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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FORECAST SALES OF SEMICONDUCTOR INDUSTRY IN TAIWAN <i>CHENG-WEN LEE & TSAI-LUN CHO</i>	1
2.	SUSTAINABLE CONSTRUCTION SOLUTION FOR CHINA'S PUBLIC RENTAL HOUSING: INDUSTRIALIZED BUILDING ADOPTION <i>DR. XIAOBO CHEN</i>	2
3.	ROLE OF MEDIA: A STUDY ON IMPACT OF ATYPICAL MEDIA IN RURAL AREAS OF UTTAR PRADESH, INDIA <i>MOHD SHUAIB SIDDIQUI & DR. AFTAB ALAM</i>	3
4.	SPILL-OVER EFFECTS OF MORTGAGE CREDIT CRISIS IN USA ON EUROPE <i>SANJAY SRIVASTAVA</i>	4
5.	INDIAN REAL ESTATE INDUSTRY: ISSUES AND INITIATIVES <i>G. RAMA PRASAD REDDY & DR. P. MOHAN REDDY</i>	5
6.	CUSTOMER SATISFACTION, LOYALTY AND COMMITMENT IN ORGANISED RETAIL OUTLETS IN CHENNAI - AN EMPIRICAL STUDY <i>DR. BEULAH VIJI CHRISTIANA. M</i>	6
7.	A STUDY ON CONSUMER'S CO-OPERATIVE SOCIETIES AND ITS MOVEMENT IN INDIA <i>A. NALINI & DR. P. ASOKAN</i>	7
8.	A STUDY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN BANKURA DISTRICT OF WEST BENGAL <i>KRISHNA SEN & DR. SEIKH SALIM</i>	8
9.	GREEN MARKETING MIX AND SUSTAINABLE DEVELOPMENT <i>NAMITA PADHY & PRAMA VISHNOI</i>	9
10.	REVIEW OF COMMODITY FUTURES MARKET EFFICIENCY AND RELATED ISSUES <i>P. KARTHIKA & DR. P. KARTHIKEYAN</i>	10
11.	MARKET CONCENTRATION AND EMPLOYMENT ORGANIZED MANUFACTURING INDUSTRIES 1999-2013 <i>ASHISH KUMAR SEDA</i>	11
12.	GST IN INDIA CHALLENGES AND PROSPECTUS <i>POONAM</i>	12
13.	CHANGES IN CONSUMER PREFERENCES <i>NAMITA PADHY & PRAMA VISHNOI</i>	13
14.	THE ANTECEDENTS OF COGNITIVE-AFFECTIVE-CONATIVE MODEL OF RESTAURANT IMAGE <i>YU-LING SU</i>	14
15.	CONSUMERS AWARENESS WITH REGARD TO ONLINE SHOPPING: A COMPARATIVE STUDY OF MYSURU (MYSORE) AND RAICHUR DISTRICTS <i>GEETHANJALI & GURUDATT KAMATH B</i>	15
16.	A COMPARATIVE ANALYSIS OF PRODUCTION OF CLOTH IN INDIAN TEXTILES INDUSTRY BETWEEN THE PRE AND POST MFA PHASE-OUT PERIOD <i>DR. SABIHA KHATOON</i>	16
17.	PERFORMANCE OF SUGAR INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO HARYANA STATE <i>SUMAN DEVI</i>	17
18.	MARKET MICROSTRUCTURE OF STOCK MARKETS: A REVIEW OF LITERATURE <i>NEETI PANWAR</i>	18
19.	REVIEW OF LITERATURE FOR SCALE DEVELOPMENT: E-SERVICE QUALITY <i>RAJANI ROSHAN JOHN</i>	19
20.	FOREIGN DIRECT INVESTMENT IN INDIA; TRENDS AND POLICY: APRIL, 2000 TO MARCH, 2015 <i>RITIKA DONGREY</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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FORECAST SALES OF SEMICONDUCTOR INDUSTRY IN TAIWAN**CHENG-WEN LEE****PROFESSOR****DEPARTMENT OF INTERNATIONAL BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****TSAI-LUN CHO****RESEARCH SCHOLAR****COLLEGE OF BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****ABSTRACT**

In the recent years, semiconductor industry has developed well, representing Taiwan the prosperity of the electronics industry. Semiconductor industry have IC design, IC manufacturing and IC packaging and testing. In order to maintain the world accounting rate Taiwan's IC packaging and testing industry the world's first, accurate prediction of product sales, is not only reducing costs, but also is better able to control the budget, trace market trends. Main purpose of this study is established the sales forecasting model, understanding the sales status of the Semiconductor Industry in Taiwan. The research range is the sales volume of Taiwan's Semiconductor Industry starting from 1999 year until year 2014, using Exponential Smoothing and ARIMA model is used to forecast and also analyze the data. In the end we will use Alpha Significance in order to measure the accuracy of model, moreover, finding more fit models. The research results show that Exponential Smoothing Holt's model is better than ARIMA in ASSY plant sales and ARIMA (0, 1, 0) is better than Exponential Smoothing in TEST plant sales.

SUSTAINABLE CONSTRUCTION SOLUTION FOR CHINA'S PUBLIC RENTAL HOUSING: INDUSTRIALIZED BUILDING ADOPTION

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ABSTRACT

With a new trend in China that the Public Rental Housing (PRH) becomes a main part of indemnificatory housing, as a new kind rental oriented indemnificatory housing, PRH presents new challenges for housing sustainability. This paper aims to solve the sustainable construction problem for PRH by adopting the Industrialized Building (IB). The research processed with an extensive literature review, and then the common barriers for the IB adoption in housing industry were investigated. Combine with the characteristics of PRH, the barriers and advantages for adopting IB in China indemnificatory housing was analyzed. Furthermore, the sustainability principles for China's PRH construction were discussed in three aspects, which are economics sustainability, environmental sustainability and social sustainability. The results shown that PRH is able to overcome most of common barriers of IB adoption in commercial buildings, such as high initial cost and lack of market demand. However, increased industrial scale, optimized supply chain and improved the make recognition are still key challenges for IB adoption in PRH project. The research finding will help developers to understand the barriers and advantages for adopting IB in China's PRH project, and achieve sustainable development for PRH.

ROLE OF MEDIA: A STUDY ON IMPACT OF ATYPICAL MEDIA IN RURAL AREAS OF UTTAR PRADESH, INDIA

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ABSTRACT

The paper discusses the impact of atypical media on the buying behaviour of consumers belonging to rural areas. It also studies the problems and challenges faced by the rural communication in rural Uttar Pradesh and focuses on the relevance of atypical media in rural markets. Atypical media are effective tools for raising promotion of new products or for re-launching existing products. This is particularly true in the case of FMCG products, where the promoted products can propel sales volumes, provided the advertising campaign is appealing and is backed by a good distribution system. The paper elucidates the fall outs of atypical media by highlighting some national advertisement campaigns carried out by corporate giants to communicate with the target audience in rural markets. The authors take up the empirical views in highlighting the relevance of atypical media by analysing the national campaigns from secondary data sources.

SPILL-OVER EFFECTS OF MORTGAGE CREDIT CRISIS IN USA ON EUROPE

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LUCKNOW

ABSTRACT

The banking industry in USA and Europe is, upto a great extent, connected to a global slowdown and to the world economy. Globalization and innovation, which used to be regarded as important factors for having contributing the global GDP increase, recently have showed us their downsides. Hazardous behavior of the US financial experts caused series of negative effects that soon after spread out all over the world thus made everyone feel the repercussions of their greedy undertaking. The economic instability and slowdown in developed countries, especially in US and Europe, may affect the economic stability and banking industry at global level to a great extent. The economic slowdown and declining banking industry in US and Europe in the last decade, left a bench-mark influence all over the world. The main point of this paper is the US subprime mortgage crisis and its impact on Europe. In the present paper, the roots of crisis are shortly represented as to help the reader understand why the effects of crisis have become worldwide.

INDIAN REAL ESTATE INDUSTRY: ISSUES AND INITIATIVES

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ABSTRACT

The Present paper endeavoring the current situation of real estate industry in India in first part. The second part shows the key developments in FDI sector and market size in various cities. The third part provides investment in the real estate sector in the recent past and also describes the government initiatives and regulations to attract the new technologies in the real estate sector. The next part shows that challenges that are being faced by the real estate sector. Final part describes the future prospects of the industry.

CUSTOMER SATISFACTION, LOYALTY AND COMMITMENT IN ORGANISED RETAIL OUTLETS IN CHENNAI - AN EMPIRICAL STUDY

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ABSTRACT

Shopping in India has witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Organized retail sector draws more attention in the current scenario and the retail industry faces huge competition in the recent years. In order to meet the changing customer expectation, the retail industry changes its strategies quite often and the study was conducted to analyze the customer satisfaction which in turn will lead to customer loyalty and commitment. Retail outlets, in the current scenario take special measures in delighting customers for which customer satisfaction is considered to be the base. Some retail outlets have even started resorting to the strategy of customer delight. These two attributes customer satisfaction and delight in turn will lead to loyalty and commitment of customers in the long run. It is in this competitive scenario the study focuses its attention on having an understanding of the influence of demographic factors in the retailing sector and to identify the effect of store image on consumer purchasing behavior. Special focus is also given to identify the factors contributing towards competitive advantage of retail outlets and in studying the influence of sales promotional activities on enhancing the frequency of visits. The research design that is used for the study is descriptive. A sample size of 140 respondents is taken for the study. About seven organized retail outlets are taken for the study. Convenience sampling which is a non-probability sampling method is used for the study. The study is based on the opinion of the retail customers in Chennai. Since Chennai is one of the main metros, the findings can be considered to be the reflection of the opinion of the customers in other major cities also. As per the study, out of all the influencing factors price is found to have a dominant role in attracting customers to retail outlets. Influence of sales promotional activities is also found to have a major impact. Scope for having tremendous growth in retail industry is also more and organized retail outlets may take more measures in enhancing their position as well as in attracting and retaining customers by developing loyalty and commitment.

A STUDY ON CONSUMER'S CO-OPERATIVE SOCIETIES AND ITS MOVEMENT IN INDIA

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ABSTRACT

Consumer co-operatives are more widely found in advanced countries, although their role in developing countries is more widespread and compelling. The consumer co-operative movement began in India in the year 1904. But the movement did not amount to much till the beginning of the First World War, and then it began to develop gradually. These societies formed by ordinary people obtaining essential commodities or day to day requirements of goods at cheaper prices for this purpose, consumer co-operative stores are organized by such societies these societies make their purchases in bulk from wholesalers at wholesale rate and sell the goods to members and non-members at market prices. The vision for the second century is to withstand the challenges of competitive business environment where excellence, efficiency and high productivity parameters will be given priority.

A STUDY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN BANKURA DISTRICT OF WEST BENGAL

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ABSTRACT

The Micro, Small and Medium Enterprises (MSMEs) sector is the backbone of the country's economy as it is the principal contributor to manufacturing, exports and employment generation. MSMEs have the advantages of generating gainful employment with low investment, expanding the industrial base, reducing regional disparities through dispersal of industries into rural, semi-urban and backward areas. The current paper is an attempt to investigate the ground reality of MSMEs at Bankura, a backward district in West Bengal. The study tries to find out the contribution of MSMEs in economic development and mention the problems and future prospects of MSMEs in Bankura district.

GREEN MARKETING MIX AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

The development that is going on in today's world, all the marketing strategies that are being followed by the top most companies, all finances which are being used in the research and development of the products so as to beat the competition will only be sustainable if the prime aim is futuristic and can be put to use by the coming generation. Nowadays, companies are trying to make everything sustainable from the very base level to the top management level. Companies are now struggling to grow and beat the competition on the basis of green or environmentally friendly products. Moreover, people are getting more attracted towards those products or brands which are following green marketing strategies as it assures them that they are going for something which is natural and favourable to environment with no chemical added, and therefore, they are ready to pay more for green products. Many top companies are grasping sustainability and green marketing like McDonalds, Nike, GE and many more. However, green marketing have not been completely successful. It may face problems as consumers may perceive that the product is of inferior quality as a result of being green or they may also feel that the product is not really that green to begin with. Successful green products have to overcome these hazards to persuade customers that they are working in their own and societies' long-run interest simultaneously.

REVIEW OF COMMODITY FUTURES MARKET EFFICIENCY AND RELATED ISSUES

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ABSTRACT

The study of market efficiency in commodity futures markets is important to both the government and the producers/marketers in India. In this paper, we review the available literature on commodity futures market efficiency and related issues viz. the effect of seasonality on commodity futures market efficiency, the inflationary impact of commodity futures trading and the impact of commodity futures trading on spot market volatility. The review shows that the results produced in available literature are often conflicting: the efficiency hypothesis is supported only for certain markets and only over some periods. Also there are very few studies on microstructure and macroeconomic issues in commodity futures market, and integration with other international markets. This forms further scope of research in this area.

MARKET CONCENTRATION AND EMPLOYMENT ORGANIZED MANUFACTURING INDUSTRIES 1999-2013

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ABSTRACT

The effect of Market structure upon the worker has been variously studied in the literature of Labour Economics. Structure of Market is explained in the SCP paradigm (Bain 1959) as being perfect and imperfect. Imperfect markets are the more realistic markets and it is very important to know what happens to employment in imperfect markets. Imperfect markets are characterised by concentration, contractualisation as is due to monopoly power in the supply side of the economy and the control over price setting driven by profit maximisation. In this study we have found concentration in the market to be moving through a pattern of increase and decrease. On the other hand, Haworth and Reuther (1975, 1977) used a cross section (1958 -1967) data for the manufacturing sector (Census for Manufactures U.S) and showed that in the two years the wage rate has increased and the employment has decreased. Another study by Fedderke and Szalontai (2005) On South African manufacturing sector 1972-1996 and have found a negative relationship between Employment and Market Concentration. The study that I am interested to do is 'Concentration of Manufacturing Industries, and its impact on Employment' and wants to see what has happened to the nature of labour supply. Has the labour benefitted with concentration, but has lost in terms of 23 major Manufacturing Industries group (ASI and CMIE) absolute number of employees and workers from the Organized Manufacturing Industry. The level of Concentration has indeed been on a rise as what is expected of any developing market.

GST IN INDIA CHALLENGES AND PROSPECTUS

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ABSTRACT

Lok Sabha passing a historic bill to subsume all existing central and state taxes under a single goods and services tax with a potential to reduce corruption and boost trade as on 6 May 2015. The dual GST proposed to be introduced is expected to expand the tax base and simplify and harmonize the conception tax system presently levied at both central VAT level at present has a narrow base and multiple rates. It is levied on goods at the production stage, and value added in subsequent stages is not included in the base. In the proposed central GST the base will be expanded by merging the service tax with the central VAT, extended to wholesale and retail levels and simplified to have only one or two rates. The important gains from the GST reform are that it is expected to broaden the tax base, reduce distortions in the economy through a more.

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ABSTRACT

"Catching hold of the pulse of the consumer's taste" is the mantra which every industry follows to be successful in today's market. As consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour. Consumer preference is a variable factor which has been changing since trading system had been introduced in the human society. Historically, Industrial revolution was the first milestone in the history of mankind, which helped the consumers to get a competitive market (i.e. varieties of products and services at cheaper rates). Since then, the world has progressed a lot in terms of modernisation, due to the world adopting the principles of Globalisation, Privatisation and Liberalisation. It helped the industries to grow, innovate and compete in the world market, which made the products and services far more efficient and cheaper. Presently, Study of Consumer preference has become one of the main pillars of the marketing strategy for any industry thriving in any country or region.

THE ANTECEDENTS OF COGNITIVE–AFFECTIVE–CONATIVE MODEL OF RESTAURANT IMAGE

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ABSTRACT

The purpose of this study is to develop a conceptual framework which explores the relationship between the antecedents and the formation of restaurant image. Based on a literature review, the factors influence the formation of restaurant image include restaurant controllable service marketing mix factors, uncontrollable word of mouth and publicity, and customer's personal experience. To clarify the formation of restaurant image, this study attempts to incorporate the "image formation process" proposed by Gartner (1993) into the framework of restaurant image. Restaurant image is formed by cognitive, affective, and conative elements which are three separate hierarchical variables. The proposed framework provides a conceptual model to understand how restaurant image can be created and managed.

CONSUMERS AWARENESS WITH REGARD TO ONLINE SHOPPING: A COMPARATIVE STUDY OF MYSURU (MYSORE) AND RAICHUR DISTRICTS

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ABSTRACT

In the recent years online shopping i.e., E-commerce is playing a very crucial role in the economy. Many people are attracted towards online shopping due to the attributes like price, time saving etc., how far this form of buying has caught the attention of consumers is a relevant question having important business implications. The main purpose of the study is to know the awareness of consumers about online shopping and to make a comparison between 2 districts i.e., Mysuru (Mysore) and Raichur. The general perception in Mysuru (Mysore) district is a comparatively developed region in Karnataka whereas Raichur is relatively underdeveloped. How far this is true with regard to online shopping is an interesting issue that needs to be examined in this E-commerce perspective. In order to carry out the study, a suitable questionnaire will be prepared and administrated to select consumers in both the districts. The data so collected will be tabulated; analysed and suitable inferences are drawn.

A COMPARATIVE ANALYSIS OF PRODUCTION OF CLOTH IN INDIAN TEXTILES INDUSTRY BETWEEN THE PRE AND POST MFA PHASE-OUT PERIOD

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ABSTRACT

Manufacturing of textiles has always remained an indispensable part of the history of Indian Civilization. Now, India has proved itself as the world's third largest producer of cotton and second largest producer of cotton yarn and textiles. The complete removal of quotas under Multi-fibre Agreement on 31st December 2004, has had a very energetic impact on production and export of textiles in India. In order to trace the increase in production of cloth in Indian Textiles Industry (ITI), the researcher tried to measure the significant changes in cloth production in ITI between the Pre and the Post MFA phase-out period. For this, Paired Samples T-Test is used in order to test the formulated hypotheses and to reach to the conclusion. The results suggest that production of cloth in ITI has significantly increased after the removal of quotas under MFA.

PERFORMANCE OF SUGAR INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO HARYANA STATE

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ABSTRACT

Sugar industry is the biggest agricultural based industry in India after textile industry. The agricultural sector occupied 43% of India's total geographical area and is contributing about 16% of India GDP. Hence, the sugar industry and sugarcane cultivation in India plays an important role towards development of rural population. Through this paper, an attempt has been made to examine the status of sugar industry in India with special reference to state Haryana.

MARKET MICROSTRUCTURE OF STOCK MARKETS: A REVIEW OF LITERATURE

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ABSTRACT

Last few decades have seen a drastic spree of developments in the way capital markets operated. Across the globe, markets have moved from floor-based open outcry system to electronic platforms, from call auctions to continuous trading, from periodic settlements to rolling settlements, from simple financial products to exotic products like derivatives, ETFs, etc. The price adjustment time has decreased to milliseconds, tick size has reduced, volume of trades has skyrocketed and gone beyond humanly control and computations, a wide array of investors participate in markets today and all these, inter alia, have increased the complexities of capital markets. Technology is changing the relationship among investors, brokers and dealers and the facility through which they interact. All these have made the understanding of intricacies of capital markets all the more important for every stakeholder. Adequate knowledge of price discovery process, market architecture and design, information disclosure and dissemination, behavior of market makers and determination of bid-ask spread, etc will be significant to frame trading protocols, formulate trading strategies, enhancing transparency and liquidity in the markets. Though there has been enough research into the microstructure of stock markets of developed nations, the developing nations have been unable to attract attention from the academia and researchers. This paper aims to study the conceptual framework of market microstructure in the light of literature available from past studies. This shall also provide a ground work for future empirical research.

REVIEW OF LITERATURE FOR SCALE DEVELOPMENT: E-SERVICE QUALITY

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ABSTRACT

The purpose of this paper is to present a literature review of the e-service quality scales that would enable in the adaptation of a scale is that is specific to internet banking in India. This paper reviews the dimensions of a few scales considered for the purpose of this study that could be considered further for the impact of e-service quality on customer satisfaction and all the other dimensions of relationship marketing, such as commitment, trust and loyalty. It is important that banks, with the advancement of technology and availability of highly advanced and strategically placed competitors, identify what is it that motivates customers to stay with a commercial bank in the long run. This paper has attempted to put forth all the common factors that influence the customer perception of e-service quality. The paper attempts to define all the relevant dimensions of e-service quality that have been considered for questionnaire replication. The industry to which the study is limited is online banking.

FOREIGN DIRECT INVESTMENT IN INDIA; TRENDS AND POLICY: APRIL, 2000 TO MARCH, 2015

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ABSTRACT

Foreign Direct investment plays a crucial role in the development of the nation and growth of economy. Domestically available capital is inadequate for the purpose of overall development of the country. Foreign capital is seen as a way of filling in gaps between domestic savings and investment. The present study has focused on the trends of FDI Flow in India during 2000-15 (up to March, 2015). The study also highlights country wise approvals of FDI inflows to India and the FDI inflows in different sector for the period April 2000 to March 2015. This paper also discuss about the major policy changes done recently and launch of The Make in India programme to boost FDI. The study based on Secondary data The study concludes that Mauritius emerged as the most dominant source of FDI contributing because of the Double Taxation Avoidance Agreement and service sector is a recipient of major FDI inflow.

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Thanking you profoundly

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