Contents

A Case Study of Corporate Social Responsibility in Nashik MIDC	1-11
Ms. Reena Patel and Tamil Selvi, J.	
Product Mix and Sales Maximization of Rice Mill	12-23
Entrepreneurs in Ampara Coastal Area, Eastern Province of Sri Lanka	
Ismail M.B.M.	
Store Choice Behavior in Food and	24-48
Grocery Retailing in India- An Empirical Analysis	
Jayasankaraprasad. C.H., Ramachandra Aryasri. A and	
Ramakrishna Prasad. Y	
Empirical Investigation of the Dynamic Relationship	49-59
between Government Expenditure and Economic Growth in Sri Lanka	
N. Balamurali and S. Sivarajasingam	
Performance Measurement of Banks:	60-85
An Application of Economic Value Added & Balanced Scorecard	
R. Satish and S.S. Rao	
WTO And Development of SMEs	86-101
Antony Gregory	
A Study To Assess The Impact of Entrepreneurship	102-112
on Women Empowerment	
P. Praba Devi and P. Krishna Kumar	
Growing Trend of Islamic Banking in World Wide	113-121
A.M.M. Mustafa and M. Fathima Rashida	
Journal of Management Guidelines for Authors / Contributors	123-126



Journal of Management



The Journal of the Faculty of Management and Commerce South Eastern University of Sri Lanka

EDITORIAL BOARD

Editor in Chief:

Mr. AMM Mustafa

Associate Editors: Mr. MBM Ismail

Ms. Salfiya UA Jaleel

Managing Editor:

Ms. MMM Masroofa

Editorial Advisory Dr. SMM Ismail

Board:

Mr. MBM Amjath

Mrs. Sareena UMA Gaffoor

Ms. Sulaiha Beevi Athambawa

Ms. FHA Rauf

Mr. MHM Hussain Ali Mr. S Sivarajasingham Mr. Ariff Samsudeen

Publication:

The Journal of Management is published annually in October by the

Faculty of Management & Commerce (FMC) South Eastern University of

Sri Lanka (SEUSL)

Subscription:

Foreign:

US \$ 12 (SAARC Countries)

US \$ 25 (Other Countries)

Local:

Rs.500.00 inclusive of postage

Subscription will be accepted as standing orders. Single issues also will be provided on request for Rs. 700.00 per copy. All orders must be accompanied with pre-payment in favour of the "South Eastern University of Sri Lanka". Sales request should be addressed to Assistant Registrar, FMC, SEUSL

Volume VI No. 1 - October 2010

Editorial Policies: Manuscript of research papers, reviews, and short communications in the

field of management sciences should be accepted for publication on the understanding that

they have not been published or submitted simultaneously for publication elsewhere.

Manuscripts should be clearly typed in double-spaced; length may be usually limited to 20

pages in A4 size paper. Every manuscript must include a 100 - 150 words long abstract. By

submitting an article, the author transfers the copyright to Editorial Board of the Journal.

All papers submitted for publication are examined and evaluated and by referees, to assess the

suitability for publication. The Editorial Board reserves the right to edit the materials to

confirm to the style and format of the journal.

The Editorial Board is not responsible for any shortcomings in the form of inaccurate or

misleading data, option or statement appearing in the Journal leading to confusion and

criticism. So, the author is entirely responsible for the contents of the article subject to the

above consideration.

Correspondence: All correspondence regarding the Journal articles should be sent to Editor

in Chief, Editorial Office, "Journal of Management", Faculty of Management & Commerce, South

Eastern University of Sri Lanka, Oluvil #32360, Sri Lanka.

TP: 094-67-2255192/84

Fax: 094-67-2255069

E-mail: amustafa@seu.ac.lk

Copyright © Faculty of Management and Commerce, South Eastern University of Sri Lanka.

The Copyright covers the exclusive right to reproduce and distribute the article, including

reprints, photographic reproductions, microforms or any other reproductions of similar nature

and translations. No part of the article may be reproduced by the reader without permission

in writing from the copyright holder.

[ii]