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# COMMERCIALISATION OF INDIAN MUSIC INDUSTRY & IT'S IMPACT ON INDIAN ECONOMY

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## ABSTRACT

*Music is a primary form of artistic expression; since the dawn of civilization, music has been one of the most significant means by which cultures have defined themselves. On the other hand, in the contemporary world, music is a relentlessly commercial industry generating billions of dollars in revenues for composers, performers, publishers, record companies, and many other players. This paradox is sometimes represented as a contradiction – creativity versus commercialism, the muse versus the market, culture versus economics – whereby the two forces must inevitably pull in opposite directions. The Indian entertainment industry is known and incomplete without music. Other segments such as remix, Indi-pop, mobile music have also gained popularity. The popularity of music in Indian films is such that almost every filmmaker incorporates at least four to five songs in the movies which is enjoyed by one and all.*

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# FACTORS AFFECTING PURCHASING BEHAVIOR OF COSMETIC PRODUCTS THROUGH DIGITAL MARKETING

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## ABSTRACT

*The rise of Digital Marketing in India has shifted the market from customer oriented marketing to technological customer oriented marketing. With the tremendous growth seen in Indian cosmetic industry, and rise in the digital world has corroboratory bought boom in GDP of India. This paper focuses on what affect the audience to purchase the cosmetic products using Digital Marketing. The paper core area too focuses on what attracts the customers to go for digitalization. India being a late comer in the digitalized field is yet to see the increase in online sales rate in next few years. Indian government is also likely to invest in internet infrastructure. Digital marketing is seen to be effective on the youth mainly, where social media seems to be a transport for communication.*

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# FINANCIAL PERFORMANCE AND DIVERSIFICATION STRATEGY OF INDIAN BUSINESS GROUPS

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## ABSTRACT

*Product focus based on strong core competencies combined with international diversification has been the success mantra, propounded by academicians and consultants alike. This strategy is adopted by many a successful transnational corporation such as Microsoft, Nokia, Lafarge and Coca-Cola, to name a few, in the western world, especially during the last two decades of growing liberalization and globalization. Most of the business groups in the eastern world adopting this strategy were also successful, contrary to some recent theories proposing product diversification as a success mantra in the emerging markets vis-à-vis focused strategy as success mantra in the developed world. Large number of business groups, which diversified their product range more and more claiming synergies, which were either illusory or were over-rated, eroded their shareholder's wealth, while, the ones which diversified internationally had a higher success rate.*

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# AN ANALYSIS OF THE SAVING MOTIVES OF THE HOUSEHOLDS IN NORTH GUJARAT

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**S. D. SCHOOL OF COMMERCE**  
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## ABSTRACT

*For doing any activity, there needs to be some motivation. The act of saving is no different. The present study tries to identify if the households in North Gujarat Region have similar motives to save or not. In this study, fifteen motives were identified. A questionnaire was designed for this purpose and ranks were collected from the households living in the North Gujarat Region. Data from 860 units was collected. They were classified as per the district, area, age of the head of the household, their education, occupation, the type of the family and residence. About 399 homogeneous groups were created. The ranks given by the units were converted into Garret Score and then they were combined into five needs categories as proposed by Maslow (1943). With the help of Kruskal –Wallis Independent sample test it was tested if the ranks given by the units under the study were similar or not. The results of the study indicate that area and the occupation of the head of the household had a significant influence on the ranks given by the household while residence type had no influence on the ranks given by the household.*

# **IMPACT OF DOMESTIC CURRENCY (INR) DEVALUATION ON EXPORTS OF INDIA (A STUDY FOR THE PERIOD OF 2000-2017)**

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## **ABSTRACT**

*This paper is concerned with foreign trade of India in which impact of currency devaluation on export has been studied. Currency devaluation is a measure for promotion of foreign trade in respect of exports. For this, 18 years of data related to exports and USD/INR exchange rate has been collected for financial years of 2000 to 2017. Statistical methods which are applied are Co-efficient of Correlation and Co-efficient of Determination to know the impact of devaluation on exports promotion of India. In this research paper it has been found that a positive correlation is there between exports of India and Rupee devaluation. It shows that nearly 46.9% increase in exports is associated with currency devaluation.*

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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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