

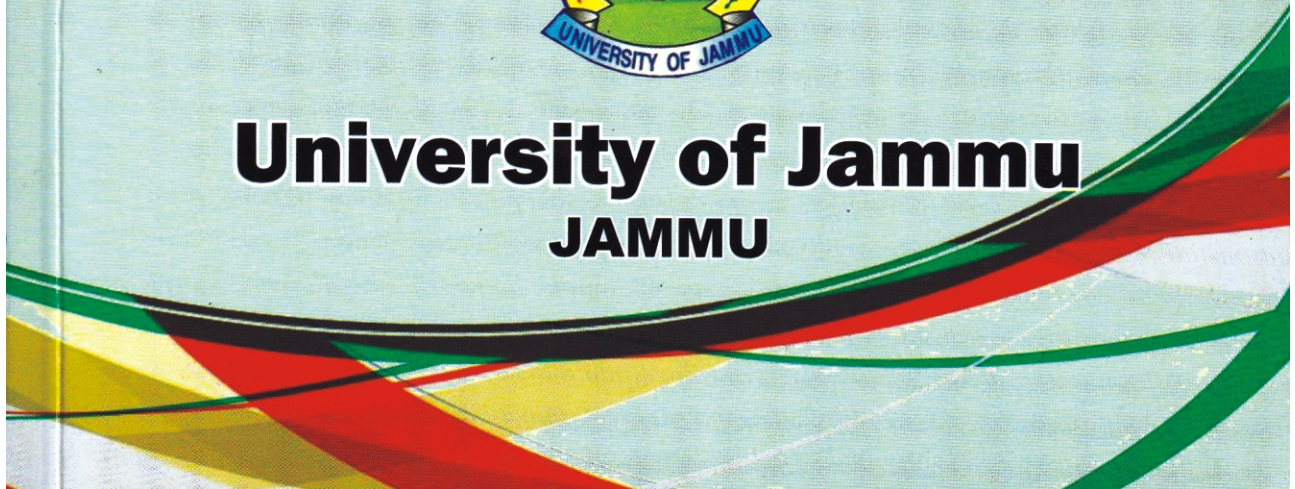


RESEARCHER

A MULTI DISCIPLINARY JOURNAL
VOL. IX NO.1, 2015 ISSN 2278-9022



University of Jammu
JAMMU



CONTENTS

| | | |
|---|---|-----|
| Female Abjection in the Woman in Black | <i>Ms. Ranbir Kaur</i> | 1 |
| An Analysis of Attitude Formation Among Youth Towards Green Products | <i>Prof. Neetu Andotra & Vishal Gupta</i> | 20 |
| Alternative Dispute Resolution in Indian Family Law- An Over View | <i>Mohammad Arif</i> | 41 |
| Scope For the Study on Space-archaeological Perspectives of Ancient Science | <i>Dr. Tirtharaj Bhoi</i> | 62 |
| Effect of Female Literacy on Gender Ratio: A Boon or Bane? | <i>Ms. Bhagwati Devi, Dr. Parmil Kumar, Ms. Ankita Sharma</i> | 71 |
| Mobile Governance: A Strategic Option For Effective Delivery of Public Services | <i>Ms. Nitigya Sambyal</i> | 88 |
| Protective Discrimination: A Road Towards Social Justice | <i>Dr. Navdeep Kour Sasan</i> | 108 |
| Ancient Buddhist Sites In Kashmir | <i>Prof. Ram Nandan Singh</i> | 130 |
| Medical and Community Health Implications of Tobacco | <i>Dr. Gautam Sharma</i> | 141 |
| School Teachers : Their Job Satisfaction and Emotional Intelligence | <i>Dr. Prabhjot Kour</i> | 149 |
| Commitment as Imperative Facet of Business Scenario: A Pragmatic Approach in Business Relations | <i>Dr. Vipul Chalotra</i> | 157 |
| भूमण्डलीकरण के दौर में सीडिया | <i>परशोतम कुमार</i> | 164 |
| क्या भ्रूण-हत्या : मानवाधिकार की हत्या (संदर्भ लुँची उड़ान) | <i>सपना देवी</i> | 169 |
| ਰਿਆਸਤੀ ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਮਨੋਵਿਗਿਆਨਕ ਵਿਸ਼ਲੇਸ਼ਣ | <i>ਡਾੱ ਹਰਭਜਨ ਸਿੰਘ</i> | 177 |

Patron

Prof R D Sharma
Vice Chancellor
University of Jammu

Editor / Convener

Prof Neetu Andotra

Editorial Board

Prof Satnam Kour
Prof Satya Paul
Dr Rajni
Dr Garima Gupta

Editorial/Assistance

Sh Parshotam Lal
Sh Gulshan Pal Singh

Published by

Publication Cell on behalf of the Registrar, University of Jammu, Jammu

Address

University of Jammu
Baba Saheb Ambedkar Road, Jammu-180006 (J&K)

E-mail : publication.ju@gmail.com

ISSN 2278-9022

©Publication Cell, University of Jammu, Jammu. All copy rights are reserved. The views expressed by the authors in this journal do not represent the views either of the editor or the University of Jammu.

EDITORIAL

In recent decades there has been a growth in academic publishing in developing countries as they become more advanced in science and technology. Accordingly, in the present journal 'Researcher' there has also been a consistent increase in quality papers in multi-disciplinary areas like English, Hindi, Punjabi, Commerce, Law, Buddhism, History, Computer Sciences etc.

The paper 'Female Abjection In the Woman In Black' explores social anxieties and apprehensions associated with hierarchies of authority in families, legal responsibility, the isolation of unmarried mothers and the rights of parents or those in loco parentis in a gothic novel. 'An Analysis of Attitude Formation Among Youth Towards Green Products' aims at identifying the key antecedents in green attitude formation among young consumers which would guide the green marketers to design strategic actions to lessen the youth green attitude-behaviour gap. 'Alternative Dispute Resolution In Indian Family Law- An Over View' provides information about different statutes which encourages the informal dispute settlement mechanism in civil cases in general and matrimonial in particular. The paper 'On Space-Archaeological Perspectives of Ancient Science' traces the development on space-archaeological research in Indian sciences and archeo-astronomical aspects regarding the development of observational astronomy in India during ancient times. 'Effect of Female Literacy on Gender Ratio: A Boon or Bane?' assesses the impact of female literacy on the gender ratio in Jammu and Kashmir State. 'Protective Discrimination: A Road Towards Social Justice' discusses the need to protect 'Other Backward Classes', which includes both the 'Scheduled Castes' and 'Scheduled Tribes' through constitutional provisions. 'Ancient Buddhist Sites in Kashmir' explores the various sites erected to propagate Buddhism in Kashmir. 'Medical and Community Health Implications of Tobacco' focuses on risks associated with smoking. 'Mobile Governance: A Strategic Option for Effective Delivery of Public Services' entice mobile for faster delivery of public services. 'Role of Media in Era of Globalisation', Female Infanticide and understanding human behaviour are explored in Hindi and Punjabi research papers respectively.

We also invite inestimable and beneficial propositions from scholars and academicians for suitable and worthy rectification required for the betterment of this journal.


Neetu Andotra