

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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# SMALL AND MEDIUM SCALE ENTERPRISES (SMEs) DEVELOPMENT POLICIES AND STRATEGIES IN NIGERIA: A CRITICAL APPRAISAL

**MODINAT OLAITAN OLUSOJI**  
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## **ABSTRACT**

*This paper explores a critical appraisal of the policies and strategies for the development of Small and Medium Scale Enterprises in Nigeria. A descriptive analysis of the policies and strategies of Small and Medium Scale Enterprises was carried out and it was discovered much of the efforts initiated by government did not yield much result because of lack of adequate fund to carry out the activities as well as overbearing regulatory and operational environment among others. It is therefore necessary that the implementation of policies and programme for Small and Medium Scale Enterprises development be taken seriously by carrying out proper monitoring and evaluation of these programmes.*

# **AN INVESTIGATION INTO FACTORS THAT DRIVE INTERGENERATIONAL FAMILY MEMBERS' ENTREPRENEURIAL SPIRIT: ENHANCING SMOOTH SUCCESSION IN FAMILY BUSINESSES IN BOTSWANA**

**RODRECK CHIRAU**  
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**BOTSWANA**

## **ABSTRACT**

*The purpose of this study is to investigate how the current curricula at universities affect succession in family businesses. The study will explore whether entrepreneurial orientation can be enhanced for successors to family businesses in Botswana by use of well researched university curriculum or there are other forces at play. The study is guided by the research objective of establishing if there is any better way of transmitting entrepreneurial skills from one generation to another. The study is based on literature review and field study to either accept or reject three hypotheses that, (1) There are quantifiable factors which smoothens intergenerational transitions and (2) Non-citizens are more inclined to go through successful transition than citizens because of the superiority of curriculum (3) primary level curriculum is the ultimate decider of the smoothness in the intergenerational succession in family businesses. Findings are likely to reveal that entrepreneurial training must be infused into primary education curriculum for it to produce effective succession impact. Succession outcomes are less determined by the nature of curricula that students are subjected to at the university and tertiary levels. It will be recommended that family businesses should religiously analyse succession factors and subject the stakeholders to some rigorous training as a solution to family business succession.*



## A STUDY OF SIX SIGMA AND ITS IMPORTANCE

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### **ABSTRACT**

*The six sigma method is a project-driven management approach to improve the organization's products, services and processes by continually reducing defects in the organization. It is a business strategy that focuses on improving customer requirements understanding, business systems, productivity, and financial performance. Dating back to the mid 1980s, applications of the six sigma methods allowed many organizations to sustain their Competitive advantage by integrating their knowledge of the process with Statistics, Engineering, and project management. The benefits of applying six sigma concepts to technologically-driven and project-driven organizations are equally great. The objectives of this paper is to review and examine the evaluation benefits and challenges of six sigma practices and identify the key factors influencing successful six sigma project implementation.*

# FACTORS INFLUENCING FORMULATION OF EFFECTIVE EXPORT MARKETING STRATEGIES IN INDIAN AUTO COMPONENT INDUSTRY

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## **ABSTRACT**

*The study aimed at evaluating the impact of the factors influencing the formulation of an effective export marketing strategy in Indian Auto Component Industries. There has been a significant increase in the quantity and quality of international and export marketing research with respect to effective solutions towards export performance (Amit Banerji, Maulana Azad, 2012) However, an investigation on the impact of marketing strategy and export performance in a single industry is lacking. In addition, the influence of environmental factors to moderate the relationship between export marketing strategy and export performance has received little agreement. This research aims to investigate the relationship between export marketing strategy and export performance in auto component industry in India, as well as the influence of moderating role of environmental factors on the relationship between export marketing strategy and export performance. Personal interview, literature review methods were used to measure export marketing strategy. The objective of this study is to check the relationship between export marketing strategy and export performance. Uniquely, the moderating effect of certification appeared to moderate a few relationships between product and promotion adaptation, distribution strategy, design strategy and target market specification on export performance. Managerial implications and suggestions for future research were also discussed.*

# CHALLENGES BEFORE SMALL SCALE & COTTAGE INDUSTRIES IN THE ERA OF GLOBALIZATION

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**HEAD**  
**DEPARTMENT OF ECONOMICS**  
**PARVATIABI CHOWGULE COLLEGE**  
**MARGAO-GOIA**

## **ABSTRACT**

*Cottage industry is the one which is run by an individual with the help of his family members with very little capital. Most of the cottage industries do not use power. The products produced in cottage industries are usually to satisfy the local demands. Number of hired-labour in this sector is very limited and the capital investment is also small. Despite government institutional and policies support to enhancing the capacity of small and medium scale enterprises, small and medium scale enterprises has fallen short of expectations. SMEs are faced with significant challenges that compromise their ability to function and to contribute optimally to the economy. This study examines the challenges and prospects of micro and small scale enterprises development in India particularly in the context of economic reforms introduced since 1991.*

# **IMPACT OF MANAGEMENT CONTROL SYSTEMS ON YEAR ON THE YEAR GROWTH OF OPERATING PROFITS OF MANUFACTURING COMPANIES IN SRI LANKA**

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## **ABSTRACT**

*Management Control Systems are essential mechanisms supporting organization, organizational learning, and innovation, as the main premise of Management Control Systems is to ensure the attainment of organizational objectives. The manufacturing industry in Sri Lanka is the biggest contributor to the industry sector, which in turn is the second largest contributor to the country's GDP, has continuously shown improved financial results. This study analyzes the influence of Management Control Systems on the year on year growth in operating profit of manufacturing companies in Sri Lanka. A structured questionnaire was developed and sent to a sample population of 83 manufacturing companies in Sri Lanka. 71 of the companies responded to the questionnaire. Structured interviews were subsequently conducted with selected personnel in these 71 companies to ensure proper completion of questionnaire and to validate the data provided. Based on analysis of data it was found that there is a statistically significant relationship between Management Control Systems and year on year growth in the operating profits of manufacturing companies in Sri Lanka*

**AGRICULTURAL DEVELOPMENT AND OUT MIGRATION IN BIHAR**

**PREM VIJOY**  
**STATISTICAL INVESTIGATOR GR- II**  
**DCO, CENSUS, BIHAR, MHA**  
**PATNA**

**ABSTRACT**

The economy of Bihar is totally dependent on cultivation and its most of the population is not only engaged in farming but also completely linked to the agriculture and its associated activities. The approach paper of 12th five year plan indicates that agricultural development is an important component of an approach of faster, more inclusive and sustainable growth. The share of agriculture in GSDP has declined notably in Bihar, but the share of agriculture in employment is still high. Even though migration has been significant in determining lives, happiness and socio-economic development of common people during entire human history until now the development society has usually been uncertain to integrate it as a parameter in development policies. In view of the fact that agricultural development is in a dire need to transformation and re-establishment in a backward state as Bihar. A cascading observation on prevailing out migration is an earlier requirement of policy formulations. So, now the problem is to find out the process of either to develop agriculture and its related activities to employ youths on their concerned farms or to develop other than agricultural sector like; industry, services and manufacturing to employ these extra manpower in nearby urban/ suburban area. This paper is aimed to address mainly the troubles of cultivation, relationship between inhabitants and agriculture, causes of out migration, positive and negative impacts of out migration and strategies for agricultural development and out migration in Bihar. This paper is based on the accessible secondary facts and primary views of general people associated with agriculture and migration in Bihar. Data are collected from books, magazines, newspapers, journals, research papers, websites and television. Opinions and views of intellectuals are taken to analyse facts under the objective of study. Significant recommendations are made on the basis of the results found after persistent analysis and discussion. The status of cultivation and people associated with it is not totally satisfactory in Bihar. There a positive correlation between rural backwardness and out migration. A lot of push and pull factors are responsible for out migration in Bihar. Out migration have positive and negative impacts on agricultural development. Hence, there is an urgent need to examine, to re evaluate and to analyse all the aspects of agricultural development and out migration in Bihar otherwise policies formulated for vulnerable rural people would have adverse effects on agriculture and human settlement.

# **A STUDY ON CUSTOMER PERCEPTION TOWARDS BRAND AND BRAND EXTENSION OF SELECTED CONSUMER DURABLES IN COIMBATORE CITY**

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## **ABSTRACT**

*Marketers engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme. The art of creating and maintaining a brand is called brand management. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. This article Aims to explore the major problems of Brand And Brand Extension And Strategy etc.,*

## **IMPACT OF MNREGP ON INCLUSIVE GROWTH: A STUDY OF PRAKASAM DISTRICT IN ANDHRA PRADESH**

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### **ABSTRACT**

*The present study is on the MNREGP impact on the growth with special reference of Prakasam District in Andhra Pradesh and it is established that the programme is still in fancy and it has a long way to go but that does not take away from what it has achieved in its infancy. Today many families are happier because of MNREGP. If targeted and implemented effectively the MNREGP could decrease poverty in the deprived areas. This can be harsened by taking up works that rejuvenate the natural resource base of the livelihood of poor communities. Later its scope can be enlarged skilled work by artisans. All that is being hoped right now is that the MNREGP should be able to mitigate the hard times and increase the abysmal household earnings for the poorest. Hopefully the small and heartening gains will spur to the other parts of the nation. With the launch of the MNREGP, which provides the country with a potential social safety net, there is need to revisit the multiplicity of poverty alleviation schemes. The effective implementation of MNREGP is critical for improving inclusiveness. It should reduce poverty and improve rural infrastructure; and any failure to do so will be an indicator of its ineffective implementation.*

**INDIAN RETAIL INDUSTRY: AN ANALYSIS**

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**ABSTRACT**

*The Indian Retail Industry is the fifth largest in the world. Comprising of organized and unorganized sectors, Indian retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially the retail industry in India was mostly unorganized, however with the change of taste and preferences of consumers, the Industry is getting more popular these days and getting organized as well. The Indian retail industry has expanded by 10.6 per cent between 2010 and 2012 and is expected to increase to US\$ 750-850 billion by 2015, according to the report by Deloitte. Food and Grocery is the largest category within the retail sector with 60 per cent share followed by the Apparel and Mobile segment. This paper includes growth of retail sector in India, Expected Future Trends, Retail Formats in India, recent trends, opportunities of retail stores, and future of this sector. It also highlights the challenges faced by the industry in near future.*



**PERSONALITY DEVELOPMENT**

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**ABSTRACT**

*Personality development occupies a dominant role in the current competitive era. Along with the sound subject knowledge of a person it is necessary to inculcate certain kinds of skills. As a whole these skills are called as personality developmental skills. In this globalized era every institution looks a person with ample of knowledge and a positive personality. As a result the present paper entitled 'Personality Development' portrays the basic elements of personality development. The paper elucidates the meaning and importance of personality development and what features one has to adopt to develop a good personality in one self. As there is a saying, 'time and tide wait for none', the current paper throws light on the elemental or fundamental skills so as to mould his own personality as architecture of his personality.*

## **AGRICULTURAL GROWTH AND INEQUALITY IN SOUTH ASIA**

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### **ABSTRACT**

*Agriculture is the backbone Sector of South Asian country which provides adequate food to prevent widespread hunger and starvation. However, food insecurity is aggravating day by day, resulting in more number of undernourished/malnourished persons in the world. In the present study discussed about growth performance and inequality of agriculture sector in South Asia.*

# IMPACT OF SOCIAL NETWORKING WEBSITES ON THE STUDENTS OF HIMACHAL PRADESH UNIVERSITY, SHIMLA

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## **ABSTRACT**

*The present study focuses on the perception, beliefs, benefits, feature or characteristics knowledge and preference of students toward Social networking websites. Social networking websites like Orkut, face book, MySpace, twitter and YouTube are becoming more popular and has become part of daily life for an increasing number of people. The purpose of this research paper is to explore the impact of social networking websites on students. A research questionnaire was designed to determine the factors of social networking websites that have impact on students. Variable identified age, rural, urban, male, female, education, stream, social influence and academic performances and effects on student's health. 100 respondents that were only students randomly selected. The study concluded that students whose age range 18 to 26 mostly use social networking websites for knowledge. This study determines that most of students use social networking websites due to their friends. The main objective of this research is to analyze the usage of social networking websites by the students and to study the student's attitude toward social; networking websites. With view to suggest framework for effective utilization of social networking websites and creation of desirable relationship among the students of H.P.University Shimla. This study is based on simple random selection method. Social interaction was the only significant motive discovered in the usage of Facebook's chat feature. Finally, the usage of groups on the site was positively influenced by expressive information sharing, and negatively by social interaction.*

# DOES EDUCATION EXPENDITURE IMPACT INDIA'S ECONOMIC GROWTH: A TIME SERIES ANALYSIS

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## **ABSTRACT**

*The paper empirically estimated the relationship between education expenditure of government and economic growth in India using annual data over the period 1981 to 2011. The unit root properties of the data were examined using the Augmented Dickey Fuller test (ADF) after which the co integration and causality tests were conducted. The estimation shows the following findings: (1) the empirical analysis on basis of ordinary Least Square Method suggests that there is positive relationship between EDU and GDP and vice versa and also there is positive relationship between GDP and GDCF and vice versa. (2) The unit root test clarified that economic growth; education and gross domestic formation are non-stationary at the level data but found stationary at the first differences. Therefore, the series of the variables of our consideration-EDU, GDP and GDCF, namely, education economic growth and gross domestic capital formation were found to be integrated of order one using the ADF tests for unit root. (3) The Granger causality test finally confirmed that there exist no causality that can runs from economic growth to education and GDCF. The causality can runs from education to economic growth. Finally, it can be suggested that concerted effort should be made by policy makers to increase the level of human capital in India through which productivity can be enhanced in order to boost growth (GDP). Moreover, quality assurance in education should be given utmost priority in order to make it growth enhancing.*

## **PRODUCTION AND MARKETING ARE THE STEPPING STONES OF ACCOUNTING: A QUIZZICAL STUDY**

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### **ABSTRACT**

*Production and Marketing functions give birth to accounting. Production process of goods and services is the originating point followed by formulation of a successful marketing mix and strategy to win permanent ultimate customers, be it industrial or ultimate, for maximization of their satisfaction profitably. Without production and marketing operations, there is nothing to record, analyze and therefore there is no information to communicate and none to look for information for decision making. These two variables, thus, become the stepping stones of finance and accounting. Hence, the gateway of accounting opens up provided there is a flow of production and marketing activities. When the former (Production and Marketing) do not exist, the existence of the latter (Accounting) does not arise. There arises a need for creating and maintaining a good relationship among these three variables to ensure positive and healthy interactions within and outside an organization and thereby enhancing the profitability by satisfying the customers for its survival and growth. There is no doubt advanced technology in these three variables plays a key role for standardizing the output, enhancing the marketing efficiency and ensuring transparency in accounting. This paper attempts to conceptually analyze the interrelationship among the production, marketing and accounting process, to identify the pattern of interactions that exist among these three variables – Production, Marketing and Accounting and to contribute to the growing body of knowledge in the fields of production, marketing and accounting.*

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