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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MARKETING PRACTICES OF SELECT RURAL INDUSTRIES IN SPSR NELLORE DISTRICT <i>Y. SRINIVASULU, Dr. K. RAJAIAH & P. R. SIVASANKAR</i>	1
2.	AN EMPIRICAL STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING <i>D. CHARUMATHI & Dr. S. SHEELA RANI</i>	2
3.	EXPLORING THE STRATEGIES OF INDIAN RURAL NEWSPAPER DURING THE DIGITAL ERA <i>HEZEKIAH & Dr. LALITHA RAMAKRISHNAN</i>	3
4.	A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON THE CAR CONSUMERS - WITH SPECIAL REFERENCE TO ERODE DISTRICT, TAMIL NADU <i>S. ARUN PRASAD & Dr. S. CHANDRAMOHAN</i>	4
5.	EFFECTIVENESS OF VALUE ADDED SERVICE IN PUBLIC SECTOR BANKS - A FACTOR ANALYSIS <i>M. SURESH KUMAR & Dr. G. SURESH</i>	5
6.	CHALLENGES FACED BY WOMEN IN INTERNATIONAL CAREER <i>Dr. A. JOHN PETER & S. VIDHIYA LAKSHMI</i>	6
7.	EMPOWERING WOMEN IN KERALA: ROLE OF MICRO FINANCE INSTITUTIONS <i>Dr. JOSEPH SEBASTIAN THEKEDAM & NIMMI C R</i>	7
8.	LEGISLATIVE ROLE OF IRDA IN PROMOTING AND REGULATING AN ORDERLY GROWTH OF LIFE INSURANCE BUSINESS IN INDIA <i>RAVI KUMAR GABA & Dr. ANGRISH KUMAR AGARWAL</i>	8
9.	ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND THE USAGE OF SELECT DURABLE COMMODITIES BY "LOW-LITERATE" PEOPLE USING MULTIPLE RESPONSE SET <i>MALAY BHATTACHARJEE & Dr. GAUTAM BANDYOPADHYAY</i>	9
10.	EXPLORING THE RELATIONSHIP BETWEEN STORE IMAGE AND STORE LOYALTY OF AN ORGANIZED GROCERY RETAIL <i>ISHFAQ HUSSAIN BHAT & Dr. SAPNA SINGH</i>	10
11.	REFLECTIONS OF INDIAN TOURISM SECTOR IN REFERENCE TO WORLD TOURISM <i>AMIT DANGI & Dr. VIJAY SINGH</i>	11
12.	DIGITISATION IN INDIA A ROAD AHEAD <i>TAJINDER KAUR</i>	12
13.	TQM INFLUENCE ON QUALITY PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF KARNATAKA <i>K C PRASHANTH</i>	13
14.	A STUDY ON CONTRIBUTION OF TOURISM AND HOSPITALITY INDUSTRY TO THE ECONOMIC GROWTH OF KERALA <i>SINU.M</i>	14
15.	SUPER EFFICIENCY ANALYSIS OF CO-OPERATIVE SUGAR MILLS IN TAMILNADU <i>DR. K.UMA DEVI</i>	15
16.	DEMONETIZATION: 'ILLUSION OR REALITY' <i>MADHU SAITYA</i>	16
17.	DISCLOSURE OF INTANGIBLE ASSETS IN INDIAN CORPORATE SECTOR: A CRITICAL APPRAISAL (INFORMATION SECTOR) <i>KARAMJEET KAUR & Dr. HARSH VINEET KAUR</i>	17
18.	INFLUENCE OF MONITORING AND EVALUATION PRACTICES ON PROJECT PERFORMANCE IN COUNTIES: THE CASE OF MOMBASA COUNTY, KENYA <i>MAALIM, MOHAMED ABDI & JOHNBOSCO KISIMBII</i>	18
19.	HOW THE DEMONETIZATION IMPACTED STOCK INDICES IN INDIA? <i>Dr. ASIF PERVEZ & AHMED MUSA KHAN</i>	19
20.	DEVELOPING A FRAMEWORK FOR EMPLOYABILITY SKILLS OF MANAGEMENT GRADUATES <i>SAVILENE JULIA GOMEZ & Dr. A. JOHN PETER</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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MARKETING PRACTICES OF SELECT RURAL INDUSTRIES IN SPSR NELLORE DISTRICT

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ABSTRACT

Rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the non-agricultural workers from rural to urban areas. Number of strategies like product, price, promotion, distribution, marketing and sales strategies can help various organizations to capture large market share of rural India. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, Inadequate Media coverage for rural communication, Multi language and Dialects, Traditional Values, Lack of proper physical communication facilities. But every problem has its solution. So, the problems of rural marketing can be solved by improving infrastructure, transportation, communication, warehousing and packing facilities. The paper includes method of selling of products, marketing planning, marketing objectives, selection of the products, Nature of competition, furnish details of customers, area wise sales, sales promotion, products require packaging, strategy of pricing method, distribution channels, goods transportation, promote of products and production sample units in Nellore district.

AN EMPIRICAL STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING

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ABSTRACT

The change in technological area all over the world has changed the concept of information and communication. The use of internet for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. The study focuses on consumers buying behavior towards online shopping. Questionnaire was used to collect the primary data. The sample size of the study was 125 and the sample design adopted was convenience sampling. This paper tried to find out the impact of online market towards purchase behaviour of consumers and gives suggestions to improve the same.

EXPLORING THE STRATEGIES OF INDIAN RURAL NEWSPAPER DURING THE DIGITAL ERA

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ABSTRACT

Not only that of the urban but also of the rural the face of media has change and so is the operation. The preferences and taste of information seeking people has change too. And all the credit goes to the innovation of new technology. Selling hard news alone doesn't suffice the readers thirst for information, so major newspapers start taking innovative steps and created a new trend which will provide news in an entertainment form. The format and contents of the newspapers have to be change drastically as of to stay in the market and to overcome the overwhelming competition posed such by the new electronic media. This paper discussed the strategies to tackle such threat and competition faced by the rural newspaper.

A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON THE CAR CONSUMERS - WITH SPECIAL REFERENCE TO ERODE DISTRICT, TAMIL NADU

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ABSTRACT

The automotive industry in India is one of the largest and is experiencing a significant growth each year. With increase in paying capacity and improved lifestyles, the industry is set to grow. According to Society of Indian Automobile Manufacturers, the country is home to the largest two-wheeler productions with domestic market share of 81% in 2014-2015. The country produced over 23 million vehicles in 2014-2015 and is expected to be the global leader by 2020. Social Media Marketing is also boosting public relations business. Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. A simple random sampling technique is adopted in the paper to select the sample respondents. The source of data is the primary research done by conducting survey of the targeted individuals. The targeted sample size was 50 respondents. Vast majority (78 per cent) of the respondents were very effective opinion about overall performance of social media. There is a significant difference between brand preference and their overall performance of social media. The research can find its usefulness in equating the impact social media leaves on the end consumers.

EFFECTIVENESS OF VALUE ADDED SERVICE IN PUBLIC SECTOR BANKS - A FACTOR ANALYSIS

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ABSTRACT

Public sector banks provide various value added services to the customers. The awareness level of customers is increasing day by day. Their expectations are also increasing for choice of choosing the product and services. The Public sector banks offering Value Added Services like bill payments, transfer of money, enquiring account balances, buying and selling of financial instruments such as securities, credit cards, mutual funds, ATM cum debit card, insurance policy, demat accounts and so on. Creation of all those facilities involves very huge investment. So it's most important to increase the usage of Value Added Services among the customers to improve the operational efficiency and get maximum benefit from the investment made in these facilities.

CHALLENGES FACED BY WOMEN IN INTERNATIONAL CAREER

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ABSTRACT

The success of a multinational organisation depends on the effective international human resource management and in identifying the skilled expatriate. The sociocultural, economic, political and organisational factors in home and host country affect the participation of women in international assignments. Women face greater barriers when compared to men in taking up international jobs owing to socio cultural norms, worklife balance issues and lack of organisational support. These barriers prevent the career progression of women. The negative stereotypes about women, occupational segregation and the masculine culture of organisation hinder the integration of women at all levels. In spite of skill shortage and rising global competition, the participation rate of women is very low at international context. Acknowledging the gendered nature of organisation, inclusion of women at all levels, addressing to their special needs and providing supportive organisational policies and provisions will empower women and promote gender diversity. This article discusses the numerous organisational barriers to international positions for women and how each barrier disadvantages women. It also briefs how the present male centered organisational culture is detrimental to women's development.

EMPOWERING WOMEN IN KERALA: ROLE OF MICRO FINANCE INSTITUTIONS

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ABSTRACT

In a country like India, where almost seventy per cent of the population is in the rural areas, with little or no access to the main stream financing options, microfinance has a huge role to play and a huge population to uplift. Microfinance, thus simply brings the rural population closer to reaching a better life style by helping them with small credit amounts that they acquire with no collateral. The impact of microfinance on women's decision-making and empowerment has been the subject of several studies in the last two decades. Many of these quantitative studies have focused on the impact of microfinance—with a majority proving that microcredit increased the standard of living—raised awareness, aided decision making, and reduced poverty among rural beneficiaries. This study makes an attempt to know about the role MFI's in empowering women in all aspects of our economy. The result shows that a positive impact or changes have been taken place in the standard of living of women in our country with the introduction of various programmes through MFI's.

**LEGISLATIVE ROLE OF IRDA IN PROMOTING AND REGULATING AN ORDERLY
GROWTH OF LIFE INSURANCE BUSINESS IN INDIA**

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ABSTRACT

The present study is mainly aimed to evaluate the overall growth of life insurance industry in India after the enactment of IRDA. The basis of this evaluation is based on the growth of number of life insurance companies, growth in collection of life insurance premium, growth in penetration of life insurance business, growth in number of life insurance policy holders, growth in number of life insurance offices, growth in capital infusion in life insurance industry and so on. The study is based upon secondary data collected from various sources for last 15 years i.e. from 2000-2001 to 2014-2015.

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND THE USAGE OF SELECT DURABLE COMMODITIES BY “LOW-LITERATE” PEOPLE USING MULTIPLE RESPONSE SET

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ABSTRACT

This paper concentrates on the people whom a few earlier researches have termed as “Low-Literate” consumers. Work on these set of people have been very limited in the world till date and practically no evidence of any work with these people let alone on their consumption of durables in this country has been revealed in the course of the study. We have tried to find out their usage pattern of durables within a selected variety of eight consumer durables ear-marked for the purpose of the study. With the help of Multi-Response set we have tried to determine their usage pattern and frequency of the select durables considered for the study. Thereafter, we have tried to determine if demographic attributes like education, age, income and occupation does play a role in the consumption process of these selected consumer durables and if there is an association between these various demographic attributes.

EXPLORING THE RELATIONSHIP BETWEEN STORE IMAGE AND STORE LOYALTY OF AN ORGANIZED GROCERY RETAIL

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ABSTRACT

The Indian retail sector has seen a boom from past few years. The rise in the disposal income, urbanization and increasing FDI has helped the industry grow. India is ranked 6th largest country in terms of food and grocery. The food and grocery sector is the largest category with in the retail sector India. In order to survive in the market competition to have loyal customers is a very important for the organizations. A deeper understanding of what engenders store loyalty would be beneficial to retailers in developing appropriate strategies to satisfy loyal customers and to maintain a competitive advantage. The objective of the study will be to analyze the store loyalty of grocery retail. The data will be collected from the customers who will be shopping at these selected stores. The total of 300 customers from selected city will be sampled using mall intercept survey. This research consists of three variables, store image, store satisfaction and store loyalty. The independent variable is store image and it was divided into eight variables Store satisfaction will be introduced as mediator variable between store image and store loyalty. Store loyalty is the dependent variable for this study. The Results of the study showed that there exists a mediating relation between Store image and Store loyalty through Store Satisfaction. More ever the study also reveals the direct effect of some variables of store image with store loyalty.

REFLECTIONS OF INDIAN TOURISM SECTOR IN REFERENCE TO WORLD TOURISM

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ABSTRACT

Tourism is one of the key sectors of the Indian economy leading the international trade in services and representing the leading income generator for many regions. Tourism industry in India is growing at a fast rate and it has vast potential for generating employment and earning large amount of foreign exchange as the study has revealed. Tourism in India should be developed in such a way that it can accommodate and entertain visitors in such a manner that they count India as a preferred destination for all kinds of Tourism activities. The specialized services, demographic dividend and reasonably low priced workforce add up to make Travel & Tourism sector as a cash cow for India. The major part is being played by visitor's experience and in this we need to drive value through outstanding visitor's experience. To achieve all, current Tourism Policy launches few flagship programmes regarding Human Resource which leads to total satisfaction in Service providers and service takers and generates competitive advantage for India as a most sought out tourism destination.

DIGITISATION IN INDIA A ROAD AHEAD

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ABSTRACT

Digitisation is a system where the financial and non-financial control is exercised with the help of technology. In India this process has taken speed when the government has taken extreme and immediate steps to demonetisation of currency notes of Rs. 500 and Rs. 1000. The population at large was not aware of the use of digital services but demonetisation forced them to switch over to the plastic currency. The paper is the empirical analysis of demonetisation in India and its comparison with Sweeden. It studies the various modes of digitisation, government initiative, problems in implementation etc. The paper concludes that no doubt the digitisation brings transparency in books of accounts but in order to implement it successfully literacy of people, strong cyber laws, and digital transfer of funds to political parties can make this process strong and can help in curbing black money and terrorism.

TQM INFLUENCE ON QUALITY PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF KARNATAKA

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ABSTRACT

Steel production is considered as the forefront indicator of the economy in the contemporary world. India has been fetching an impressive share in the steel market. However, techno-economic efficiency has been somewhere pro-castigating competitive advantage of Indian iron and steel sector over competitors like China. As proved by Japanese, the left option for enhancing competitive advantage is quality management through Total Quality Management. The present study focussed on extent of TQM practices and their impact on quality performance at iron and steel firms in Karnataka region. The general objective of this research is to portray the picture of TQM at Iron and steel firms of India and also to address the quality issues of the firms at the backward region like Hyderabad-Karnataka. In this regard, study emphasizes relationship between widely used TQM practices and quality performance indicators using correlation and regression analysis.

A STUDY ON CONTRIBUTION OF TOURISM AND HOSPITALITY INDUSTRY TO THE ECONOMIC GROWTH OF KERALA

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ABSTRACT

Tourism and hospitality has been an effective instrument for generating employment, earning revenue and foreign exchange, enhancing environment, preserving culture and tradition. It can ensure an overall development in a sustainable manner. Economic diversification and technological improvement have created a conducive environment for tourism development in the present age of globalization. Tourism Industry Contributes Significantly to National GDP, it is a Major Contributor of SDGP of Kerala. Total tourism revenue of Kerala (both direct and indirect) during 2015 was Rs 26,689 crore, showing a rise of 7.25 per cent over last year. This shows an increasing trend over the past few years. And the aim of the study is to analyse the contribution of tourism and hospitality industry to Kerala's economic growth. Here, the economic growth is measured in terms of employment generation and impact on GDP. And also examine the various marketing initiatives in Kerala tourism and hospitality industry to attract tourists and impact of these initiatives to economic growth. Therefore, the careful management of the sector is essential in order to reap in the maximum benefits with the minimum negative impact and to make it more environmentally and socially sustainable.

SUPER EFFICIENCY ANALYSIS OF CO-OPERATIVE SUGAR MILLS IN TAMILNADU

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ABSTRACT

Data Envelopment Analysis (DEA) is used to examine the Super efficiencies and relative technical efficiency of 15 Co-operative Sugar mills in Tamilnadu using Charnes, Cooper & Rhodes (CCR) model and Banker, Charnes and Cooper (BCC) model. Based on the analysis, the efficient sugar mills are found. For inefficient sugar mills, the degree to which each inputs needs to be reduced for optimum output is derived using Benchmarking. Super efficiency analysis indicates that Kallakurichi-II sugar mill dominates the sugar mills under study with a super-efficiency score equal to 1.5471. Cheyyar, Dharmapuri, Subramania Siva and Kallakurichi-I sugar mills occupy second, third, fourth and fifth place respectively.

DEMONETIZATION: 'ILLUSION OR REALITY'

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ABSTRACT

Demonetization is a radical monetary step in which a currency's status as a legal tender is declared invalid. The series of currency is not acceptable as legal currency. This is usually done where there is a change of national currency replacing the old currency unit with new one. Same happened in India on the eve of 8th November 2016 when Indian government announced that the Rs. 500 and Rs. 1000 denominated currency notes will cease to be legal tender. The move was targeted towards tackling black money, Corruption, Terrorism etc. Declaration of 86% of currency notes as illegal tender was just a blink of time on the eve of 8th November 2016 created immediate interruption in daily lives of the people. The chaos was created in every strata of society either it was upper, middle or lower. Where some welcomed the move as it was seen for curbing black money, many others suffered by this move. Supreme sufferers of this move were the informal sectors of Indian economy where cashless transactions were minimal. Informal sectors include activities like agriculture, works in construction, local transport, community services & small workshops like shoe makers & garment makers, rural population, urban poor and middle class. After initial Euphoria, questions began to emerge. What are costs of this demonetisation, will it be effective if people can still create fresh black money there after? Will it increase the GDP? Will it increase inflation? What about tax revenues. In this paper I want to discuss the short term and long term pros and cons of recent demonetization.

DISCLOSURE OF INTANGIBLE ASSETS IN INDIAN CORPORATE SECTOR: A CRITICAL APPRAISAL (INFORMATION SECTOR)

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ABSTRACT

Intangible Assets are fixed assets without physical nature, which cannot touch like goodwill, copyright and working skill of employees who work in the company. This research is based on data from the 2006-07 to 2015-16 of companies of information sector selected from BSE-500 index. Annual reports of these companies were used for examine the level of disclosure of Intangible assets. The result shows that disclosure of highest Intangible Assets score sheet (92 %) out of five categories of Intangible Assets. Find positive correlation of intangible assets disclosure categories with demographic (sales, assets, average age) and, profitability variable (return on investment, return on equity and earning per share and return on assets). However firm value and return on assets has a negative relationship but firm value has a positive relationship with human capital variable

INFLUENCE OF MONITORING AND EVALUATION PRACTICES ON PROJECT PERFORMANCE IN COUNTIES: THE CASE OF MOMBASA COUNTY, KENYA

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ABSTRACT

Projects are great ways to take up strategic business changes. However, projects have not performed as well as expected probably due to deficiencies in monitoring and evaluation. Monitoring and evaluation are vital components of project success as they imply overseeing the process of implementation and at the same time judging the worth of the project. The purpose of this study therefore was to investigate the influence of monitoring and evaluation practices on project performance in counties, with special reference to Mombasa County Kenya. More importantly, given that devolution in Kenya was meant to improve service delivery at the county level through the implementation of projects, a review of literature reveals deficiencies in studies on monitoring and evaluation practices on the performance of projects in counties in Kenya. These study was based on four objectives; to establish the influence of stakeholder participation on project performance, to examine the influence of capacity building on project performance, to determine the influence of budgetary allocation on project performance and to examine the moderating influence of politics on the relationship between monitoring and evaluation practices and project performance. The theoretical foundation of this study was based on the Participatory theory, theory of change and Resource Based View. Empirical literature was carried out sequentially as per the study objectives. A descriptive study design was employed using a sample of 271 respondents. The questionnaire was the main data collection tool and was based on a five point Likert scale items. The tool had an acceptable reliability coefficient of 0.69. Data analysis was done by statistical package for social sciences (SPSS) version 22. The findings revealed that there were significant and positive associations between stakeholder participation and project performance, between capacity building and project performance and between budgetary allocation and project performance. Politics was also seen to have a moderating effect on the relationship. However, the relationships were weak indicating that there were other factors affecting project performance. The conclusion therefore, is that stakeholders need to be involved, capacity building done and adequate funding is provided for projects. The study however recommends for further exploration of other factors associated with project performance since there is evidence of other variables interfering with the association between the independent and dependent variables.

HOW THE DEMONETIZATION IMPACTED STOCK INDICES IN INDIA?

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ABSTRACT

The purpose of the study is to examine the impact of Demonetization on Indian stock market with the help of different sector Indices of National Stock Exchange (NSE). An analytical approach has been used to analyse the significant changes in return of stock Indices between pre and post demonetization. The authors found that there is no significant impact of demonetization on any of the Indices, which had been taken for study.

DEVELOPING A FRAMEWORK FOR EMPLOYABILITY SKILLS OF MANAGEMENT GRADUATES

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ABSTRACT

Employability skills are the skills almost every employee needs to perform any job. They are the skills that make technical knowledge and specific job skills fully productive. Higher education has focussed on employability skills at an institutional level, through graduate attributes or through consideration across specific disciplines. As such higher education does not have a single commonly agreed framework for employability skills. This paper aims at examining factors that influence employability of Management Graduates, the basis of Employability Skills from the requirements in the business world, the models and frameworks of Employability that will help in the development of graduate employability skills. Although there is no consensus on how employability should be viewed, it could be said in general that it reflects people's potential of acquiring employment. The existing frameworks/ models developed by authors, adapted by universities are discussed, are analysed in order to identify the factors influencing employability to synthesize the knowledge on this topic and come out with a practical model to enhance employability of Management graduates. It is found that it is crucial for management graduates to develop the required skills and competencies to primarily get a job, hold the job, to contribute to their organisation and progress in their career. Hence they need Technical and Academic Skills specific to the Job they intend to get which includes numeric capacity, listening, reading, written communication, oral presentation, language, global awareness, critical analysis, creativity and self-management; Process Skills which are problem-solving skills, decision making skills, planning and delegating, teamwork, prioritizing, ethical sensitivity and Personal Qualities such as self-esteem, self-confidence, self-control, honesty, integrity, adaptability, flexibility, willingness to learn, emotional intelligence, punctuality, efficiency social skills and ability to manage stress.

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