



Pacific University Journal of Social Sciences

Vol. 5

Issue 1

November, 2020

Udaipur

Relationship Management and Customers' Retention of Telecommunications : Evidence From Nigerian Tertiary Institutions	01
Fasanmi Olumuyiwa Oladapo, Dr. Aliyu Mustapha Olanrewaju	
Investment in Human Capital Development for Capacity Building in Nigeria	15
Ayodeji Oguntade ILESANMI, Dr. Christopher Odogwu CHIDI	
Electronic Banking in India: Challenges and Future Prospects	28
Dr. Kulvinder Kaur, Khushbu Sharma	
Self-help Groups as A Means of Socio-economic Empowerment for Women in Rural India	38
Dr. Shehnaz Tobwala	
Root Cause Analysis of Malnutrition Among Adolescent Girls: A Literature Review	48
Kesha Bhadiyadra, Dr K.K Patel	
Human Resource Management- Hybridhuman Machine System	53
Ajay K. Goyal, Shabla Sharma	
NGO A Growth Driver: An Investigation	60
Veena Sarangdevot	
Impact of Mgnrega on Rural Livelihood : A Case Study of Village Budhi North Hq Sounthal In Kathua District of J&k	69
Priya Sharma	
International Investments: India's Growth Perspective	80
Dr. Pragya Dheer	
Transformation of Rural India Through E-panchayat	87
Swati Sharma, Anil Kumar, Priyanka Maity	
Contours of Social Innovations	93
Nisha Yadav, Dr. Harpreet S. Bedi	

Pacific University Journal of Social Sciences

A Peer-Reviewed Biannual Publication of
Pacific Academy of Higher Education and Research University, Udaipur

Patrons

Shri B.R. Agrawal
Patron & Founder Chairman
PAHER University

Shri Rahul Agrawal
Secretary
PAHER University

Shri Ashish Agrawal
Finance Secretary
PAHER University

Consulting Editor

Prof. R.P. Joshi
Former Dean, Social Sciences
MDS University, Ajmer
Former Emeritus Fellow
Central University of Rajasthan

Editor-in-Chief

Dr. Bhawna Detha
Dean, Social Sciences & Humanities
PAHER University

Editor

Dr. Mahima Birla
Provost
PAHER University

Managing Editor

Dr. Ashish Adholiya
Assistant Professor of IT and Marketing
Pacific Institute of Management
PAHER University, Udaipur
edit.social@pacific-university.ac.in

Consulting Editor

Prof. S.C. Rajora
Former Professor of Sociology
& Director (Research)
University of Kota

Editorial Board Members

Dr. Manoj Dadheech
Asst. Prof. of History
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Neelima Arya
Asst. Prof. of Sociology
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Subhash Sharma
Associate Prof. of English
Faculty of Management
PAHER University

Dr. Saurabh Tyagi
Asst. Professor of Geography
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Meenakshi Panchal
Asst. Prof. of Economics
Pacific College of Social Sciences and Humanities
PAHER University

Editorial Advisory Board

Prof. M.P. Dube
Vice-Chancellor
UP Rajarshi Tandon Open University, Allahabad

Dr. Rudolph Reyser
Chair at World Centre of Indigenous Studies
Washington, USA

Prof. Yogesh Atal
Former Professor of Sociology
Presently, Professor Emeritus
M.P. Institute of Social Science, Ujjain

Prof. Y.C. Desai
Professor of Public Administration
School of Public Administration
University of New Mexico, USA

Prof. Ashwani Mahajan
Professor of Economics
DAV College, New Delhi

Prof. Z. N. Patil
Former Professor of English (Linguistics)
The English and Foreign Languages University
Hyderabad (Telangana)

Editorial Associates

Circulation Manager
Dr. Asha Galundia

Contact
Dr. Ashish Adholiya
Assistant Professor of IT and Marketing
Pacific Institute of Management
PAHER University, Udaipur
asia_1983@rediffmail.com

Layout
Praveen Choubisa

Printed and Published by :

Dr. Mahima Birla (Indian)
on behalf of Pacific Academy of
Higher Education and Research University
Pacific Hills, Pratapnagar Extn. Airport Road, Udaipur (Rajasthan) 313001

Printed at:

Yuvraj Papers
11-A, Indra Bazar, Nada Khada
Near Babu Bazar
Udaipur (Rajasthan) 313001

The views expressed in the articles/papers in Pacific University Journal of Social Sciences are those of the authors only