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MARKET INTELLIGENCE - AN EMPIRICAL STUDY OF MARKET BEHAVIOR OF AGRICULTURAL COMMODITY

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ABSTRACT

Market Intelligence (MI) is knowledge based management system which may be defined as a process primarily based on market information collected over period of time. An analysis based on past information helps to take decision about the future. Market integration and Price Transmission, the two important components of Market Intelligence are discussed in this study. The prevailing large difference between wholesale and retail price of Mustard oil in the important markets in the country indicated towards delayed or lack of information flow and not following the market efficiency criterion. The study of Vertical and horizontal Cointegration between wholesale and retail price of Mustard oil in the selected markets of Delhi, Kanpur and Kolkata was carried out. The two statistical tests i.e Trace test and Eigen value statistics indicated that there existed cointegrating vectors and cointegrating equations which confirms a long run relationship in the mustard oil markets under study. The value of error correction coefficient γ was observed to be relatively higher (the speed of price adjustment) in Delhi and followed by Kolkata and Kanpur markets. The value of long run multiplier suggest that the equilibrium between wholesale and retail price of Mustard oil in Delhi market takes minimum time of 1.13 months, Kolkata 1.57 months and Kanpur market takes 1.52 months to attain the equilibrium level between wholesale and retail prices.

CONSTRUCTING A MULTI-CRITERIA CO-BRANDING STRATEGY MODEL FOR FAUCET INDUSTRY

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ABSTRACT

This study aims to construct a multi-criteria co-branding strategy model for the faucet industry by examining the critical success factors. It also seeks to help decision makers with selecting an appropriate co-branding alliance strategy. Based on a literature review and expert interviews and subsequently utilizing the analytic hierarchy process (AHP), this study uses a hybrid approach and applies both quantitative and qualitative factors in the construction of hierarchical model. It identifies and prioritizes four critical success factors, 12 critical success sub-factors, and 43 criteria by employing the AHP. The results indicate that "brand strategy" is the most important success factor. Furthermore, the most important key sub-factors are "value proposition", "safeguard system", "brand positioning", "channel management" and "brand identity". Faucet firms should endeavor to formulate an effective brand strategy, establish a sophisticated safeguard system, and construct a precise channel management system in order to implement co-branding. Incorporating the analytical findings, this study proposes a hierarchical model to facilitate the formulation and implementation of strategies for co-branding. The hierarchical model would assist faucet firms in determining the relative importance of decision elements and planning feasible strategies for co-branding implementation.

IMPACT OF ORGANIZATIONAL CLIMATE ON ORGANIZATIONAL LEARNING**HAMID REZA QASEMI****ASST. PROFESSOR****MANAGEMENT DEPARTMENT OF ISLAMIC AZAD UNIVERSITY-ALIGUDARZ BRANCH
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IRAN****ABSTRACT**

Human resources are the most valuable assets of society and organizations, preparation and training those needs to an efficient and effective system. Creating the organizational climate of incentive learning is a part of requirements for this system. The main question of this research is that how organizational climate can affects job satisfaction and work performance through improving OL? So, the aim is surveying relationship between organizational climate with organizational learning and the other hand surveying relationship between organizational learning with job satisfaction and work performance. Statistical population is Lorestan IAU's employees and the data collection tool has been questionnaire considered base on nature of research. Sample size was determined 117 based on Cochran formula. The data were analyzed using linear regression testing at SPSS software and finally concluded that there was a direct relationship between the level of employee's autonomy, trust and reward with organizational learning; and also there was a positive relationship between organizational learning with job satisfaction and work performance. Thus for increase job satisfaction and work performance, managers must focus on increase organizational learning based on growth the level of trust(64%), autonomy(64%) and reward(73%) through valid and accurate instructions.

BPO INDUSTRY IN INDIA: B2B MARKET TRANSFORMATION

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ABSTRACT

The Business Process Outsourcing (BPO) industry in India is considered significant which require radical transformation to leverage its critical success factor in the competitive environment. BPO service redesigning process, transformation and innovation at basic level focus on continuous improvement in service delivery need to be studied and deeper efforts for improvement can be achieved. With respect to the BPO service improvement through innovation can be represented in different views. Thus focus of B2B need to be widened beyond "cost" element to "value" and "benefits" approach. Deciding on revenue and cost the B2B has to look for alternative using transformation. Low-cost outsourcing from other countries exerts downward push on costs which leads the Indian BPO to loose market share. Rising global competition also exert high pressure on Indian BPO industry. Advantage of Indian outsourcing industry can be well taken into consideration which provides the clear idea behind the development as super power creating India as target destination for multinationals to back end their operations. The government both at state and central level are focusing on the various area and possible ways to support the sector with the developing infrastructure and political and trade relation with other counties. Indian BPO service providers have gained market share through innovative service delivery leveraging various strategic factors and adding value to its functions. The paper will highlight the transformation in Indian BPO sector explaining challenges and factor for innovation providing opportunities to the sector.

DETERMINANT FACTORS THAT ATTRACT INTERNATIONAL TOURISTS TO VISIT ETHIOPIA

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ABSTRACT

The main purpose of this study is to identify the most important and significant variables/ dimensions, factors and facilities that attract tourists to visit Ethiopia and determine their level of satisfaction. The study analyses the responses of international tourists visiting Ethiopia. They were asked to identify the most significant variables /dimensions or attributes/facilities that determine their level of satisfaction. The most significant variables such as airport dimensions, hotel facilities, and services experiences dimensions, pull and push motivational factors were identified. The data collected from 300 tourists visited Ethiopia were analyzed using appropriate statistical tools such as independent t-test, One-way ANOVA, a stepwise multiple regression analysis, factor analysis and descriptive statistics. Tourism marketers and policy makers are provided with the information related to significant dimensions and variables that will determine the level of satisfaction. Thus; they may be focused to most significant variables rather than many insignificant variables that may not have a significant impact on the level of satisfaction. This enables the tourism stakeholders to develop appropriate strategy in tourism marketing which in turn will enable the country to generate more foreign currency and attract more number of tourists into the country.

NON FINANCIAL FACTOR OF MEASURING ORGANIZATIONAL PERFORMANCE BRINGS LONG TERM FINANCIAL CAPABILITY: AN EXPERIENCE FROM BANGLADESH

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ABSTRACT

This paper deals with the measurement of organizational performance (MOP) and tries to highlight that Non-Financial factor of measuring organizational performance brings long term financial capability. An endeavor has been made to present the problems associated with the financial indicators of performance and how Non-Financial Indicators (NFI) help in decision making. Both importance of NFIs in Bangladeshi context and consequences of ignorance NFIs have been discussed to find out the evidence of Non-Financial factors impact. Finally, this paper suggests that using the NFIs which linked to factors such as corporate strategy, value drivers, organizational objectives and the competitive environment.

PREDICTORS OF WILLINGNESS TO ADOPT CUSTOMER RELATIONSHIP MANAGEMENT IN NIGERIAN ORGANIZATIONS: A FRAMEWORK APPROACH

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ABSTRACT

This study looked into the salient factors that predict or drive the willingness of organizations in the Nigerian Stock Exchange to adopt Customer Relationship Management (CRM) as a competitive strategy. It used the Technology-Organization-Environment (TOE) framework developed by Tonatzky and Fleischer (1990) and later adopted by Ramdani and Kawalek (2008) to ascertain which factors in the framework could predict adoption willingness in an African country – Nigeria. Exactly 102 large enterprises in the Exchange were sampled randomly out of 115 enterprises. Using multiple regression 10 hypotheses were tested to ascertain which predictor variable will be significant at 0.05%. The output revealed factors of relative advantage, complexity, triability and industry turn out to be significant. Other factors of compatibility, top management support, information system experience, firm size, competitive pressure and external information support turned insignificant. Recommendations made are to the effect that CEOs in the Nigerian business environment should deploy these factors in their attempt to adopt CRM to drive competition in their industries. Again it was recommended that organizations should enhance their R&D units to improve and derive the greater benefits of CRM usage.

COMPARISON OF VALUE-RELEVANCE OF CASH FLOW AND OPERATING PROFIT IN EXPLANATION OF COMPANIES STOCK RETURN WITH CONSIDERING INFORMATION ASYMMETRY: EVIDENCE FROM TEHRAN STOCK EXCHANGE

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ABSTRACT

Evaluation of accounting information efficacy in Value-Relevance of operating profit with the company's value is focused in recent researches. The purpose of this research, relationship between operational cash flow and operating profit is considered in explanation of company's stock return, generally, and considering information asymmetry by regression model of the panel data for 151 companies, members of Tehran Stock Exchange, during 2005-2009. Results of this research demonstrate that generally, there is a positive relationship between operational cash flow and operating profit with return of the companies' stock, but increasing information asymmetry, relationship between operating profit and return will decrease and the operational cash flow explain return of the company's stock better than the operating profit (and vice versa). Thus, applying the methods based on the operating profit is appropriate in such a manner that information asymmetry level was low and we could not apply a similar method for assessment of the companies' function with different characteristics.

CUSTOMER SATISFACTION SURVEY OF TRAINING AND DEVELOPMENT PROGRAMS FOR HUMAN RESOURCE DEVELOPMENT DEPARTMENT OF MANUFACTURING ORGANIZATIONS

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ABSTRACT

This study is about the level of customer (internal) satisfaction in various manufacturing organizations towards their training and development programs. Basically a survey is done in three organizations about the training and development programs and their impact on the employees behavior, skills, and education level. So to justify the relation between the manufacturing and their training and development programs and their importance in them this research is done. First of all, let's define what a manufacturing organization is like then contribution of them in our country's economy and then the training and development concept with its various aspects which I think should be necessary to be considered in this paper.

ACCESSING THE INTERNATIONAL CAPITAL MARKETS WITH DEPOSITARY RECEIPTS

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ABSTRACT

In today's era there is lot of competing between companies. A business needs capital for expansions, growth and existence. Due to liberalization, Globalization and Privatization companies need hefty funds to retain in the market and the companies can raise funds from international markets. Companies that previously had to raise capital only domestically can now tap financial markets in the foreign countries. In order to do so, companies may list their stocks on foreign stock exchanges while investors may trade overseas. An examination of trends in global financial markets over past few years reveals that many companies are looking beyond their domestic financial markets to develop an investor base and to raise international capital. For foreign listing of their stocks, firms can choose between the direct listing of their equity stocks and listing of their Depositary Receipt (DR) on the foreign exchange. Indian capital market is one of the fastest growing markets in the world and the momentum has gained a lot of potential in the recent years. There are many MNC operating in India but they have not raised capital from Indian market yet. Standard Chartered Bank PLC is the only company that has recently raised capital from Indian capital market through Indian Depositary Receipt (IDR). In this research report an attempt is made to study the Standard Chartered Bank PLC IDR issue and the future prospect IDR.

A STUDY ON THE MARKETING PRACTICES OF THE KOVILPATTI CO-OPERATIVE MILK SUPPLY SOCIETY LTD.

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ABSTRACT

Operation Flood and dairy co-operatives emerged in India as the largest rural employment scheme, enabling the modernization of the dairy sector to a level from where it can take off to meet not only the country's demand for milk and milk products but can also exploit global market opportunities. This study reviews the existing status of milk marketing and dairy co-operatives in India and provides recommendations to meet future challenges. The results of the study indicate that 80 percent of the milk produced by the rural producer is handled by an unorganized sector and the remaining 20 percent is handled by an organized sector. It is found that the dairy co-operatives play a vital role in alleviating rural poverty by augmenting rural milk production and marketing. Involvement of intermediaries; lack of bargaining power by the producers; and lack of infrastructure facilities for collection, storage, transportation, and processing are the major constraints which affect the prices received by producers in milk marketing. Milk quality, product development, infrastructure support development, and global marketing are found to be future challenges of India's milk marketing.

IMPACT OF ORGANIZATION CULTURE ON EMPLOYEE MOTIVATION AND JOB PERFORMANCE

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ABSTRACT

The success and growth of an organisation depends on how effectively and efficiently does it employee performs and culture is a means through which employees learn and communicate what is acceptable or unacceptable in an organisation in the light of its values and norms. This paper seeks to explore relationship between organization culture and job performance. It was hypothesized that impact of organizational cultural factor does not differ significantly across the organization outcome as perceived by the employees working in the organization Researcher tries to develop the organizational culture variable construct that affects the employees for enhancing work motivation and his performance. 229 respondents working with different manufacturing, trading and service organization in Dehradun District of Uttarakhand state were surveyed. There was evidence to suggest that there is significant difference in the mean of different organizational cultural factor across the organisational outcome as perceived by the employees. Hence appropriate organizational cultural variable should be promoted in the organization to enhance the employee's productivity and in turn improving organisational performance.

VALIDITY OF EFFICIENT MARKET HYPOTHESIS IN THE INDIAN STOCK MARKET

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ABSTRACT

The concept of EMH states that security prices reflect all information freely available. This information can be either the historical stock prices or publicly available information or even inside information related to the company. There exists conflicting views with regard to the impact of all the information available on the stock prices. Some are of the opinion that abnormal returns can be obtained in the long run by analyzing all kinds of information available while others argue it is not possible. So this research article is being conducted "To check whether historical share prices, publicly available information and inside information have an impact on the current and future market prices of securities. In short, to check the validity of Efficient Market Hypothesis in the present Indian scenario" The scope of this research is limited to companies listed on National Stock Exchange. Ten companies have been selected as a sample on a convenience sampling technique to test the weak and semi-strong form of hypothesis, whereas 300 companies and 35 mutual fund schemes have been taken as a sample for the purpose of testing strong form of hypothesis. Data has been collected mainly from secondary sources such as websites and journals for this purpose. The tests that have been conducted for the purpose of testing the hypothesis are run test and Auto correlation test (in case of weak form hypothesis), T-test (in case of semi-strong form hypothesis) and ANOVA (in case of strong form hypothesis). This concludes that abnormal returns cannot be earned by having only historical stock prices and publicly available information and abnormal return can be earned by having private information.

ANALYSIS OF PERCEPTIONS OF INVESTORS TOWARDS MUTUAL FUNDS: AN EMPIRICAL INVESTIGATION

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ABSTRACT

This research attempts to study the investors' preference and performance level of Mutual Funds in the present market. A survey has been used to collect primary data, 246 questionnaires were used to interpret the result. The study is based on survey conducted in Ahmedabad and Gandhinagar in month of September –November 2011. Questionnaire items were developed through a two stage process involving a review of literature and two pilot study of focus group to identify the attributes for assessing mutual fund industry. SPSS and Microsoft Excel have been used to analyze and interpret the data. It is concluded from the finding of the research that the awareness level regarding mutual funds is very less in area covered for study. The people are not aware of the advantage that they can get by investing in mutual funds nor are they aware of the basic functioning of mutual funds.

CUSTOMERS' EXPERIENCE WITH SMALL SCALE RETAIL STORES – AN EMPIRICAL STUDY

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ABSTRACT

One of the major challenges for retailers, irrespective of their size of operations, is to create experiences to the customers differently to that of competitors. It is not sufficient to meet the expectations of the customers; one has to find out ways to delight customers with a proper mix of service performances. Retailers need to work for improvements in quality performances for creating shopping experience, buying experience, service experience and relationship experience. This paper presents the customers' perceptions on the experiences related to the four specified areas. The findings are expected to benefit the small scale retailers to identify the areas that require further improvements and help in providing customer satisfaction and building loyal customer base.

INDIAN SPICES EXPORTS: THEIR GROWTH AND INSTABILITY

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ABSTRACT

India is the largest producer, consumer and exporter of spices in the world. India is expected to emerge as the global processing hub of spices in the coming 10 years. Export instability is one major problem faced by this sector. The analysis of growth and instability of Indian spices exports during the last five decades has revealed that they grew much faster than the overall agricultural exports and achieved some stability in the post Economic Reforms period. The emerging challenges and major concerns of the sector are also identified in the paper.

STOCK PRICE RESPONSES TO THE ANNOUNCEMENT OF BUYBACK OF SHARES IN INDIA

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ABSTRACT

In this paper an attempt has been made to examine the short term market reaction to the buyback announcement on stock price in India. A number of studies have examined the effect of buyback on share price behaviour and empirical evidence from the prior studies report that negative long run abnormal returns following the buyback announcement in U S, U K and Canada. Market reaction in the UK differs from that in the US for short term market. In this direction an empirical study has been carried out to know the Indian stock markets reaction to Buy-back of shares. This study is confined shares buyback of listed companies for the period 1996 to 2006. The sample consists of 106 companies, which are listed in the BSE. The adjusted daily stock prices and BSE 200 index are collected for each of the firms from day – 331 to + 30. If the share price data is not available due to non-trading, such companies are eliminated. In order to analyze the impact of the announcement of buyback of shares on stock price, the event period is centered on the announcement date of buyback of shares. The announcement date is designated as day “0” in the event period and used 61 days event period, i.e. 30 trading days before the announcement of the buyback of shares to 30 trading days after the announcement of the buyback of shares, 0 being the day of the announcement of the buyback of shares. The methodology of the study involves use of market model which was developed and suggested by Sharpe (1963). The effect of stock prices is measured in an event period using the abnormal return associated with this event. The researcher computed the Expected Returns (ER), Abnormal Returns (AR), Average Abnormal Returns (AAR) and Cumulative Average Abnormal Returns (CAARs) to examine the stock price reaction. To measure the stock price response to the buyback of shares announcement, it is necessary to segregate the returns attributed to the market movement and those that are not attributed to the market movement, but to buyback announcement. This adjustment is made using the market model. The estimation period used was -31 days to -330 days. If there is no trading in the market on the announcement day, the immediate next trading day is considered as event-day for those firms. To examine the statistical significance of the average abnormal returns z-statistic is constructed and the hypothesis that the AAR is equal to zero is tested. The study reveals, buyback announcement have not provided any additional information to the market. Market has not found any news in the announcement as revealed by the continuing trend that started before the announcement. In the nutshell, study shows negative and insignificant abnormal returns for majority of the days in the event period.

INVESTOR BEHAVIOR TOWARDS MUTUAL FUND SCHEMES: AN EMPIRICAL STUDY

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ABSTRACT

Mutual Fund industry plays a pivotal role in the optimal allocation and channelization of available idle resources in the economy. This role becomes much stronger in the developing economies like India where the prospective investors do not have much investment knowledge, information, and facilities to invest in the capital markets neither they have risk aptitude for direct investments in risky stocks. The present study is pioneer in its nature to investigate the preferences of investors towards mutual fund schemes. The primary data were collected across the states of Jammu & Kashmir and Punjab. Various statistical tools were applied to the data so collected. The findings of the study revealed that investment returns, perception of investors, information sources, investors valuation, investors objectives and investments decisions have significance impact on retail investors preferences.

MULTICHANNEL STRATEGY – A COMPETITIVE ADVANTAGE TOOL OF ORGANISED RETAILERS

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ABSTRACT

Multichannel retailing is the set of activities involved in selling merchandise or services to consumers through more than one channel. Multichannel retailers dominate today's retail landscape. Retailers are increasingly leveraging their presence across channels – catalogue, web, stores and kiosks, to increase their share of the customer's wallet and expand across consumer segments. Recent studies on consumer shopping behaviour indicate that multichannel shoppers show a significantly higher value and frequency of purchase than single channel shoppers. While there are many benefits of operating multiple channels, these retailers also face many challenges. In this article, we discuss the key issues concerning multichannel retailing, including the motivations and constraints of going multichannel, the challenges of crafting multichannel retailing strategies and opportunities for creating synergies across channels, increasingly, retailers are turning towards multichannel retailing to grow their market share and present a uniform and seem less shopping experience and branding across channels. However, enabling integration and synchronization of organisational structure, processes, operations and systems are significant challenges to realize the multi-channel retailing based on client experience and recommendations for building a customer centric retail enterprise.

STUDY OF SAVING PATTERN AND INVESTMENT PREFERENCES OF INDIVIDUAL HOUSEHOLD IN INDIA

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LUCKNOW

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ABSTRACT

Investment is one of the major issues of the middle class families as their small savings of today are to meet the expenses of tomorrow. This study examines the investment pattern and awareness of the Indian Investors about different investment instruments such as bank deposits, real estate, small savings, life insurance schemes, bullions, commercial deposits, corporate security- bonds, mutual funds, and equity and preference shares. This research finds the impact of age, education, occupation and income level of the individual on investment. This paper aims to study the awareness and preferences of investor for different investment option available to them and to analyze the factors influencing their perception and preferences. More especially, an attempt has been in this article to measure the level of awareness of investor about several pre-identified investment products; to rank the investment products in terms of awareness; to analyze the relation between awareness and socio-economic factors relating to the investors; to study the preferences of investors for different investment products; and finally to identify the factors influencing investor awareness and preferences.

DEVELOPING INFRASTRUCTURE FOR PROMOTION OF RURAL TOURISM IN THE STATE OF WEST BENGAL: A STUDY ON KAMARPUKUR

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ABSTRACT

The concept of rural tourism has become one of the vital issues of economic and social benefits to the society. The primary objectives of this study includes the growth, development and emergence of rural tourism in the state of West Bengal, study the rural tourism potentials of West Bengal in general and Kamarpukur in Particular, study the role played by the State Government, Department of Tourism, analyze the tourist flow pattern of Kamarpukur, examine the existing as well as future requirement of tourism infrastructure of Kamarpukur and lastly to promote and market kamarpukur as an important rural tourism destination in Indian Scenario. This study is based on both primary and secondary data. The collected data has been analyzed using different statistical methods, ARMA Model used for future inflow of tourists as well as future tourism amenities requirement. The sources of secondary data collected were legal documents, official statistics, reports, publications including data from district information centre. This study also indicates that how to develop and upgrade the rural tourism destinations by development of proper utilization of tourism infrastructural amenities in the area as well as active participation by public private initiatives and utilization of local resources. This approach of study tried to achieve how to achieve sustainable tourism development in Kamarpukur as a perfect rural tourism destination of West Bengal. Rural tourism is expected to emerge as an important key factor for sustainable human development including poverty alleviation, employment generation, environmental re-generation and development of remote areas and empowerment of women in West Bengal in the near future to come. This paper provides some recommendations that the Government as well as private agencies including NGOs intending to promote rural tourism infrastructure in the state of West Bengal, India which can ensure sustainable economic development and positive social change in this particular destination.

PROFITABILITY AND LIQUIDITY MANAGEMENT OF FMCG COMPANIES IN INDIA: A COMPARATIVE STUDY BETWEEN HINDUSTAN UNILEVER LIMITED (HUL) AND ITC LIMITED

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ABSTRACT

This paper delves at evaluating the profitability and liquidity management and inter-firm comparison based on statistical models of two leading FMCG companies in India – HUL and ITC Limited over a period of ten years (2000-01 to 2009-10). The Indian FMCG sector is the fourth largest sector in the economy with a total market size of US\$ 13.1 billion and it has been experiencing a phenomenal pace of growth since last decade. For the purpose of analysis statistical tools like descriptive statistics and linear multiple regressions are used. Statistical results shows that the HUL has performed better than ITC Limited both in terms of profitability and liquidity. Multiple regression results reveal that liquidity performance indicators have direct impact on profitability.

A COMPARATIVE STUDY ON BUYING BEHAVIOR OF RURAL AND URBAN CUSTOMERS IN SELECTED DISTRICT OF GUJARAT

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ABSTRACT

There is huge potential in the rural markets because of increase Government support, stability of income and education and exposure of different kinds of media. But because rural market is different from urban market in terms of demographic features, socio-culture values, buying behavior, purchasing pattern of rural customer are different then urban customer, and so marketer needs different strategies and marketing mix to target rural customer. This paper focuses on the status of rural marketing in the present scenario, and comparative studies of rural and urban customers while purchasing mobile phone in the Ahmedabad district. Data are gathered through questionnaire and sample size taken is 250 respondents.

RETAILING STRATEGIES FOR CUSTOMER SATISFACTION: COMPARATIVE STUDY OF MORE AND FOOD WORLD

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ABSTRACT

Retailing has been the most dynamic and attractive sector in the recent times.. While the retailing industry itself has been present through out the history in our country, it is only the recent past that has witnessed a significant vitality. Retailing arena today is very different as compared to earlier practices. Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. It's the latest bandwagon that has been witnessing hordes of players leaping onto it. Often people think of retailing only as the sale of products in stores. But retailing also involves the sale of services. Retailers attempt to satisfy consumer needs by having the right merchandise, at the right price, at the right place. The purpose of this study is to examine the present Retail strategies of store services and store choice and the effect of store services and store choice on Customer satisfaction at MORE and FOODWORLD. Results of my study shows that MORE retail store should concentrate more on improving the store services and store choice Retail strategies for better customer Satisfaction and FOOD WORLD should concentrate on some more retail strategies on store choice.

DIRECT MARKETING OF AGRICULTURAL PRODUCTS - A STUDY OF RYTHU BAZAARS (FARMERS' MARKET) IN ANDHRA PRADESH

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ABSTRACT

Direct marketing is a long felt need of the farmers and consumers of the country as it goes a long way in ensuring higher remuneration to the farmers and meeting the satisfaction level of the consumers through direct sale of the agricultural commodity by the farmers to the consumer at affordable prices. In this backdrop the first farmer's market namely Apni Mandi or Kisan Mandi was started in Chandigarh, Punjab in 1987 and later on at Karnal, Haryana in 1988. In Andhra Pradesh, Rythu Bazaar (Farmer's Market) has been planned for creating a direct interface between farmers and consumers by eliminating middlemen. The main objective of this paper is to study the concept of Rythu Bazaars (Farmers' Market) in general and to analyze the major preferences and satisfaction levels of consumers towards Rythu Bazaar (Farmers' Market) in Andhra Pradesh in particular.

NEED FOR A PARADIGM SHIFT IN MANAGEMENT TEACHING THROUGH PROFESSIONAL DEVELOPMENT OF FACULTY

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ABSTRACT

Teaching is imparting knowledge with constant having update of the same. With continuous change in the economical, social, political, legal, technological environment around the globe, the evolution of new paradigms in teaching is the need of the hour. Management teaching should not be restricted with teaching the syllabus, giving notes, and evaluating answer scripts. The traditional methods of teaching Management must be replaced by modern pedagogy since there is a dearth of innovations in teaching. I believe, "It is not what you want to teach, but it is what your students need to learn from you". There must not be a gap between the former and the later. Hence there is a need for building 'new image' of a Management faculty, evolving 'new model' for Management teaching, bringing a 'revolution' in education and a new 'paradigm shift' for Management Teaching. This can happen through Professional Development of teachers. The paper was conceived during a formal interaction with the management faculty of different institutions during January 2012. This paper is an effort for Professional Development in Faculty with the help of models developed by the author. It includes two conceptual models which can be implemented and practiced.

CUSTOMERS' SATISFACTION ON CORE BANKING: A STUDY WITH SPECIAL REFERENCE TO A NATIONALIZED BANK IN THIRUNELVELI

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ABSTRACT

The computerized environment of the branches paved the way for the development of core banking system (i.e) connecting branches through internet. The customers are no longer forced to deal with banks during the limited hours when their branches are open for business. The system of core banking provides various facilities to the customers such as ANYWHERE ANYTIME AND ANY BRANCH Banking. All the banks are opening their branches in cities urban area for maximizing profit. Most of the branches in urban and semi-urban areas have been computerized and are connected with each other through networks. The study of the core banking it to know fully it impact of core banking on the customers and the various benefits it has given to the customers in various ways. The core banking serves on a wide range of objectives after computerization in branches. Time consuming problems and errors can be reduced to the bank's customer after implementation of core banking. This study tries to know in detail about the facilities availed from core banking branch. The primary data were collected from the customers of a nationalized bank through e a questionnaire was prepare and 50 respondents were selected randomly .Result of the study is discussed in this paper.

A STUDY ON CUSTOMER SATISFACTION OF GOODKNIGHT PRODUCTS IN ERODE, TAMILNADU

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ABSTRACT

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. The present study is to measuring customer satisfaction is to see where a company stands in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. The research is just one component in the quest to improve customer satisfaction.

ASSOCIATION BETWEEN DIVIDEND DECISION AND FINANCIAL PERFORMANCE: AN EMPIRICAL ANALYSIS

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ABSTRACT

Dividend decision is an important function of the managers. This study attempts to find the relationship between the profitability ratios, operating ratios, liquidity ratios, with the dividend payout ratio of the company. For this study companies listed on the BSE 200 index are taken from the year 2006-2008 through PROWESS and ICICI DIRECT. There are three research questions addressed by this study. The first is to examine the significance of dividend decision due to financial performance indicator of the firms. The second is to examine the significance of dividend decision to the dividend yield percentage. The third is to examine the significance of dividend decision to the average annual return. Financial performance/indicator here is measured in terms of liquidity ratio, profitability ratio, and the operating ratio. Descriptive statistics was used along with the non parametric test of significance i.e. Chi-square test to find out the significant association between the dividend decision and the financial performance of the companies. Also the strength of the association was also calculated using Cramer's V.

AN EMPIRICAL INVESTIGATION OF CAPITAL BUDGETING PRACTICES IN INDIA

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ABSTRACT

Capital expenditure planning has assumed new dimension and has been given much attention both in finance literature and in practice. This is because capital expenditures involve committing huge sum of money, whose benefits extend well ahead into the future, and the future is related with risk and uncertainty, and, once committed, capital expenditure is irreversible. Thus, capital expenditure has huge impact on the future profitability and value creation of a company. The present study intends to focus on capital budgeting practices being followed by selected companies in India. The study being empirical in nature relies on primary data to achieve the objectives. The study found that the major firms in India are utilizing many of the tools of analysis presented in the financial theory for analyzing capital budgeting projects.

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I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

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.

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