

# VEETHIKA- वीथिका

# Double Blind Peer Reviewed Journal Frequency-Quarterly

URL: http://veethika.gtanalytics.in

### Editorial Board:

## Dr. K. P. Singh

Department of Library and Information Science, University of Delhi, India

### Prof. Suresh Kumar Agrawal

Department of English, Maharaja Ganga Singh University, Rajasthan, India

#### Dr. Nirmal Kumar

Department of History, Sri Venkateswara College, University of Delhi, India

### Dr. Anita Manna

Principal, K M Agarwal College, University of Mumbai, India

### Dr. Manish Kumar C. Mishra

Department of Hindi, K. M. Agrawal college, Kalyan (W), Maharashtra, India

### Dr. S.P.Dubey

K M Agarwal College, University of Mumbai, India

### Dr. P.N. Tripathi,

Dept. of Zoology, Saket P. G. College, Ayodhya, Dr Ram Manohar Lohiya (Avadh) University, Faizabad, India

### Dr. Ravendra Sahu

Govt. Autonomous PG College, SATNA, M. P. India

### Dr. Susima Weligamage

Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

### Dr. M. P. Satija

Emeritus Fellow, Guru Nanak Dev University, Amritsar, India

### Dr. Renuka Herath

Department of Marketing Management, University of Kelaniya, Sri Lanka

# Er. Nitin Goel

Computer Scientist, Durham, North Carolina, USA





DOI Prefix: 10.48001

# VEETHIKA- AN INTERNATIONAL INTERDISCIPLINARY RESEARCH JOURNAL

E-ISSN: 2454-342X

Volume-1 | Issue-1 | Apr-Jun 2015 |

# Rabindranath Tagore ki Parampara ka Vishwa-sahitya

Jyoti sharma

1-4

Whispers of the Dead: Psychoanalytical Study of RavindranathTagore's Short Stories 'The Living & the Dead'&'Skeleton

Manisha patil

5-10

### Jawahar Lala Nehru ke Karyo ki Shodhparakh Vivechna

Om Prakash Pandey

11-15

### Traditional Indian Scientific Knowledge and Modern World of Science

R. B. Singh

16-19

### Kashi: Sakal Sumangal Raasi

Manish Kumar C Mishra

20-34

# **Deciphering Volatility-Understanding and Encountering Volatile Stock Markets**

Saloni Gupta

35-36

### A Study of Consumers Behaviour Towards Different Milk-Type in Kalyan City

Kanchan Dutt, Varsha Mallah

37-44

### **Leadership Lessons from Shakespeare**

Shilpa BSL

45-52

# **Labour Market Flexibility in India: What do the Existing Literature Reveal?**

Bharat Singh

53-62

### Mobile Banking – A way Towards Technological Growth in Indian Banks

Keshav Gupta, Ritika Gupta

63-73

# Aero Allergen - Allergy: Diagnosis and Immunotherapy

Virender Kumar Misra

74-78

# **Role of Integrated Marketing Communication in Modern Business**

Keshav Gupta, Ritika Gupta

79-88

### Swachh Bharat Kaise bane ek chunauti

Krishna Shukla

89-92

# Globalization, Buddhist Ethics & Buddhist Economics: A New Approach to Entrepreneurship

Rajiv Kumar Verma, Jaya Verma

93-101

आज के युग में कौटिल्य अर्थशास्त्र की प्रासंगिकता

Janmejoy Khuntia

102-106