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BEHAVIOURAL FINANCE: A KEY TO SUSTAIN THE INVESTMENT

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ABSTRACT

The traditional structure of finance stresses the theories of modern portfolio theory and the efficient market hypothesis, the evolving field of behavioural finance investigates the psychological and sociological issues that impact the decision-making process. This paper will discuss some general principles of behavioural finance including omission bias, the utility of money, availability heuristic, framing, probability weighting. In conclusion, the paper will provide strategies to assist individuals to resolve these mental mistakes and errors by recommending some important investment strategies.

ASSESSING THE DEMOGRAPHIC ASSOCIATION WITH EMPLOYEE ENGAGEMENT OF ACADEMICIANS IN PRIVATE INSTITUTES IN DELHI/NCR

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ABSTRACT

The rapid transformation in the Indian academic scenario has attracted the attention of the experts to find ways that will improve the engagement and satisfaction of the academicians. The management ought to charter the ways through strategic HR to provide a conducive organizational climate that can harness the skills and competence of the academicians while keeping them engaged for long term retention. For this, it is imperative to understand the demographic association of the academicians on their engagement sub-components. Though there are many extant studies on Employee Engagement in the Indian sectors, specifically in banking, manufacturing sectors and hospitals, but there is hardly any such study in the education sector pertaining to private institutes. So, this paper tries to explore and understand the demographic association of the academicians with their engagement in private institutes in Delhi/NCR.

DIET AND MALNUTRITION OF PREGNANT AND BREASTFEEDING (NURSING) WOMEN

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ABSTRACT

The problem of malnutrition is from before independence of India. Number of efforts were tool place at government level for eradication of the malnutrition. But the problem is not controlled but spreading too much. In this regard the relation of diet malnutrition of pregnant and breast feeding women is very close at primary level for making research on the concern problem. Considering these 100 tribal women have been selected for the study. In this regard the reason malnutrition like poverty, child marriage the distance between two children have the close relation with the diet of pregnant women and malnutrition. Assuming this to study what diet pregnant women take during the pregnancy period how take how much take contents in the diet which is this ratio in the diet, how much context are essential in this period what quantity of diet should be used in the pregnancy period what duration should be there is the dinner what is the effect of diet in the growth and development of fetus for studying these aspects in other words to eradicate the malnutrition 100 pregnant women form Amravati district have been selected and the interview has been taken. It has been noticed through the data which has been collected through these women that the they are not aware about what type of diet should be and what method should be for taking the diet. only 7% women have the information about the diet but it has been noticed that they are also not thanking into consideration. The finding of the Study is that there is need of special education al efforts to get the information about the effect of diet and nutritional value of the women on the growth and deployment of fetus.

A STUDY ON CONTENT MARKETING AND HOW IT IS BEING USED TO TARGET CUSTOMERS

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ABSTRACT

Content marketing is the new age marketing tool for any company or organization. As today's economy has become, mostly digital driven and completely information driven, companies all over the world are focusing on more effective and efficient way of sharing the said information about the product. The real problem is that unlike customers of past, today people are more aware and informed, they know that not only can they decide what information they wish to receive, but also decide in which form they wish to receive it. People know which platform will provide them with what kind of information and how they can benefit from that information. This paper discuss how the concept of content marketing is being used in different business and what is the effect of content marketing on business process and outcome of some companies.

M-COMMERCE IN INDIA – GROWTH & CHALLENGES

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ABSTRACT

Changing environment and updating technology is changing the scenario of shopping in India. Consumers turned towards online shopping because of different factors. Continuous growth of e-commerce market encourages m-commerce in India. Smart phone users and mobile internet users are increasing very fast. Increasing access to smart phones, growing mobile Internet penetration and several government-led digital inclusion initiatives, India has seen an impressive rise in everyday commerce conducted via mobile devices. E-commerce players are receiving maximum inquiries from a mobile device. A major portion of revenue or sale is derived from mobile.

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