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**INNOVATION AS A SECRET FOR ORGANIZATIONAL SUCCESS: A LITERATURE REVIEW BASED ON
INNOVATION IN ORGANIZATIONAL ENVIRONMENT**

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ABSTRACT

Present context of globalized economy, the competition has intensified, product life cycles have compressed and product obsolescence has been occurring at a fast pace. This signals organizations to increase their efforts on innovations as to improve product development cycles, deliver innovative products and service innovations to get the competitive advantage from market. The study is a comprehensive literature review based on innovation focus with the organizational perspectives in different scenarios. Many scholars have viewed innovation as in different perspectives and have considered innovation as one of the key main factors for product enhancement and then how it combines with organizational success. Hence two propositions have developed as; proposition one: organizational culture has a relationship with the innovation orientation and imitative orientation of a firm and propositions two: radicalness of the product has a relationship with innovation speed, and analyzed based on the work on eminent scholars. Finally the innovation type mapping tool develop by Rowley et al., (2011) stated and it can use as a basis for greater clarity in terms to describe types of innovation, and could enhance consistency to refer innovation types in both research and practices. As for recommendations, managers should focus attention on innovation on different organizational cultural aspects as in diversely. Also organizations have to find ways to deliver radically innovative products and shorten the product development time and emphasized the importance of market attraction or relationship management to deliver those radical innovations to the market.

THE IMPACT OF SMALL BUSINESS MANAGEMENT ON PRODUCT QUALITY, PRODUCT FEATURES AND PRODUCT POSITIONING IN IBADAN METROPOLITAN, OYO STATE, NIGERIA

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ABSTRACT

The study investigated the impact of small business management on product quality, product features and product positioning. It aimed to identify the influence of small business management on product quality, ascertain the influence of small business management on product positioning and examine the extent to which small business management has influence on product features. The study was conducted in Ibadan metropolitan of Oyo State, Nigeria. Multi-stage and random sampling techniques were used in selecting 1,200 respondents of the study using staff of small business organizations, traders and consumers from Mokola, Dugbe, Bodiga, Agbeni, Sango and Aleshioye Areas of Ibadan metropolitan. Information was gathered using primary and secondary data. Questionnaires were used to elicit information and were validated by experts. The data generated from the survey were subjected to both descriptive and inferential analyses. The findings reveal that small business management had influence on product quality ($\chi^2 (6) = 155.51; p < 0.001$), small business management has influence on product positioning ($\chi^2 (6) = 52.19; p < 0.001$). The study further shows that small business management has influence on product features ($\chi^2 (4) = 111.83; p < 0.001$). The study concluded that small business management has impact on product quality, product features and product positioning.

OWNERSHIP MIX AND FIRM'S RISK TAKING BEHAVIOR: EVIDENCE FROM PAKISTANI CAPITAL MARKET**SHAHAB-UD-DIN****LECTURER****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY****WAH CAMPUS****PAKISTAN****DR. UMARA NOREEN****ASST. PROFESSOR****COMSATS INSTITUTE OF INFORMATION TECHNOLOGY****ISLAMABAD****ABSTRACT**

This study evaluates the relation between ownership mix and the firm's market risk from 2004 to 2009, considering a sample of 50 manufacturing firms listed at KSE-100 index in the Pakistani capital market. The dependent variable is Risk which is measured by standard deviation of the annual return of stocks, and the independent variable is ownership mix. Linear regression model is used for estimation along correlation analysis. There is a negative and statistically significant relation between the foreign ownership (FO) and market risk. Like the family oriented firms the foreign owned firms are more concerned about their profit and earnings per share. There is a positive coefficient reported between the Market risk and government ownership (Gov). This study also reports a negative coefficient with the size of the firm. It means that larger sized firms will have low market risk the ownership mix variable i.e. institutional ownership has reported negative association with the market risk, but this association is statistically insignificant. This study also documented a negative relation between the foreign controlled firm and the market risk. Like the family owned firm the foreign firms have low market risk.

THE IMPACT OF STUDENTS' DIVERSITY ON GROUP WORK IN BAHIR DAR UNIVERSITY AND GONDER UNIVERSITY

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ABSTRACT

Student community in higher learning institutions encompasses a complex pattern of diversity. It includes important dimensions of human identity such as race, ethnicity, national origin, religion, gender, sexual orientation, class, age, and ability. Ethiopia's higher learning institutions have students of diverse languages, ethnic groups, religions, culture, race, gender and the like (MOE, 2008). This paper aimed to find out the impact of diversity on group work in selected Ethiopian Higher Learning Institutions. The sample size consisted of students and instructors from Bahir Dar University and Gondar University, Ethiopia. Purposive sampling was used. To get diverse sample students and instructors from eight departments were taken. Data collection strategy consisted of questionnaire, interview and observation. Both open ended and close ended type of questions have been prepared and dispatched to respondents. 160 students and 36 instructors were selected. The questionnaire return rate was 74 % for students and 61% for instructors. The collected data were analyzed using tables and percentages. The results of the findings indicated that diversity has positive impact on group activity and students prefer heterogeneous groupings to homogenous groupings although the actual practice showed that the learners formed groupings from similar backgrounds such as sex, religion, ethnicity and the like.

A STUDY ON MOTIVES AND AWARENESS LEVELS OF STOCK MARKET INVESTORS – A CASE STUDY WITH REFERENCE TO ANANTAPUR DISTRICT IN A.P.

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ABSTRACT

Stock markets play a crucial role in the acceleration of the pace of growth in a developing economy like India. Today the stock markets in India are scaling new and all-time highs. The Foreign Institutional Investors (FIIs) and the domestic investors, mainly the mutual funds, appear to have been showing their persistent faith and unshaken confidence in Indian stock markets. The investors' confidence and faith in stock markets is an essential prerequisite for the smooth, steady and stimulating performance of the stock markets in any country. Moreover, the spread of investment culture among the small and retail investors, especially among the rural investors also goes a long-way in the sustained development of stock markets and helps in capital formation in the country. Further with the advent of second phase of economic reforms, especially the reforms in the stock markets, the subject of 'investor protection' have been subjected too much debate and increased emphasis. Today, the small and rural investors are more exposed to investments risks because of insider trading, price rigging by organized brokers, manipulative and fraudulent practices of market intermediaries. It is in this context, the present work entitled "Motives and Preferences of Stock Market investors" has been taken up.

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ABSTRACT

In this research article we have discuss about relationship between service quality and patient's satisfaction towards the private sector health industries in India, five service quality dimensions has been discussed namely tangibility, reliability, responsiveness, empathy and assurance to determine the quality of service provided by health industries from the patients point of view, data has been taken from 97 individual who have subscribed service from the health care industries. Finding of the study suggested that there is positive relationship between service quality and patient's satisfaction in the dimension of reliability, empathy and assurance on the other hand there is no significant relationship between service quality and customer satisfaction in the dimension of tangibility and responsiveness, with the help of finding we have suggested that private sector health care industries should be proper attention towards the service in order to maintain their tangibility and responsiveness.

IPO'S PERFORMANCE AND ITS RELATIONSHIP WITH QIB SUBSCRIPTIONS AND GRADE

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ABSTRACT

An initial public offering (IPO), referred to simply as an "offering" or "flotation", is when a company (called the issuer) issues common stock or shares to the public for the first time. They are often issued by smaller, younger companies seeking capital to expand, but can also be done by large privately-owned companies looking to become publicly traded. An IPO can be a risky investment. For the individual investor it is tough to predict what the stock or shares will do on its initial day of trading and in the near future since there is often little historical data with which to analyze the company. Also, most IPOs are of companies going through a transitory growth period, and they are therefore subject to additional uncertainty regarding their future value. QIB or Qualified Institutional Buyers have the time and resources to carefully evaluate the offer and then decide whether or not to subscribe to an issue. Retail Investors, on the other hand, try to make decisions on hearsay. This study aims to find if there is any correlation between the QIB subscription and the returns from these IPO.

WORLD

ECONOMICS OF FISHERMEN IN AKOLA DISTRICT

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ABSTRACT

Water is the mother of life, which is the universal solvent. Man, animals and plants cannot live without water. It is the primary medium for aquaculture and the health and growth of the aquatic organisms depends on the water quality. In case of inland fisheries, statistics for the area developed so far are not available, but it is known that only a fraction of the water area of 15 million acres under rivers, canals, jhils and tanks has been utilized. The present paper focuses on the fish seed production, the technological advances in fish seed production, different factors that govern the fish production, the economic status of Fisheries Co-operative Societies and fisherman. It was observed that presently available fisheries related infrastructure in Akola District is inadequate and needs financial impetus for improving the condition of fisheries co-operative societies and subsequently the society members.



CUSTOMER RELATIONSHIP MANAGEMENT IN INSURANCE SECTOR - A STUDY OF PERCEPTIONS OF CUSTOMERS AND EMPLOYEES IN VISAKHAPATNAM CITY

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ABSTRACT

The behaviors of the customers in the services sector have been changing drastically during the last several years. The reason is all services firms have improved their existing mechanisms and come up with innovative ideas to attract the new clientele and gain the customer loyalty. Therefore, like banking and telecom industry, insurance industry need to study their customers and their changing behaviors. The very nature of the insurance business necessitates knowing health histories, life histories, beneficiary information and more about the demographic profile of the prospective customers. In the post-liberalization of insurance market in India; one factor that contributes to the overall performance of insurance players is Customer Relationship Management (CRM). Due to the increase in number of insurance players and rising awareness among customers about different products, companies in the insurance sector realize the importance of CRM. CRM allows insurance companies to enable the marketing departments to identify and target their best customers, manage marketing campaigns with clear goals and objectives, and generate quality leads for the sales team. In this paper, author attempts to analyze the perceptions of customers and employees of insurance companies and their CRM practices.

AN INNOVATIVE CRITICAL APPROACH TOWARDS ETHICAL BRANDING AND CORPORATE REPUTATION IN BUSINESS WORLD

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ABSTRACT

This paper explores the concept of ethical branding and its link to corporate reputation. Brands have traditionally been studied only as an economic construct. Brands, as a social construct, have not yet been fully understood due to the lack of research. A corporate brand is a vital part of the corporate reputation management. An ethical brand enhances the firm's reputation; such a reputation reinforces the brand in turn. On the other hand, any unethical behaviour will severely damage or even destroy the total intangible asset as evidenced by the recent high profile corporate scandals. Ethical branding could provide the company with a differential advantage as a growing number of consumers become more ethically conscious.

IMPACT OF AGGRESSIVE WORKING CAPITAL MANAGEMENT POLICY ON FIRMS' PROFITABILITY

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ABSTRACT

A firm may adopt an aggressive working capital management policy with a low level of current assets as a percentage of total assets, or it may also be used for the financing decisions of the firm in the form of high level of current liabilities as a percentage of total liabilities. This study investigates the potential relationship of aggressive/conservative policies with the accounting and market measures of profitability of India firms using a panel data set for the period 1998-2005. The present study is expected to contribute to better understand these policies and their impact on profitability, especially in emerging markets like India. Finally, since good economic conditions tend to be reflected in a firm's profitability (Lamberson, 1995), this phenomenon has been controlled for the evolution of the economic cycle using the GDPGR variable, which measures the real annual GDP growth in India for each of the study year from 2002 to 2010. The present study investigates the relationship between the aggressive/conservative working capital asset management and financing policies and its impact on profitability of 204 India firms divided into 16 industrial groups by BSE for the period 2002-2010. The impact of aggressive/conservative working capital investment and the financing policies has been examined using panel data regression models between working capital policies and profitability. The study finds a negative relationship between the profitability measures of firms and degree of aggressiveness of working capital investment and financing policies. The firms report negative returns if they follow an aggressive working capital policy.

ORGANISATIONAL SUPPORT FOR CAREER DEVELOPMENT OF EMPLOYEES – A STUDY ON BBK LEATHERS PRIVATE LTD.

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ABSTRACT

The objective of this paper is to evaluate the organisational support for career management and satisfaction among workers in an organisation. An empirical study is made on BBK Leathers Pvt. Ltd. – Ranipet involving 220 workers. Chi-Square test is used to find the organisational support provided by the BBK Leathers Pvt. Ltd. to its workers. And also the satisfaction level of workers was found. The inferences of these findings were discussed and suggestions are provided to the organisation for its progress.

PERCEPTION AND CONSUMER BEHAVIOUR TOWARDS PRIVATE LABELS AT RETAIL OUTLET IN CHENNAI CITY – AN EMPIRICAL VIEW

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ABSTRACT

Private Labels are product brands that are owned by the retailer instead of entity that produces the product. Private Labels are getting retailer attention due to higher profit margin on such products, compared with branded alternatives. The Pantaloon Retail (India) Ltd is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment. It operates a nationwide chain of stores that include Big Bazaar, Food Bazaar, Pantaloons, Central, Home Town, eZone, Depot, Loot Mart, Brand Factory, Urbana, Indigo Nation, One Mobile, Staples, Lee Cooper Sports Bar, Copper Chimney and F123. Big Bazaar offers a wide range of products which range from apparels, food, farm products, furniture, child care, toys, etc of various brands like Levis, Allen Solly, Pepsi, Coca- Cola, HUL, ITC, P&G, LG, Samsung, Nokia, HP along with number of Private Labels like DJ & C ,Tasty Treat and Clean Mate . This research is mainly focused to find out the market potential and Preference of Private Labels of big bazaar among consumers in Chennai city. This study will help the Big Bazaar to identify the buyers' behavior and to design their marketing strategy accordingly and also it gives an improved service quality in future scenario. The survey shows that customers of Big Bazaar store are satisfied towards the quality and price of Private Labels. The analysis is performed using Chi-square and weighted average analysis to draw meaningful inferences and conclusions.

WORLDWIDE

THE EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT PRACTICES ON HOTEL PERFORMANCE

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ABSTRACT

Human resource management (HRM) practices are essential factors in hotel performance. If hotels are concerned to achieve a better performance levels, the management should preferably focus on the HRM practices indicated in the study. The purpose of this research is to examine the effectiveness of HRM practices on hotel performance in context of Vadodara. This research will help in finding the significant difference between HRM practices and hotel performance and to investigate whether HRM practices affect performance in the hotel industry, hotels from three-star category in Vadodara- Gujarat state were selected numbering 13 in 2011. The data were gathered by developed questionnaire. The questionnaire measured seven HRM practices and five hotel performance variables. The HRM practices selected for the research study was staffing, selection, training and development, performance appraisal, performance reward, internal communication system and employee relations. Correlation analysis was used to test the association between HRM practices and hotel performance. Regression analysis was employed to test the effect of HRM practices on hotel's performance. We can conclude that HRM practices affect hotel's performance, a positive impact was revealed from the analysis. Furthermore, the analysis showed also a positive effect of human resource management practices in term of selection, staffing, training and development, performance appraisal and performance reward, where the remaining two HRM practice namely employee relations and internal communication system indicated insignificant with no effect on hotel's performance .

VADODARA

ROLE OF RISK AND RETURN IN INVESTMENT DECISIONS AMONG AUTOMOBILE AND BANK STOCKS AND PORTFOLIO SELECTION**S.PRAVEENA****RESEARCH SCHOLAR****DEPARTMENT OF AGRICULTURE & RURAL MANAGEMENT
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TAMILNADU AGRICULTURAL UNIVERSITY
COIMBATORE****ABSTRACT**

This study measures the Holding Period Return (HPR), Daily and Annualized Returns, Unsystematic Risk, Skewness, kurtosis and Correlation among automobile and bank stocks in National Stock Exchange of India. S&P CNX 500 was considered as a market index. Daily closing price of automobile and bank stocks were collected from the Yahoo finance data source for a period between 31-12-2009 and 31-12-2010. During this period, the market has 252 trading days. The main objectives of this study are to empirically assess the buy and hold strategy, market timing strategy, and role of correlation in portfolio selection. The holding period return was calculated for every three months considering the stock's closing price as on 31st December 2009 as a base period. Daily average returns were calculated using the continuous compounding method. A correlation analysis was performed to understand the movement of stock related to market index. Skewness and kurtosis were performed to adding degrees of skewness and peakedness of stock returns in the hope of providing a wider perspective on investment behavior. Results of the study support the buy and hold strategy and some of the stocks outperformed the market index. A significant positive correlation was found among the stocks and market index. However, few stocks have very high correlation values, few have weak correlations and some stocks have negative correlation.

STAKEHOLDERS' ROLE IN SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF NORTH EAST AND LADAKH

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ABSTRACT

Tourism acts as a backbone for majority of nations especially the growing economies while the adverse impacts of tourism on the environment and the socio-cultural are not ignorable. The tourism sector, if driven well in the right direction, can play a holistic process of economic, social and environmental sustenance as well as development. Sustainable form of tourism not only ensures the profitable income but also contribute in employment for local stakeholders as well as local community with its minimal stress on environment and traditional value system. To understand the concept of sustainable development and its contribution towards local community development for Himalayan Indian States, the case studies of North Eastern region and Northern most Himalayan Region of Ladakh are well-suited. Furthermore, the present study is also an attempt to address the key determinants of sustainability of tourism industry in the North Eastern India and to establish the importance of local entrepreneurship or local community participation in ensuring sustainable tourism development. It focuses on three major aspects of tourism industry like sustenance including region-specific sustainability considerations; entrepreneurial awareness towards sustainability and suggestive measures to ensure sustainable norms in tourism development in the region.

STRESS MANAGEMENT FACTORS AND ITS INTERRELATIONSHIP WITH JOB SATISFACTION

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ABSTRACT

Stress is an adaptive response to an external situation that results in physical, psychological and / or behavior deviations for organizational. Stress can manifest itself in both positive way and a negative way. Level of work stress in any organization can contribute a lot in increasing/decreasing the job satisfaction level of the employees. Proper stress management can definitely improves the efficiency and effectiveness of work performance. In our study, we focus on the employees (teaching staff) of private professional education institutions to find the relationship between the intensity of stress and job satisfaction level. Here we also try to find out the main causes of stress among faculty members as well as the stress management techniques that can be fruitful in this respect. The study will focus on the different-2 factors that determine the composition of stress management in private professional education institutions. For this purpose we use KMO and Bartlett's Test of sphericity, multivariate factor analysis and Z-test. Data was collected from both primary and secondary sources where for primary data a structured questionnaire was constructed which was pilot tested to check reliability. The questionnaire consisted of two parts. The part consisted of details of demographic profile of employees of different -2 professional colleges teaching like age, gender, tenure etc .The second part consists of many questions which involved most important issues that are considered essential for on a 5-point rating scale stress management and its interrelationship with the level of job satisfaction.

LEADERSHIP DEVELOPMENT FOR EXCELLENCE: A REVIEW

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ABSTRACT

The aim of the study was to review the leadership development in recent times and the impact of excellent leadership on the success of any organization. A review showed that excellent leaders endorse better performance. On a practical level the findings suggest that excellent leadership in organizations is the key to success in a highly competitive environment.



IMPACT OF TRAINING AND DEVELOPMENT IN PRODUCTIVITY MANAGEMENT– A STUDY

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ABSTRACT

In the field of human resource management, training and development is the field which is concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational settings. It has been known by several names, including employee development, human resource development, and learning and development. Mostly in field of operations department there is very highly need of training for the employees in increasing the production process and reducing production cost where mostly organizations development depends on production department. So here in this study that has to be taken is concentrating on providing training and developing programmes in the field of operations where these type of programmes develops the individuals as well as organization, everything will be discussed in this ongoing study with a sample selection from the organization and as well as from the society. Finally we can come to know after the study that how important in implementing the new trends in training and development in the department of operations.

DEMAND ESTIMATION UNDER PUSH MARKETING STRATEGY: TOOL TO MITIGATE BULLWHIP EFFECT

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ABSTRACT

A phenomenon that is now well known as the bullwhip effect suggests that the variability in the orders increases as they move up the supply chain from retailers to wholesalers to manufacturers to suppliers. This effect is observed in a range of industries, modeled by several authors and various remedies have been suggested. Most of the authors explore the cause of bullwhip effect. Demand signal processing, non-zero lead times, order batching, supply shortages, and price fluctuations are the major reasons for bullwhip effect to occur. In this paper, the impact of push marketing strategies on bullwhip effect has been explored. Furthermore, this paper also explores the optimal order quantity for retailers under certain conditions, in case of pull marketing strategies such that the total cost per unit time at retailer's end is minimum. A mathematical model has been developed suggesting the situations under which a supplier takes the decision about whether to fill the order or not. By eliminating or controlling this effect, it is possible to increase product profitability, reducing the useless costs such as stock-out and obsolescence costs.



THE IMPACT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY AND LIQUIDITY

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ABSTRACT

Working Capital Management has its effect on liquidity as well on profitability of the firm. This paper scrutinizes the impact of working capital and liquidity on profitability of Tata Motors during 2002- 2010. In this paper we have studied the impact of different components of working capital on profitability (ROI) of Tata Motors. Karl Pearson's correlation, T-test, Regression, Rank correlation, Average, Standard Deviation have been used for analyze the variables. The results show that there is no significant relation between liquidity and profitability. Out of 7 components of working capital only two factors have negative impact on profitability namely working capital turnover ratio and cash turnover ratio. It implies that there is a positive correlation between working capital components and profitability (ROI) of Tata Motors during 2002-2010. If ATR increased by one unit, the ROI decreased by 5.47 units that was statistically significant at 5% level. However, for one unit increase in WCTR, CTR, the profitability decreased by 0.57 and 0.49 respectively.

MANAGING EMPLOYEE RETENTION AND TURNOVER IN THE RETAIL SECTOR

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ABSTRACT

Retailing is one of the largest sectors in the global economy. Indian retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise by 25% yearly mainly being driven by strong income growth, changing lifestyles, and favorable demographic patterns. Retailing is human resource-centered. According to a report titled 'India Organised Retail Market 2010', published by Knight Frank India in May 2010 during 2010-12, around 55 million square feet (sq ft) of retail space will be ready in Mumbai, national capital region (NCR), Bengaluru, Kolkata, Chennai, Hyderabad and Pune. According to a report by the Mercer, the average attrition in 2010 was 10% across Indian companies, a rate that may rise to 25% in 2011-12 with improved salaries. With 88 per cent of Indian companies expected to recruit larger number of employees next year, the likelihood is that the churn will be even bigger. The retail boom has witnessed large-scale recruitment across the country, but that has led the industry to grapple with high attrition too. This has prompted retailers to try out new innovations aimed at not just getting raw and new talent but also retaining employees. In view of the growing importance of human resource in the retail business, the authors are motivated to write this paper, discussing the issues involved, challenges faced by the retailers and the strategies to be evolved to make better utilization of the man power resource.

A STUDY ON AWARENESS OF ADVERTISING – WITH SPECIAL REFERENCE TO STUDENTS OF ARTS AND SCIENCE COLLEGES AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

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ABSTRACT

The purpose of this study was to examine media exposure response to and awareness of product advertising an education and age groups including awareness of a media advertisement. The individual potential buyer is induced to pass through several stages on his way to buy product or favour a seller. We can think of three kinds of consumer response to promotion such as awareness changed attitudes and new behaviour indicating motivation response. Product manufactures are intensely promoting their products to consumers. Student's awareness with regard to advertisement and their attitude towards advertised product is essential in marketing of goods and services. The influence of demographic characteristics, attitudes and media exposure awareness and behaviours was examined.

PERFORMANCE MANAGEMENT AS EFFECTIVE TOOL FOR SUSTAINABLE COMPETITIVENESS IN THE AIRPORT AUTHORITY OF INDIA

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ABSTRACT

International Markets provide a wide range of opportunities compared to the domestic marketing but global business is inherently more risky than domestic business. International Business firms have the fundamental goals of expanding market share, sales, revenue and increase in profits. Expanding markets in overseas countries is one of the strategies to achieve these fundamental goal. "Knowledge is the only meaningful resource today" New breed of knowledge workers between 18-24 years of age are smart, practical, fiercely ambitious and restless. They have inquiring minds and zealous spirit. They have obsession to acquire higher and more saleable skills. This is, their only guarantee to a better job and the recipe to speedy success in a fast changing world. Managing employee performance based on the organizational needs, strategic requirements, and customer's preference is crucial aspect of human resource management at national and international levels. The paper deals with the complexities of organizations operating in national or international levels in the changing environment and how the human resources be effective in managing competitiveness to sustainable growth of the organizations. Performance management is about creating an environment where people know what is expected of them, have access to the tools they need for their work, and are supported in their quest to do their best. It is about creating people who feel good about themselves and their accomplishments and in turn will reward the organization with loyalty and high retention. Hence, a case study of performance appraisal system in Airport Authority of India has been taken for consideration as a case study.

WORLD

SALES: A LUCRATIVE BASKET FOR CONSUMERS AND SHOPKEEPERS

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ABSTRACT

In the past decade manufacturers and retailers have been gradually switching from the line mass media advertising to a variety of the line sales promotions. Although sales promotions take up a very large share of total marketing expenditure, they remain an area of less strategic consideration or attention than any other aspect of the promotion mix. The potential benefits of using sales promotions could range from giving immediacy and encouraging purchase of a product or service by changing the perceived value for- money equation. Despite the growth in sales promotions, there is a scarcity of literature devoted to the use of sales promotion techniques within a particular Asian city over a period of time. The present paper take an inside tour in Sales promotion techniques. Vivid Endeavour has been made by the authors to jot down the viewpoints of the consumers and shopkeepers of Chandigarh regarding sales. At the end few recommendations are listed as to overcome hurdles. Authors acted as catalyst as to fill the gap between consumers and shopkeepers by implementing.

CONSUMER PERCEPTION OF BRANDED PETROL IN NAVI MUMBAI

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ABSTRACT

Most new generation cars launched in the country after 1990s need better quality fuel to be able to offer their best in terms of smooth, knock-free performance and peak power output. The cost of maintaining the car and the cost of spares that need frequent replacement also gets reduced with the use of better quality fuel. The area of study of Branding of Petrol was chosen as Navi Mumbai. Navi Mumbai is spread over 344sq.Km and starts from Vashi in the North to Panvel in South and Airoli in the East and Uran in West. The composition of the population is a best example after Mumbai of mix of cosmopolitan locality, with people living in complete harmony. The area of study of Branding of Petrol is Navi Mumbai. Navi Mumbai is spread over 344sq.Km and starts from Vashi in the North to Panvel in South and Airoli in the East and Uran in West. The composition of the population is a best example after Mumbai of mix of cosmopolitan locality, with people living in complete harmony. The study is based on both Primary and Secondary data. The study proves that there is a tendency among the vehicle owners to buy and consume the technically superior petrol in Navi Mumbai.

STRESS MANAGEMENT- A COMPARATIVE STUDY OF SELECTED PUBLIC & PRIVATE SECTOR ORGANIZATION IN CHHATTISGARH

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ABSTRACT

Stress is seen in every corner of the world and which occurs to everyone. People use the term stress to describe the feeling they have when it all seems too much, when they are overloaded and don't feel that they are able to meet all the demands placed upon them. Occupational stress has been recognized as a major health issue for modern work organizations. Conditions of the workplace have been shown to lead to negative emotional reactions (e.g., anxiety), physical health problems in both the short term (e.g., headache or stomach distress) and the long term (cardiovascular disease), and counterproductive behavior at work. Evidence is growing that enhanced control at work can be an important element in employees' health and well-being. It has become predominant and people have come up with balanced monitored concepts to minimize stress. This paper proceeds to explain stress, the causes and the ways to minimize stress.

QUALITY OF WORK LIFE AMONG LIBRARY PROFESSIONALS IN HARYANA STATE

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ABSTRACT

The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. Therefore, organizations are required to adopt a strategy to improve the employees 'quality of work life' (QWL) to satisfy both the organizational objectives and employee needs. The data pertaining to the study have been collected from Library professionals working in private engineering colleges of Haryana to find the quality work life level. Here we also try to find out the quality work life among library professionals that can be fruitful in this respect. The study will focus on the significance of difference between mean Quality work life scores of library professionals and independent variables. The T-test is used for this purpose and data was collected from both primary and secondary sources. A structured questionnaire was constructed in the two parts: General Data Sheet and Quality of Work life to collect the data.

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ABSTRACT

Green marketing refers to such a product and service that may be environmentally friendly or packaged or produced in an environmentally friendly way. Green marketing premise that "Greenness" is a beneficial attribute and affect consumer preferences and buying patterns. Basically 5 reasons constitute the pillars which drive the marketer/producer into green marketing. They are opportunities of a competitive edge, corporate social responsibility, competitive pressure, Government pressure and cost and profit issues. However consumer preferences and perceived benefit remains at the core of all green marketing decisions. Whether it is governmental regulation or company decision the heightened level of awareness of the consumer has a role to play. The study aims to see if a higher level of concern for environmental issues influences purchasing patterns; an empirical research was conducted on three hundred and twenty people in the city of Kolkata. The study provided valuable insights into the environmental conscious customers as well as emerging trends and suggested appropriate strategies to implement green practices.



INVESTORS ATTITUDE TOWARDS INVESTMENT OPTION IN NELLORE REGION

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ABSTRACT

Investment culture among the people of a country is an essential prerequisite for capital formation and the faster growth of an economy. Investment culture refers to the attitudes, perceptions, and willingness of the individuals and institutions in placing their savings in various financial assets, more popularly known as securities. A study on the investors' perceptions and preferences, thus, assumes a greater significance in the formulation of policies for the development and regulation of security markets in general and protection and promotion of small and house-hold investors in particular. The structure of Indian Securities Market has transformed beyond recognition since 1990s. The profile of the investing public, investment vehicles available, the investment environment and the nature of problems encountered by the small and household investors are substantially different today from what they were a decade ago. The research work, thus attempts to study the socio-economic profile of the 200 investors in Nellore district region, Andhra Pradesh; their perceptions; and behavior in respect of various investment avenues. The study aims to study the needs, concerns, and problems of the small investors in the given socioeconomic backdrop. It also provides a foundation of facts relating investors' behavior towards various types of securities and assessment of investment risks. Most of the investors generally have limited information about the developments in the securities market. Information about the financial performance of the companies and data of share market available to investor is also limited.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

