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A REVIEW ON THE DIGITALISATION IN INDIA

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ABSTRACT

Digitalisation is the second stage after Digitization and before the final stage of digital transformation. Digitization and digitalisation are two conceptual terms that are closely associated and often used interchangeably in a broad range of literatures. Digital transformation happens, which means a way to move to digital business. Digital transformation requires digital business and digitization. India has become favorite destination for FDI among emerging economies which shows that digitalisation and the process of digital transformation would be fast tracked by latest technology being unleashed in those sectors which attracted FDI including ancillary industries, it promotes open access to relatively all stakeholders. The process of digitalisation is marked by cost effectiveness to cut the cost that incurred in various knowledge practices related to the production, organization and communication of information that makes long-term economic growth. This paper highlights the Review of digitalisation in India along with the findings and conclusion.

A STUDY ON CONSUMER SATISFACTION WITH REGARD TO WARRANTY BASED CONSUMER DURABLE GOODS

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ERODE

ABSTRACT

A warranty is a contractual agreement associated with the sale of a product that requires the manufacturer to either rectify or compensate for any failures over the warranty period. Consumer satisfaction is influenced by various factors connected with the product, price, brand, warranty and so on. Therefore, this study has been commenced to measure the various factors influencing consumer satisfaction on while purchasing warranty based consumer durable goods. This study is carried out with a sample of 100 consumers; data has been collected by using questionnaire among the durable goods consumers. The survey instrument is constructed with four parts, such as demographic profile, consumer perception, factors influencing consumer satisfaction and problems in accessing warranty services. This study employed simple percentage analysis, Friedman's chi-square test, t-test, and factor analysis to analyse the collected data. It was concluded that different factors have influence on consumer satisfaction with regard to the purchase of warranty based durable goods.

CORPORATE SOCIAL RESPONSIBILITIES - ISSUES AND CHALLENGES IN INDIA

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GREATER NOIDA

ABSTRACT

CSR and Ethics in business and government today are very important subjects. There are various reasons for businesses to operate in an ethical and socially responsible manner. There are government regulations, corporate belief systems, and basic common sense. There needs to be an overall intent to be ethical and socially responsible in today's business environment in order to stay successful. In India keeping this in view many big corporate houses like TATA, Mahindra & Mahindra Ltd and Birla started practicing the Corporate Social Responsibility (CSR) more than a decade ago. Now a day in India CSR is developing but not as much as in developed countries like America or China. Lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large number of companies are undertaking these activities superficially and promoting/ highlighting the activities in Media. The Main objective of this research paper is to study the various issues and challenges faced by CSR activities in India.

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