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A LITERATURE REVIEW ON EFFECTIVENESS OF CELEBRITY ENDORSEMENT FOR THE SOCIAL CAUSE

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ABSTRACT

Marketers overtly acknowledge the power of celebrity in influencing buyer's purchase decision. From the theory and practice it is evident that the use of stars and their unleashing power can generate a lot of publicity and attention for the publicity of a social cause. But the underlying questions are do these stars really help a social cause by increasing awareness about it? On the other hand, can they really have an impact on their fans willingness to take voluntary participation for social cause? Keeping these lines in mind this study explores the increasing appearance of celebrity endorsement and their role in advancing for social causes and their accomplishments in shaping consumer behaviour. The rise of celebrities endorsing brands has been steadily increasing over the past 30 years or so. They have firm believe that likeability or a favourable attitude towards a brand is created by the use of a celebrity. Today, celebrities from various fields like the celluloid world and sports are being hired to act as brand ambassadors to promote products, services, television game shows, tournaments and even social cause, meaning their role is getting extended into the real world beyond films, studios, ramps and sports grounds. They are now appearing in hard news stories, pictured performing mundane daily activities, and seen supporting various causes.

CORPORATE ENVIRONMENTAL RESPONSIBILITY IN PUBLIC SECTOR ORGANISATIONS: A STUDY OF THE SINGARENI COLLIERIES COMPANY LIMITED

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ABSTRACT

The globalization made the world a small village and with the revolution of communication technology the distance among the nations was further narrowed. This led to the growth of large scale/ multinational companies whose concentration is on huge production utilizing the natural and human resources in large quantity. This led to the destruction of environment and violation of human rights, from which the term 'corporate social responsibility' (CSR) arise. CSR includes the responsibility of the business organization towards the employees, society and environment. The concept 'Corporate Environment Responsibility' is gaining importance these days due to the continuous degradation of natural resources that lead to Global Warming and Green House effects. This paper focuses on the corporate responsibility on environment, how the public sector organizations concentrate on protection of environment and in reduction of the environment pollution which is the inherent part of the Brundtland Report of 1987, in the light of amendment of Indian Companies Act in 2013.

INNOVATIVE RECOGNITION AND REWARD STRATEGY AS A TOOL FOR EMPLOYEE ENGAGEMENT: AN EMPIRICAL STUDY ON PRIVATE RETAIL BANKING IN ODISHA

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ABSTRACT

The purpose of this present study is to find the effect of employee recognition and reward system on employee engagement in the context of retail banking in private sector banks of Odisha. Convenience sampling approach was used to collect primary data from the executives of different private sector banks with the help of structured questionnaires. Statistical software, statistical package for the social sciences (SPSS) was used to analyze the data. The findings of the study have revealed that innovative recognition and reward strategy has a positive effect on employee engagement. The findings of the present study will not only contribute to the literature on human resource management but will also have a practical implication for the practitioners to formulate strategies for organizational growth.

EFFECT OF VIPASSANA MEDITATION ON MINDFULNESS AND LIFE SATISFACTION OF EMPLOYEES

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ABSTRACT

In this study an attempt has been made to measure the mindfulness of employees who practice Vipassana meditation regularly. This study looked at the relationship between meditation experience, trait mindfulness and life satisfaction. We hypothesized that trait mindfulness and life satisfaction is positively impacted by Vipassana meditation. For this purpose data was collected using a quantitative survey involving two employee groups comprising of meditators and non-meditators each having 155 adult individual members. Mindfulness was measured using short version of Five Facet Mindfulness Questionnaire (FFMQ-SF) and Satisfaction with Life Scale (SWLS) was used to measure life satisfaction. The results obtained by these self-report measures were consistent with our hypothesis. They showed higher levels of mindfulness and life satisfaction in the group who were regular meditators. The scores suggested a direct relationship between mindfulness and life satisfaction. Also, correlation analysis indicated significant correlation between Non-Reaction facet of mindfulness and meditation practice. It was confirmed that regular practice strengthens effectiveness of meditation. This indicates that Vipassana meditation is an effective intervention to enhance mindfulness and fosters life satisfaction in employees.

HOW ORGANIZED RETAILING HAS EFFECTED UNORGANIZED MARKET IN RETAIL BUSINESS

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ABSTRACT

Retailing is presently the emerging sector of the Indian economic markets. This phenomenon is supposed to continue for at least the coming two- three decades, and it is attracting almost all entrepreneurs, business heads, investors as well as real estate owners and builders. Quality of product, adequate retail space, vast availability of products and effective brand communication are various driving factors of the retail industry in India. Retail sector creates huge employment. Organized retail sector is emerging within the retail industry speedily and it gives speedy phase to Indian retail sector. The rationale of the study is two folds: First is to examine the nature of changes taking place in the retail sector due to organized form of retailing and its implications to shift towards new form of retailing. Secondly, it has remained largely an unexplored part of research till date especially in context to India. The basic objective of the study is to have a view of consumer behavior towards organized and unorganized retail stores and to analyze the consumers satisfaction level from organized retail stores as well as unorganized retail stores and their expectation from traditional retailing towards the modern retailing. The study uses primary data that is assembled through in depth qualitative analysis to analyze organized and unorganized retails sectors individually.

RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILE AND RISK TAKING ABILITY OF THE INVESTORS TOWARDS STOCK MARKET: A STUDY

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ABSTRACT

The growing popularity of the secondary market investment can be attributed to the increasing number of individual investors participating in stock markets. Individual investors constituting the majority have an indispensable and strategic role in the growth and smooth functioning of the secondary market and in ensuring capital flows into the most efficient hands. Visakhapatnam being industrially growing city with huge economic potential for the investment can be considered as highly potential market to build the largest number of investors in securities market in the near future. Against this background, this paper is an attempt to analyse the behaviour of individual investor in Visakhapatnam city. This paper while covering the characteristics of the Indian investors has an aim to analyze the relationship between dependent variables such as: i) Risk tolerance level, ii) Expected rate of return and independent variables such as: i) Age, ii) Education and iii) Occupation of an individual investor based on a survey undertaken in Greater Visakhapatnam City. To study the dependency/Independence of the factors Chi-square test of independence of attributes was used. The findings reveal that individual investors in the study area are well educated, salaried class but conservative in making investment decisions. The findings also reveal that equity is the most preferred investment avenue among all categories of individual investors.

THE EFFECT OF INNOVATION AND ORGANIZATIONAL LEARNING ON FIRM PERFORMANCE: AN EMPIRICAL STUDY IN QUALITY ORIENTED FIRMS

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ABSTRACT

The aim of this study is to explore the effects of internal functions such as explorative – exploitative innovativeness and generative - adaptive learning on financial performance. In this study, it has been analyzed the relationships between, exploitive - explorative innovativeness, organizational learning and financial performance in a quality oriented frame. The sample consists of quality oriented private sector companies, operating in IT sector, in Adana region of Turkey. Survey respondents were mid-and top level managers and owners. Descriptive statistic, correlation and regression analysis and SEM were used as data analyzing methods. The findings indicate the positive relationships among TQM, innovativeness, organizational learning and financial performance.

A STUDY ON PERCEPTION TOWARDS THE SERVICES OFFERED BY THE LIFE INSURANCE CORPORATION IN CHENNAI CITY

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ABSTRACT

The study finds that as the market moves from a closed economy to opened economy, a change in approach is necessary. So, in order to have good market performance, customer service quality perception in various dimensions about insurer's prices, products and financial strength should be enhanced. LIC of India should have a clear vision and mission that should be known to all the stake holders like employees, agents, customers, business associates etc. and accordingly each one should be clearly directed. The LIC of India should design the product, which should satisfy the personal needs of customers with an ample degree of flexibilities. To achieve greater insurance penetration, private sector insurance companies have to create a more vibrant and competitive industry, with greater efficiency, choice of products and value to customers. The insurance industry is facing a healthy competition, which really benefits the public. LIC of India should re-frame their strategies to attract customers.

STRESS MANAGEMENT WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANK EMPLOYEES IN TRICHY

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ABSTRACT

Stress is the emotional and physical strain caused by our response to pressure from the outside world. Common stress reactions include tension, irritability, inability to concentrate, and a variety of physical symptoms that include headache and the fast heartbeat. Stress is a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the individual is able to mobilize. Stress occurs when the pressure is greater than the resources. Stress is our body's way of responding to any kind of demand. It can be caused by both and bad experiences.

FOREIGN DIRECT INVESTMENT DETERMINANTS IN BANGLADESH READY-MADE GARMENTS INDUSTRY

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ABSTRACT

Foreign Direct Investment (FDI) can play a significant role in economic development of Least Developing Countries (LDCs) like Bangladesh. Due to financial crisis and insufficient of local investment, economic development such LDCs are slack. Though, Bangladesh belongs in LDCs category but the second largest Readymade Garments (RMGs) exporter in the world. The study was conducted interviewing two types of respondents – foreign investor and government policy maker. The results revealed that Bangladesh has started to receive FDI since 1980 but investment rate is still low compared to demand due to several influencing factors. However, from the last two decades, Bangladesh economy is rapidly raising; hence, GDP growth has reached 6.5; that is dominated by labor cost & productivity, GSP, duty free access, trade agreements facilities, bilateral investment treaty, offshore banking unit, tax, and regulatory policies in RMGs sector. Thereby, Bangladesh government has reformed some incentives for entrepreneurs to attract more FDI now. So, it was attempted to find out which determinants are keeping impact in attracting FDI to develop Bangladesh RMGs industries in this paper and how much effective recent climate to tempt more FDI to fulfill local demand.

THE EMERGENCE OF COMMODITIES AS AN INVESTMENT CLASS: A STUDY BASED ON OF PONDICHERRY REGION

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ABSTRACT

In this paper author try to explain the development of commodities markets in all the fields like investment, operation, awareness, and growth through a study of Investors of Pondicherry union territory. For detailed analysis the researcher made a two main objectives i.e., to study the investment objectives, sources, proportion and awareness in Pondicherry Union Territory. To study the awareness, involvement, sources and nature of commodity market in Pondicherry Union Territory. The primary and secondary sources are used for collecting data; structured questionnaire is used for collecting primary data's. Data are presented in graphical methods for giving clear pictures and made proper interpretation for clarification. The study reveals that unawareness is the one of the important element in commodities markets. High risk, attitude of the investors and complex operation procedures are some another reasons lacking of commodities markets in India. Investors expecting high return are preferred to invest their amount in to commodity markets. The researcher recommended the suggestion for the development of commodities markets in India.

BEING SOCIALLY RESPONSIBLE & ITS IMPORTANCE IN BANK EMPLOYEES

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ABSTRACT

Purpose – The objective of this study is to highlight the interrelationship between the ethical approach initiated by companies towards their employees and its influence on them. The paper attempts to explain the question; is the bank employee today sensitive towards CSR initiatives taken up by the firm?

Design/methodology/approach – This study investigates the perception of bank employees towards Social Responsibility. Associations and relationships with regard to their view towards CSR are analyzed. A questionnaire developed by Duygu Turker (2008) on measuring corporate social responsibility was administered to collect the survey data. A sample of 40 bank employees rated the importance of CSR on various factors.

Findings – The findings indicated that the bank employees felt CSR to be more important when the CSR initiatives were more relevant towards employees. The results also show that there is a linear relationship between CSR and its importance. Respondents indicated that social responsibility of a firm is indispensable for the business to be sustainable.

Practical implications – Results of the exploratory research point out the necessity of social responsibility facilitating ethical behaviors in bank employees. Banks have important tasks of building awareness towards CSR in the employees as they are one of the major contributors to CSR in India. The research has vital inferences for managers, especially as it relates to bank employees. Some explanations as well as limited generalizations and implications are developed.

EXISTENCE OF POSITIVE DEPENDENCE, ASYMMETRY AND LEVERAGE EFFECTS IN REAL ESTATE EXCHANGE-TRADED FUNDS (ETFs)

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ABSTRACT

This research examines the performance of return and volatility models containing long-memory, asymmetric volatility, and leverage effects by comparing two categories of Real Estate Investment Trusts (REITs) Exchange-traded Funds (ETFs), namely, US REIT ETFs and Global REIT ETFs. This study utilizes two short-memory models, the autoregressive moving average – exponential generalized autoregressive conditional heteroskedasticity (ARMA-EGARCH); and autoregressive moving average – asymmetric power autoregressive conditional heteroskedasticity (ARMA-APARCH); and two long-memory models, autoregressive fractionally-integrated moving average – fractionally-integrated exponential generalized autoregressive conditional heteroskedasticity (ARFIMA-FIEGARCH); and autoregressive fractionally-integrated moving average – fractionally-integrated asymmetric power autoregressive conditional heteroskedasticity (ARFIMA-FIAPARCH). The study finds presence of volatility clustering, leverage effects and volatility asymmetry phenomena in both US and Global REIT ETFs. Also, long-memory models are better in characterizing future values using lagged returns and volatilities compared to short memory models based on the maximum log-likelihood values. The research also identifies positive long-term dependence in the volatilities of both ETFs, however, fails to conclude dual long memory processes. Nevertheless, the research still can pose a challenge on the weak-form efficient market hypothesis (EMH) of Fama (1970), because historical values of REIT ETFs can still be used to predict their future values. Lastly, US REIT ETFs are seen to be more unstable than their more stationary Global REIT ETFs counterparts. The proper modeling of these ETFs can provide traders, fund managers and investors in creating well-defined trading strategies. Findings can also offer more understanding in the properties of this type of ETFs, and open future channels of research to academicians and researchers.

A STUDY OF CSR INITIATIVES OF PRIVATE BANKS IN UTTAR PRADESH DISTRICT

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ABSTRACT

At the present time banking sector is an emerging sector which is having its own importance in the development of the country. Along with their basic banking services banks are also involved in a new practice which is termed as Corporate Social Responsibility. For this study four private banks are selected i.e. ICICI, HDFC, AXIS & ING Vysya. The aim of this paper is to analyze the impact of CSR initiatives on the beneficiaries in Uttar Pradesh. Data collection is done from both primary and secondary sources. For this, 50 questionnaires have been filled by respective beneficiaries of the above mentioned private banks. To analyze the impact factor regression is used as a statistical tool. This paper mainly focuses on the satisfaction and awareness level of beneficiaries. With the highest beta value .524 the analysis says the people are not fully satisfied by the CSR policies, initiatives and benefits which they are getting from the CSR activities then also they are in favour of CSR initiatives.

PERFORMANCE EVALUATION OF MUTUAL FUND: A STUDY OF RELIANCE MUTUAL FUND

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ABSTRACT

In this paper we tried to evaluate the performance of Reliance open-ended equity schemes with growth option. The period of the study spans from 1st April 2006 till 31st March 2015. To evaluate the performance of the selected mutual fund schemes, monthly returns are compared with Benchmark BSE National 100 and SENSEX returns. Further, statistical tools like average, standard deviation, beta, coefficient of determination and the risk adjusted performance measures suggested by Sharpe (1966), Treynor (1965) and Jensen (1968) were employed to evaluate the performance for the selected period.

TOURIST SATISFACTION VARIABLES AND DESTINATION LOYALTY: A STUDY OF KASHMIR DIVISION

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ABSTRACT

Customer loyalty and customer satisfaction are two main issues which companies are focusing and trying to be successful about. Loyalty is concerned with the likelihood of a customer returning, making referrals, providing strong word-of-mouth, as well as providing references and publicity. The aim of the study was to examine the impact of tourist satisfaction variables like accommodation, information, accessibility and attraction on destination loyalty in Jammu and Kashmir. The respondents of the research study have been the tourists visiting the destinations of Jammu and Kashmir. The respondents have been categorised into two groups of first time visitors and revisitors. The data has been collected through a well designed questionnaire using 3-point likert Scale. The results of the study shows that a satisfied tourist shows increased likelihood of future repeat visits and a keen willingness to recommend the destination to others.

FROM HALF WAY LIGHT HOUSE THAN WHITE ELEPHANTS TO MAHARATNA: THE EXPECTATIONS AND REALITY OF PUBLIC SECTOR ENTERPRISES IN INDIA

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ABSTRACT

The present study captures the detailed journey of formation of the so-called "Pillars of the Indian Economy", the Public Sector Enterprises (hereinafter referred to as PSE) since their Inception. On perusal of the data obtained from different government department, the Study establishes that, PSE are the strongest base of the Mixed Economy Model which India adopted to be. Especially in the present era of volatile Market Conditions they have given strong foothold to the Indian Economy. The increasing importance of PSUs in India is contrary to the wide-scale privatization in the developed world, but in line with the trend in emerging countries. For once it is found that, of the 204 state-owned companies on the Forbes Global 2000 companies list, 30 were Indian. India had the second highest number of state-owned companies on the list after China, which had 70. Government of India has time and again made numerous efforts to manage the wellbeing of PSEs. This paper is basically a temporal study spread over a period. The study reconcile, appreciate the journey of building of the strength of the PSEs, the explanation of concept of Public Sector and the Economy amidst description of types of Economies, Evolution of Public Sector in India Legal framework Public Sector Enterprises & Industrialization and System of MOU, Corporate Governance, Decline from Aspirations, aim to motivate te reforms in Public Sector Enterprises. The paper also entails case studies to assess the present status and future of PSEs.

STRESS RELIEVING TECHNIQUES FOR ORGANIZATIONAL STRESSORS

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ABSTRACT

The purpose of this exploratory study is to identify organizational stressors and stress-relieving techniques in employees. The stress survey questionnaire was used for data collection among 118 employees selected through convenience sampling from different service sectors. We tried to explore the relationship between recognized organizational stressors, stress-relieving techniques and demographic variables. Analysis shows Job pressure, Interpersonal relationships, Role conflict, Work under load, Job insecurity and Low support are key organizational stressors. Meditation, Relaxation, Music, Ventilation, and Socialization are stress-relieving techniques used frequently by employees. Individual stress-relieving techniques are given preference over organizational interventions to relieve organizational stress. Employees use music to deal with role conflict and relaxation from job insecurity and they use socialization and ventilation to deal with a low level of support at work.

COMPOSITION OF IMPORTS AND ITS CONSEQUENCES ON ECONOMIC GROWTH

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ABSTRACT

The present study analyzes the role of imports in India's economic growth and examine whether the import growth helps in the development of our country. This study is mainly concentrated on the growth and composition of import and GDP in India. The results of the analysis reveal a positive relationship between import and GDP. It suggests that the rapid growth of imports played a substantial role in the growth rate in India following trade liberalization during the years.

ONE PERSON COMPANY (OPC): EVALUATING ITS FIRST STEP IN INDIA

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ABSTRACT

In a glance it could be understood that OPC has several drawbacks over some limited advantages. The critical factor would be see how supporting legislation pushes the concept of OPC- would banks treat the OPC as a full-fledged company or compromise for a company? Is winding up an OPC as hectic and tedious as winding up a normal company? Will this new concept be able to attract more and more entrepreneurs? We need to understand that this concept holds good in a matured economy, where corporate governance is an integral part of all organisations. In India, OPC is in its stage of infancy and hence it requires ample time to usher throughout the economy.

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With sincere regards

Thanking you profoundly

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