Business Ethics • Ethics and Law • Business Ethics and Management • Consumers and Business Ethics • Decision Making in Business Ethics • Corporate Social Responsibility and Stakeholder • Environment and Business Ethics



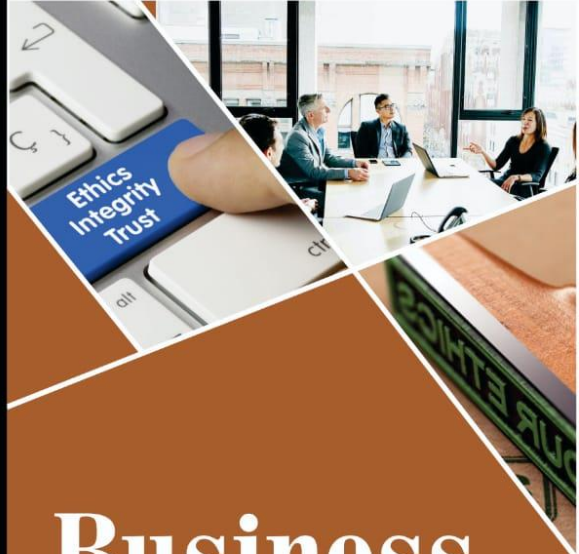
Dr. Vasant Keshavrao Bhosle (M.Com., M.Phil., Ph.D.) at present working as a Principal in Late Sow.Kamal tai Jamkar Mahila Mahavidyalaya Parbhani(M.S.)having 28 years teaching experience at U.G level and 10 years teaching experience at PG level. He had experienced as a Controller of Examination (2009-2014) at S.R.T.M. University Nanded (M.S.). 07 students completed their research (Ph.D.) under his guidance. 04 Text Book Published. 25 research paper published in referred and non-referred journals. 05 international conferences attended within India and abroad (Thailand). 05 times Chairperson in international conferences. 03 research papers award credit in his account in international conference (2012-2014). One minor research Project completed with the help of UGC funds. Dr. V.K.Bhosle was member of Senate member, Academic Member, Management Council Member, Chairman of BOS, Member of RRC, BUTR, Finance Committee etc., in S.R.T.M. University Nanded (M.S.) (2007-2014) he delivered several speeches in State, National, and International seminars, Conferences and Workshops. He organised 04 conferences. He also worked as member of committee constituted by State Government.

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Business Ethics

Dr. Vasant k. Bhosle



Business Ethics

Dr. Vasant k. Bhosle

E-Commerce

Policy and Technology

E-commerce is the most important application of the new communication technology. Manufacturers, traders and consumers can now reach the market more quickly and get more information than they could ever before. The electronic commerce has penetrated the businesses in many ways. E-commerce has tremendously reduced the transaction costs allied with purchase, sales, operating, holding inventory and financial cost. The application of e-commerce through development of web site enhances the potential global market and sales revenue, product, potential new customers, services and geographical areas. The application of e-commerce through development of web site enhances the potential global market and sales revenue, product, potential new customers, services and geographical areas. In term of non-financial benefits, e-commerce has significantly helped improving human resources and timeliness, quality of services, customers' satisfaction and some other indirect effects. E-commerce is the most important application of the new communication technology. Manufacturers, traders and consumers can now reach the market more quickly and get more information than they could ever before. The electronic commerce has penetrated the businesses in many ways. E-commerce has tremendously reduced the transaction costs allied with purchase, sales, operating, holding inventory and financial cost. This book contains the fundamental and basic information of subject and the selection of contents makes it an appropriate book for the students. The book is of utmost importance to students, teachers, businessmen, traders and general readers.

Contents

An Overview of E-commerce • System Management in E-Commerce • Security Threats to E-Commerce • E-Commerce and EDI • VAT, E-commerce and E-Banking • E-commerce Technology • Internet and WWW • E-commerce Infrastructure • Managing the e-Enterprise • E-Commerce Process Models • Electronic Payment Systems • E-Marketing and E-Business Application • Consumer Oriented Business • E-Commerce Development and Internet based Business Models



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E-Commerce
Policy and Technology

Dr. Vasant k. Bhosle



E-Commerce

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ENCYCLOPAEDIA OF TOURISM MANAGEMENT

This encyclopaedia is intended, primarily, for educationists interested in planning and planners interested in Tourism Development. Its approach is explanatory and its purpose introductory, so it has something to offer to much wider range of scholars. The latest advancements in tourism theory and thinking, retaining the thoroughness of content, diversity of applications, regional and international issues, economic significance, tourism operators and the role of technology in the tourism industry etc. are also described elaborately. Numerous regional and global case studies and examples are included to provide an appropriately broad geographic context. Tourism and recreation have grown exponentially over the past decades. They bring income and jobs, increased understanding of other cultures, preservation of cultural heritage and investments in infrastructure. However, some forms of tourism and recreational activities destroy habitats, degrade landscapes and increase competition for scarce resources and services. Tourism is a flourishing industry in today's world. In fact tourism is man's old activity. Since the arrival of human culture on this earth, it has been the best business of man. It is expanding fast and is one of the most rewarding industries of the modern world. International tourism constitutes the invisible export trade. Tourism today is a unifying force globally and contribute to national unity, cultural integration and understanding among people from different regions of our vast country. In India millions of people directly or indirectly depend on tourism for their employment and livelihood. Tourism is the third largest source of our foreign exchange earnings. In preparing this encyclopaedia, we have taken active help of many standard works, penned by various leading authorities in the field-both academics and professionals. This encyclopaedia encompasses a wide range of content and approaches in its admit and as such it is expected to be of much interest to a vast spectrum of scholars. This work will be highly informative to students, researchers, policy makers, and professionals of tourism and hospitality sector.



Dr. Vasant Keshavrao Bhosle (M.Com., M.Phil., Ph.D.) at present working as a Principal in Late Sow.Kamal tai Jankar Mahila Mahavidyalaya Parbhani, M.S. (having 28 years teaching experience at UG level and 10 years teaching experience at PG level. He had experienced as a Controller of Examination (2009-2014) at S.R.T.M. University Nanded (M.S.). 07 students completed their research (Ph.D.) under his guidance. 04 Text books, Published 25 research paper published in refereed and non-refereed journals, 05 international conferences attended within India and abroad (Thailand), 05 times Chairperson in international conferences, 03 research papers award credit in his account in international conference (2013 -2014). One minor research Project completed with the help of UGC funds. Dr. V.K. Bhosle was member of Senate member, Academic Member, Management Council Member, Chairman of BOS, Member of RRC, BUTR, Finance Committee etc., in S.R.T.M. University Nanded (M.S.) 2007 - 2014) he delivered several speeches in State, National, and International seminars, Conferences and Workshops. He organised 04 conferences. He also worked as member of committee constituted by State Government.



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