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CUSTOMER PREFERENCE TOWARDS INTERNET BANKING AND THEIR LEVELS OF SATISFACTION: A STUDY AT PUNE

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ABSTRACT

The development of internet and better communication technology has led to the growth of e-commerce. E-commerce is buying and selling of products or services over the computer network. With the incorporation of e-commerce in daily life, enterprises no longer rely on traditional business tactics. They have to cope up with the dynamic and uncertain electronic environment. These changes in tele-communication technology and electronic data processing have brought a remarkable change in the working of the banking sectors. Adoption of latest information technology by banks has totally altered the traditional operations of the banks. Various services like the ATMs (Automated Teller Machines), credit cards and debit cards have made cash withdrawal and deposit much easier. Customers are now able to view their account details, generate statements, purchase drafts and even transfer funds from anywhere, at any place or anytime by using their personal computers. EDI one of the major contributions in banking services facilitates automated funds transfer. These new developments in the banking sector are known by a new concept namely E-banking. Customer is the foundation for all businesses and customer expectations are rising. They require improved, convenient and easy services. In this age of globalization and cut throat competition, survival of the service providers is a big challenge. This research work will focus on the customer preference towards the various E-banking services and know the satisfaction level from the services provided by various banks - both public and private sector banks. 150 respondents from Pune City, India were chosen for the study. The data was analyzed using standard statistical tests – T- test, Chi-square test, Correlation and Frequency analysis.

DETERMINANTS OF GROWTH AND CHALLENGES IN HOTEL INDUSTRY: A STUDY OF BUDGET AND LUXURY SEGMENTS OF HOTEL BUSINESS IN INDIA

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ABSTRACT

Many researches in the area of hospitality and tourism witnessed its huge growth potential in India. It is seen that there is a demand-supply gap in India which indicates the need for more number of hotels across the country. The paper is based on two case studies on Ginger Hotels and Taj Hotels Palaces and Resorts. The study explores their scope and feasibility, guest expectation, policy level requirements and more in Indian market. The general view of hospitality industry is represented through luxury segment and budgetary segment of hotels business in India. The other published reports and articles on luxury and budgetary segment of hotel businesses also examined to establish the extent of growth potential, traveler's safety issues and affordable accommodation. While the emergence of budget hotels has been able to give choices in terms of accommodation for customers at every price point, land cost which is viable for budget hotels, is still a challenge in the country. A wise strategy needs to be there to observe the development progress of projects and demand trends as well, before taking an investment decision. The study further observed that maintenance of the system in the hospitality industry requires more attention despite its complex processes as it affects the quality of hotel services. Since budget and economy hotels have a great potential for expansion and business in the country, finding business partners who are ready to invest can result into great capital returns. The growing awareness among travelers for well maintained budget hotels and the industry insiders indicate a positive way forward across the country. Due to India's rich demographic and rich cultural dividend, digital and electronic awareness, fulfilling exposure would raise expectations that are in line with global trends.

A COMPARATIVE ANALYSIS OF THE EFFECTIVENESS OF CASH MANAGEMENT PRACTICES BETWEEN COOPERATIVE AND PRIVATE MILK PROCESSING PLANTS

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ABSTRACT

This paper describes the effectiveness of cash management practices between the cooperative and private milk processing plants. The sample used for the study consists of one large scale cooperative and private milk processing plant each on the basis of simple random sampling method. The data collected over 12-year period during 2001-2012. The various relevant ratios related to cash management calculated and 't-test' used to draw statistical inferences. This study concluded that the effective cash management is necessary as shortage or excess cash has negative impact on profitability as the cash is non-earning asset. The better cash inflow and outflow management is necessary for the survival and financial health of business.

CONTENT ANALYSIS OF CHILDREN BASED FOOD AND BEVERAGES ADVERTISEMENTS

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ABSTRACT

Television has come up as a strong component of mass media around the world. This has, in turn, prompted companies to use it as an ideal platform to advertise their products. This mode of advertisement basically exploits the consumer's tendency to get attracted to the combination of audio-visual medium. TV Ad is the process of imparting a sales pitch of a limited amount of time, through the television as the medium. These advertisements tend to summarize the product in order to accommodate it within a specific duration, generally ranging between 30-60 seconds, and convey as much information as possible. There are Pro's and Con's of television ads too. Today the role of third party influences, such as children, on decision making strategies and negotiations has become essential in taking a broader view. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. This paper is the study of the food and beverage advertisements targeted at children and a content analysis of the themes and different characteristics depicted.

REVIEWING THE COMPONENTS OF WORKING CAPITAL: A STUDY ON SELECTED INDIAN CEMENT INDUSTRIES

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ABSTRACT

The importance of working capital management is very crucial in corporate finance. It influences the profitability as well as the liquidity of the company. The Current assets and the current liabilities are to be maintained in such a way that the risk of both liquidity and over capitalization can be managed efficiently. In this paper we review some relevant parameters in relation to the components of Working Capital (WC) in some selected Indian companies in Cement Industry during 2004/05-2013/14 and tried to determine some yardstick for efficient Working Capital Management in the Indian corporate sectors.

WHERE YOUR MONEY IS GOING? MENTAL ACCOUNTING AN EMPIRICAL APPROACH

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ABSTRACT

Where your money is going? Mental Accounting an Empirical Approach is the research conducted to evaluate mental accounts of investor. The research objective for the study was to ascertain the major infungible mental accounts and possible explanations and recommendations with the help of utility theory. The experiment is framed asking questions spending behaviour of various incomes. The result of this experiment is presented in the results section as follows finding of these two different sources of income is not the same, people used to consume different incomes in different ways the income got unexpectedly the spending is also an expected where is the planned earning spent in well plan activities That means people have different mental accounts for different incomes and these accounts are infungible whereas utility of unit amount remains the same irrespective of income

FACTORS AFFECTING THE DEVELOPMENT OF INTERNATIONAL ACCOUNTING

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ABSTRACT

In today's scenario accounting is not only a systematic process of recording and reporting of financial information, if we think so then it will be a wrong notion. With the drastic reforms in international markets, emergence of large number of MNC's, expansion of Accounting bodies and various other environmental factors. Most accountants and financial executives at international level are realizing the diversity and complexities in accounting policies, practices and procedures. This paper broadly examines the important factors which has a huge impact on the development of international accounting.

E-BANKING AND E-CRM INITIATIVES: A CASE STUDY OF PUNJAB & SIND BANK

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ABSTRACT

Electronic banking, also known as electronic funds transfer (EFT), is simply the use of electronic means to transfer funds directly from one account to another, rather than by cheque or cash. And Customer relationship management (CRM) refers to the principles, practices and guidelines that an organization follows when interacting with its customers. Punjab & Sind Bank is a government-owned bank (79.62%), with headquarters in New Delhi. Of its 1466 branches spread throughout India, 623 branches are in Punjab state. Its net profit is Rs. 121.35 crores and net NPA is 3.55% for the year ending 2014-15. The bank's operating profit for the year ending 2014-15 is Rs. 775.45 crores. Total business of the bank was Rs. 1,51,511 crores for the year ending 2014-15 and Business per employee is Rs. 15.95 crore. The net worth of the bank as on 31.03.15 is Rs. 4812 crores. (https://en.wikipedia.org/wiki/Punjab_%26_Sind_Bank) PUNJAB & SIND BANK has transformed itself into a technology intensive financial services group in the last decade. To achieve its long term goals of being in a position to practice one to one marketing, PUNJAB & SIND BANK has taken a series of initiatives. In online banking face to face interaction between bank and customer is not seen. This create huge service gap for banks how to serve and maintain customer relation in online environment. The paper discusses how banks use "E- Banking & Electronics Customers Relationship Management" tool to maintain customer relations by using the internet and what benefits are derived by using E-banking & E-CRM tool.

PERFORMANCE EVALUATION OF SELECTED EQUITY MUTUAL FUND SCHEMES

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ABSTRACT

Based on objectives and risk bearing capacities, investors go for different investment alternatives. Among the various investment possibilities, mutual fund seems to be viable for all kind of investors as it is considered to be a safer mode of investment. There are around 35 mutual fund companies and 500 equity schemes. It is difficult for the investors to select the appropriate scheme. This paper will give an idea for the investors on the various indicators used to evaluate a mutual fund. NAV details of the selected schemes are collected to calculate the values. Mutual funds are ranked based on the calculated values. The major indicators used for analysis are Sharpe ratio, Treynor ratio and beta. Moving average and trend line were used to analyze the mutual funds.

WORKING CAPITAL MANAGEMENT AS A FINANCIAL STRATEGY TO IMPROVE PROFITABILITY AND GROWTH OF MICRO AND SMALL-SCALE ENTERPRISES (MSEs) OPERATING IN THE CENTRAL REGION OF GHANA

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ABSTRACT

Working capital management has now taken centre stage in defining businesses' financial prospects. Hitherto, working capital management hardly was given the prominence it required in the formulation of firm's financial policy. In recent times, however, working capital management has caught the attention of most well-meaning business entities that have profitability, business growth and maximization of owners' wealth as their top priorities. It is in line with this prospective that businesses formulate well-tested working capital policies aimed at institutionalizing short-term financial management practices to deal decisively with liquidity challenges of their businesses with Micro and Small-scale Enterprises (MSEs) as no exemption. This paper presents a survey results on working capital management practices by 214 Micro and Small-scale businesses operating in eight (8) major towns in the Central Region of Ghana, where business activities are thriving. The study divulged that majority of the respondents (78%) have failed to put in place working capital management practices. This situation was identified as a major reason why MSEs usually fall into the trap of unending liquidity challenges that culminate the demise of most of them, especially in their early years of existence. The paper therefore, recommended that MSEs require urgent momentum to put in place short-term financial management practices in order to propel improvement in profitability, liquidity management and growth of these businesses. Also, there is the need for MSEs to formulate and implement well-tested working capital management policy that will serve as guidepost to transform their short-term financial goals.

A STUDY ON CUSTOMER DELIGHT IN INDIAN BANKING SECTOR

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ABSTRACT

Customer is the king is the very old saying. Delighting the customer is the new trend. The cost of retaining the customer is less than attracting the new customer. To retain the existing customer, banks are trying hard. Banks are offering new and innovative services to the customers to make him happy. A happy customer gets more business to the organization. Customer relationship Management is gaining significance in the current times. An attempt is being made to know the importance of CRM in Indian Banks. Banks should find out the profitable customers and try to retain them. From time to time banks should analyze and modify their strategies and policies to become competitive in the markets, for this they should adopt CRM analytics and Customer Centric Policies. This paper highlights the factors influencing the CRM in Indian public sector commercial banks. To analyze the services offered by the public sector banks to retain customers, without losing them to private players in the industry. The study concluded that private banks are doing better in terms of CRM and Public banks are following slowly to retain and attract new customers by adapting innovative technologies and strategies.

A STUDY ON THE BEST RECOMMENDATIONS FOR WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS

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ABSTRACT

Self-help groups intermediated by microcredit have been shown to have positive effects on women, with some of these impacts being ripple effects. They have played valuable roles in reducing the vulnerability of the poor. Through asset creation, income and consumption smoothing, provision of emergency assistance. And empowering and emboldening women by giving them control over assets and increased self esteem and knowledge (Zaman 2001). Several recent assessment studies have also general) reported positive impacts (Sirnanowitz and Walker 2002). Impact assessment studies point to asset creation as one of the main indicators, measurable by empirical data. From field visits done by the author, and from various documented sources. It would appear that financial services, especially microcredit, provided to self-help groups have brought about an increase in household income. For example: The 2000 United Nations Common Country Assessment for Bangladesh felt that microcredit had lessened the severity of poverty and helped to increase total income per household by 29 per cent. A World Bank study I bund that a 10 per cent increase in borrowing had led to an increase in women's non land assets by 2 percent for loans from the Grameen Bank and 1.2 percent for loans from the Bangladesh Rural Advancement Committee (BRAC) (World Bank 1998) in India, in micro credit studies done on groups dealing with dairy farming have noted positive profit levels and short payback periods for loans (La1itha and Nagarajan 2002) Earnings generated from such undertakings have been instrumental in increasing the physical well-being of the household, often through beer nutrition and sanitation. The household's asset base has also been enhanced by the addition of jewelle (a portable asset), improved housing and land purchase in some cases. The decrease of 1990 witnessed growth of various people's organization. In this context the role of self help groups (SHG's) especially of women has assumed a critical challenge as self help groups approach is the key element of social mobilization. Linked with micro finance, the SHG approach and movement has now been accepted as an effective intervention strategy for poverty alleviation. The researcher has studied and he has given some Best Recommendations for Women empowerment through self help groups. The paper shows that the detail text about Best Recommendations for Women empowerment through self helps groups.

POVERTY IN INDIA: A CONTROVERSIAL APPROACH AND METHODOLOGY OF EXPERT GROUPS

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ABSTRACT

India is the second largest populated country in the world. The total population of India crossed one billion at the beginning of the twenty first century. Poverty in India is still a major issue even in day and age. The population of people living below the poverty line in India is highest in the world and the problem is not going away. According to the official government estimates, about a quarter of the country's total population remains below the poverty line at present. The total number of poor was about 260 million in 1999-2000 but number of poor increases 363 million during 2011-12 in India making it the home to the largest number of poor in the world. Poverty in India is a big issue for government; poverty estimation is required to get exact number of poor and per capita consumption. This estimation is not an easy task so Government has appointed various committees which adopt different methodology for poverty estimation. The objective of the paper is to examine the rural and urban poverty ratio of expert groups during 1973-74 to 2011-12 in India and measure the comparative analysis of methodology of percentage of population living the below poverty line during 1973 -74 to 2011-12 in India. Before 2005 calories consumption was meter for poverty estimation later form Tendulkar committee it has shifted towards baskets of goods and minimum per capita expenditure for surviving, in regional, rural and urban area. Since there are various committees and methodology are introducing for poverty estimation but we can see the results with a huge contrast as percentage of population below poverty line calculated by the Lakdawala Committee and the Tendulkar Committee for the year 2004-05 was 27 % and 37% respectively. So there is huge criticism of poverty line estimation and that is needed up to an extent because welfare schemes that are run for poor people won't be implemented properly if we don't know somewhat exact number of poor people. The present study is based on secondary data. The required secondary data has been collected from Report of the Expert group on Measurement of Poverty, Planning Commission, and Government of India.

CONSUMER BEHAVIOR AND SATISFACTION IN E-COMMERCE: A COMPARATIVE STUDY BASED ON ONLINE SHOPPING OF SOME ELECTRONIC GADGETS

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ABSTRACT

E-commerce is gaining familiarity among consumers across the globe. The ease of access to products and services in online retail environment has created new opportunities for online businesses and transactions. Online shopping has received much more attention as compared to conventional shopping in stores. Much of the literature on marketing focuses on investigating the online shopping mechanism and behavior of consumers. Although most of the investigational studies describe the hedonic and utilitarian motivations for online shopping, only a few are based on identifying factors affecting online shopping mechanism. The present paper provides some useful insights on consumers' purchasing intention and behavior. In addition, a conceptual model has been proposed to describe the antecedents and consequences of customer satisfaction. A comparative study has been done for identifying and analyzing the key factors influencing the consumers' purchasing behavior on the basis of online shopping of certain electronic gadgets on some e-commerce websites of India. The assessment of online shopping attitudes has been made on the basis of ratings and reviews provided by the customers to the products of the e-commerce. Implications of the findings have been discussed.

TRADE BALANCE OF SERVICES PER CAPITA IN APEC REGION, 2005-2014**ANTONIO FAVILA TELLO****RESEARCH SCHOLAR****INSTITUTO DE INVESTIGACIONES ECONÓMICAS Y EMPRESARIALES****UNIVERSIDAD MICHOACANA DE SAN NICOLÁS DE HIDALGO****MÉXICO****ABSTRACT**

This paper studies the trade balance of services per capita for APEC (Asia Pacific Economic Cooperation Forum) member economies and its evolution from 2005 to 2014. This is an indicator that can provide valuable information on the trade performance of countries and on how they get benefits from their trade partners. The importance of services has grown exponentially in recent years and countries have found in them a way to diversify their exports and to overcome certain difficulties in periods of crisis. The method used is to calculate this indicator by dividing the trade balance of services between the numbers of inhabitants in each member country in order to compare their performance. It is concluded that the region is highly heterogeneous in commercial matters. The largest exporters of services in the region were the United States, China and Japan. Countries that showed higher growth in these exports were Singapore, the Philippines and Thailand. It was further found that only 6 economies were able to keep surpluses throughout the period studied and that the most pronounced deficits occurred in Papua, Brunei, Russia and Mexico.

SOCIO-ECONOMIC PROFILE AND EMPOWERMENT AMONG AGROPRENEURS IN KANNUR DISTRICT

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ABSTRACT

The present study attempts to explore the socio-economic background and level of empowerment among agropreneurs in Kannur District of Kerala. The Agropreneurs were operationally defined to include three segments, namely, producers of agricultural crops; animal husbandry and Integrated Farming System. Multi stage Stratified random sampling technique was adopted to identify the sample agropreneurs. The study was mainly based on primary data elicited from interview schedules, group discussions and observation. It was revealed that agropreneurs were socially as well as economically in a poor state. Majority of them belonged to the category of middle age and above and they were reluctant to bring their next generation into this field due low economic and social status attributed to agropreneurs. This fact demands immediate attention from the Governments as well as the society. The study focused on economic, social, political, personal, informational and technological empowerment among the agropreneurs. It was found that the agropreneurs were not empowered economically, socially, politically, informationally or technologically. Hence, Entrepreneurship Development Programmes in financial, marketing and strategic management; awareness programmes for the general public on all aspects of agropreneurship; inclusion of theoretical and practical aspects of agropreneurship in the education system; encouragement in the use of Information Technology; formation of Self Help Groups, Cooperatives, Producer Organisations etc are recommended.

PUBLIC INVESTMENT ON MAJOR AND MEDIUM IRRIGATION AND ITS REALIZATION

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ABSTRACT

Indian Agriculture is much dependent on monsoon which is highly uncertain, irregular and uneven. Rainfall controls our agriculture; this brings out the importance of irrigation for our agricultural productivity. Investment in irrigation constitute the single largest component of agricultural investment overall and particularly in the public sector. This paper looks into the trend of public expenditure on Irrigation and impact of public expenditure on Net Irrigated Area. In this paper I have tried to give some explanation of the divergence between public investment in Major Medium Irrigation (MMI) and net irrigated area by it.

AN ECONOMIC ANALYSIS OF STREET FOOD VENDORS WITH SPECIAL REFERENCE TO DURGIGUDI STREET, SHIVAMOGGA CITY

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ABSTRACT

There is a substantial increase in the number of street vendors in the major Asian cities. In India, the National Policy for Urban Street Vendors/Hawkers notes that street vendors constitute approximately 2 per cent of the population of a metropolis. Street vendors have an important role in the informal economy by making a significant contribution. Due to the inception capacity of the modern organized sector to provide employment for the rapidly expanding labor force a large number of persons try to create or find income opportunities. Our 25% of the workers globally operate in the informal sector. Due to constant influx of people from the rural areas, the informal economic activities mobilize 30% to 80% of the workforce especially in the urban regions of the developing countries. The shortage of productive employment opportunities in the informal sector and the employment growth which takes place at a far lower rate compared to the growth in the informal sector is largely attributed to divergence between the growth in urban population and employment growth in-formal economy. The increasing urban population with limited to meet the needs of housing, food and clothing of themselves and their families generates a significant which can be supplied by informal sector vendors.

INCLUSIVE GROWTH WITH INDIAN SCENARIO

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ABSTRACT

This paper presents an empirical study of inclusive growth for Indian scenario. Inclusive growth is a concept that advances equitable opportunities for economic participants during economic growth with benefits incurred by every section of society. The definition of inclusive growth implies direct links between the macroeconomic and microeconomic determinants of the economy and economic growth. The microeconomic dimension captures the importance of structural transformation for economic diversification and competition, while the macro dimension refers to changes in economic aggregates such as the country's gross national product (GNP) or gross domestic product (GDP), total factor productivity, and aggregate factor inputs. Sustainable economic growth requires inclusive growth. Maintaining this is sometimes difficult because economic growth may give rise to negative externalities, such as a rise in corruption, which is a major problem in developing countries. Nonetheless, an emphasis on inclusiveness—especially on equality of opportunity in terms of access to markets, resources, and an unbiased regulatory environment—is an essential ingredient of successful growth. The inclusive growth approach takes a longer-term perspective, as the focus is on productive employment as a means of increasing the incomes of poor and excluded groups and raising their standards of living. The term “inclusive” is being widely used by policy makers, there is not a clear definition of the word. It would appear that it is a synonym for “equitable” – antonymous for “inequitable” – but with an emphasis on job creation and creating an enabling environment for the private sector.

FINANCIAL INCLUSION: PMJDY

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ABSTRACT

Indian banking sector has created golden path in the development of Indian economy and in generating wealth to the economy. Banks play a vital role in the economic development of a country. They accumulate the idle savings of the people and make them available for investment. They also create new demand for deposits in the process of granting loans and purchasing investment securities. They facilitate trade both inside and outside the country by accepting and discounting of bills of exchange. Banks also increase the mobility of capital. Commercial banks are the most effective way to generate the credit flow of money in markets. There is severe shortage of capital in India. The banks can play an important role in promoting capital formation, in controlling speculation in maintaining a balance between requirements and availabilities and in direct physical resources into desired channels. Commercial banks play an important and active role in the economic development of a country, if the banking system in a country is effective, efficient and disciplined; it brings about a rapid growth in the various sectors of the economy. The rural population in India plays a major role in the entire population. So by educating the rural people about financial planning and habit of savings we can protect the money of uneducated rural people and extends the flow of money into economy. The Pradhan Mantri Jhan Dhan Yojana is a wonderful scheme which is undertaken by the central government. The objective of this paper is to make review of the success of the scheme and challenges in future.

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Thanking you profoundly

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