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AN EXPLORATORY STUDY ON FACTORS INFLUENCING BRAND PREFERENCE OF CONSUMERS TOWARDS REFRIGERATOR IN BALASORE TOWN, ODISHA

S. R. DAS
ASST. PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
NORTH ORISSA. UNIVERSITY
TAKAT PUR

D. P. MISRA
PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT
F.M. UNIVERSITY
VYASA VIHAR

ABSTRACT

The present study examines the key determining factors that influence the buying behavior of consumers towards the refrigerator product. This study has been conducted in Balasore town, Odisha. A structured questionnaire was administered to collect information related to buying behavior of consumers of refrigerator of the said locality. Finally, 450 respondents were included from cross section of population using the said product. The data thus collected were analyzed by appropriate statistical tools. The result shows that the factors influencing buying behavior of consumers have considerable impact on the brand preference with regard to refrigerator. Keeping in view the outcome of the study, few important suggestions were offered for the mutual benefit of the marketers and consumers.

SOCIAL ENTREPRENEURSHIP: AN EMERGING NEED FOR YOUTHS

Dr. JAYANTI NINGOMBAM
ASSOCIATE PROFESSOR
D. M. COLLEGE OF COMMERCE
IMPHAL

LONASHREE SANASAM
Ph.D. RESEARCH SCHOLAR
SOA UNIVERSITY
BHUBANESWAR

ABSTRACT

The study finds out that the Social entrepreneurship implies innovative and financial sustainable activities targeted at social problems. However, its commercial activities do not necessarily need to concede with the social mission rather, their purpose is to create financial resources to implement social objectives, Social entrepreneurs act as the change agents for society, seizing opportunities and others to improve systems, invent new approaches, and create solutions to change society for the better. Again as social entrepreneurs drive social innovation and transformation in various fields including education, health environment and enterprise development it is necessary to build strong and sustainable organisation through youths because of having strong passion, motivation and will power and the most valuable human resource for fostering economic, cultural and political development of a nation. In India the interest of social entrepreneurship has increased only in the last several years. Support to a social enterprise, which is reflected in the willingness to enable, support and promote entrepreneurial activities by providing all necessary resources to youth is a crucial factor in the development of youth social entrepreneurship.

GREEN MARKETING – A BOON OR A BANE?

Dr. R. MARY GEETHAM
ASST. PROFESSOR
ANNA ADARSH COLLEGE FOR WOMEN
ANNA NAGAR

ABSTRACT

Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The objectives of the study are to orient the objectives of Green Marketing, to identify the need/importance of Green marketing, to understand the various Green Brands, to examine an Ideal Green Mix, to analyse the role of Green Marketing in sustainable growth of the economy, to bring out the Challenges encountered in Green Marketing and to provide strategies to overcome the Challenges of Green Marketing. The sample of 100 respondents based on convenience sampling technique using questionnaire and analysed using SPSS package. And it was found that There is a very high correlation between Objectives and Strategies implemented in Green Marketing. There is a very high correlation of 0.943 between Need and Importance of Green Marketing. There is significant relationship between Marketing Mix and Green Brands. There is a very high correlation of 0.976 between Sustainability and Green Brands. There is a very high correlation between recommendation and sustainable growth of the economy and there is a very high correlation between Challenges and Recommendations of Green Marketing. The present study concluded that businesses should take the high road by employing effective and truthful green marketing strategies. In the long term, green companies enjoy more profits and continued patronage when they are able to establish a reputation for being trustworthy and truly dedicated to sustainability.

FINANCIAL HEALTHINESS OF OIL AND GASES INDUSTRY IN INDIA

S.SOWBARANIKA
Ph.D. RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
GOVERNMENT ARTS COLLEGE
UDUMALPET

Dr. S. KADIRVELU
ASST. PROFESSOR OF COMMERCE
GOVERNMENT ARTS COLLEGE
UDUMALPET

ABSTRACT

Financial health of a company was evaluated easily on the basis of various ratios. Altman developed Z score on the basis of various simple ratios. In this paper the financial healthiness of oil and natural gas sector has been evaluated by using Altman Z score analysis. This paper analysis and forecast the financial healthiness of 6 public sector oil and natural gas companies for 10 years. The data was collected from capital line database and annual report of the company. From the study BPCL, HPCL, Indian Oil Corporation ONGC and OIL INDIA are in too healthy zone. Uncertainty of risk is never accrued. GAIL is in healthy zone. During 2016 it is in bankruptcy zone.

AN APPROACH TOWARDS A COMPREHENSIVE BIG DATA ALGORITHM IN DEDUCING AND RESOLVING HEALTHCARE PATTERNS IN INDIA'S RURAL-POOR

MEGHA PANJWANI
STUDENT
BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
PILANI

PRATEEK BAJAJ
STUDENT
BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE
PILANI

ABSTRACT

With India becoming one of the world's fastest growing economies, there is still an extremely large part of the country lying under the poverty index, with more than 250 million citizens still marked as poor. Adding to that, statistics from the World Bank Organization suggest that more than 60 million children in the country are malnourished; with about 45% stunted (too short for their age), 20% wasted (too thin for their height, indicating acute malnutrition), 75% anemic, and 57% Vitamin A deficient. These statistics lead to an incriminating look into how the country's rural poor are reeling with health-care and nutrition needs. With technology advancing to greater heights in the field of data analytics, this paper aims at using big data analytics concepts such as data munging, visualization, clustering, and the likes into developing a single algorithm that would establish correlation between a person's nutrition and day-to-day activities with their health care patterns, to provide better healthcare predictions.

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