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**LOGISTICS CAPABILITIES EFFECT ON CUSTOMER SATISFACTION: EVIDENCE
FROM TAIWANESE LOGISTICS PROVIDERS**

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ABSTRACT

Due to the intensification of market competition, manufacturing enterprises have to focus on their core competence, and outsource the non-core businesses, such as logistics to professional logistics providers (i.e. 3PLs), to gain more competitive advantages. As a producer services, logistics providers should strive to improve their service capabilities, which is the guarantee of customer satisfaction and long-term cooperation relationship. This paper collected data from the customers who accepted the service of some Taiwanese logistics providers. The result of empirical study shows that logistics capabilities have positive effects on customer satisfaction.

**TRANSACTIONAL LEADERSHIP STYLE AND ORGANIZATIONAL COMMITMENT:
THE MODERATING EFFECT OF EMPLOYEE PARTICIPATION**

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ABSTRACT

This study was aimed at determining the effect of transactional leadership style on organizational commitment as moderated by employee participation in technical institutions in Kenya. This study was conducted in 47 technical institutions in Kenya. The population comprised of 3114 lecturers while 343 respondents made up the sample. The sampling techniques used to get the sample were multistage sampling, stratified sampling and simple random sampling. Data analysis was done using descriptive statistics and multiple regression. The results indicated that transactional leadership style had a significant effect on organizational commitment and its three dimensions. In addition, the results showed that employee participation did not have a moderating effect on the relationship between transactional leadership style and organizational commitment and its dimensions.

AN ANALYSIS OF PERFORMANCE OF INDIAN BANKS W.R.T. NON-PERFORMING ASSETS (NPAs)

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ABSTRACT

Purpose - The topic of the research was to study on "An Analysis of Performance of Indian Banks w.r.t. Non-Performing Assets (NPAs)". The topic was selected for research as NPAs has been a matter of concern for the Indian economy as a whole. Health of the banking industry in a country is indicated by its level of Non-Performing Assets (NPAs). NPAs reflect the performance of the banks and are one of the major concerns for bank in India. NPA is an important parameter for the analyses of financial performance of banks. Reserve Bank of India (RBI) and Government are constantly framing new policies and regulations to strengthen this sector. The **objective** of the research is aimed at studying the NPA contribution sector wise. It was found through study that non-priority sector contributes more to total NPA in comparison to priority sector.

Design/methodology/approach - NPA trend of the public and private sector banks have been presented in the form of tables and figures and analyses has been done for last 10 years data.

Findings - It was observed that NPA has shown an increasing trend since the period of the study i.e. 2005-06. Steps taken by the RBI and the Government to reduce NPAs have also been studied in detail. Pros and cons of the steps taken have been discussed in detail.

Research limitations/implications - The research is based on the secondary data published on RBI website and the research is limited to the study and analyses of NPA in the private and public sector banks only. Foreign banks within India and co-operative banks NPA have not been studied.

Practical Implications - This paper can be used as a roadmap for scholars for detailed study on the topic.

Originality/value - New NPA data gets updated every quarter. There is always new data to study on this topic. The paper has covered data till March, 2015 and analyses have been done accordingly.

AGGREGATE IMPORT DEMAND AND EXPENDITURE COMPONENTS IN INDIA

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ABSTRACT

The behaviour of India's imports during the period 1970-2007 has been studied using disaggregated expenditure components of final demand. The four components of final demand under the study are private consumption, government expenditure, investment expenditure and export. The newly developed bound testing approach to co-integration has been applied to examine the long-run relationship between aggregate import demand and the expenditure components. The results reveals that there exists a long-run relation between India's import demand, and it expenditure components. Among four components of final demand, investment and export earnings have significant influence on aggregate import demand both in short-run as well as in long-run. Further, the import demand has been found to be sensitive to import-price changes. The present study also suggests that the impact of liberalization of the early 1990s had left it's positive but statistically insignificant impact on India's imports.

**TO STUDY THE CUSTOMER PERCEPTION TOWARDS BEER OF MOHAN MEAKINS
LTD.**

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ABSTRACT

The performance of the Beer Industry for the past few years is outstanding and witnesses a huge revamping exercise, significantly contributed by the growth of the Industry. Rapid urbanization, exposure to large number of foreign brands and changing lifestyle and preferences has contributed to the growth of Industry in India. This study on customer perception on Beer Industry to identify the dimensions in which the customers and also it reveals the dimensional measure and the perception of the customers. Further this study explores the factors that derive the perception of the customers on Beer industry.

UNDERSTANDING BRAND INDIA CAMPAIGN AND ITS IMPACT OVER SMALL SCALE INDUSTRIES

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ABSTRACT

Being one of the fastest growing economies in the world, the Indian economy is at the centre stage of the changing economic order in the world. A nation of over 1.2 billion people with a median age of 24 years, Brand India today is very relevant for the growth of global economy. Also India's nation brand value has increased by a whopping 32 per cent to \$2.14 trillion in the year 2015 from \$1.62 trillion last year. Interestingly, only three Asian nations - China, India and South Korea - figure among the top 20 most valuable nation brands. The second largest English speaking nation in the world, India has emerged as one of the decisive nations shaping the contours of the world economy. Today, the triumph of Brand India is visible in almost all fields and sectors both in the domestic and overseas markets. India's GDP is expected to cross the US\$ 5 trillion mark by 2020. With the second largest pool of scientists and engineers in the world, Brand India is known as the talent powerhouse for the world. In fact, the country is expected to have 25 per cent of world's skilled workforce by 2025. The author has used both primary as well as secondary source of information for the research. Primary information has been collected through questionnaire survey of 300 people throughout the country belonging to four different age groups i.e., 15 years to 25 years; 25 to 35 years; 35 years to 50 years and 50 years & above. The basic objective behind this research is to understand the Brand India Campaign and identify challenges & opportunities before it. The authors have also studied the impact of brand India over small scale industries and made some recommendations for its improvements.

IMPACT OF FACULTY TURNOVER ON STUDENT'S PERFORMANCE IN MANAGEMENT EDUCATIONAL INSTITUTIONS WITH SPECIAL REFERENCE TO BANGALORE

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ABSTRACT

Faculty's are the most important and valuable resource any educational institute has. Competent and motivated faculties create healthy institutions contributing to the holistic development of students as well as the institutions. Such faculties can make things happen and enable an educational institute create students worthy of being the responsible citizens of the society. There is a growing consensus among researchers and educators that the single most important factor in determining student performance is the quality of faculties. Researchers and policymakers often assume that faculty's turnover harms student achievement. In education sector the role of faculty is important because they are responsible for the growth and building of students. This is not a positive sign for both organization and student and it briefs about how faculty turnover influence the performance of the students. When faculty's leave overall morale appears to suffer enough that student achievement declines. This data will be a source of reference in journal and also for management concerns which will help the student and society at large. This paper examines the impact of faculty turnover on student performance in management institution in Bangalore. The paper analyses the effect viz., faculty student bonding on the interest in subject, late faculty replacements on the student's stress build-up, the effect on curriculum completion and how faculty replacement lead to class avoidance by the students.

HUMAN CAPITAL: A VITAL COMPONENT OF ORGANIZATIONAL SUCCESS

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ABSTRACT

Capital is considered as the vital component of producing the goods in a company because of which it is always considered as an instrument of production. Out of various kinds of capitals, human capital is treated as one of the most important as it involves the skills, capabilities and experience of the individuals which is considered as a most valuable asset for the organizations. This paper focus on the need of human capital to the business organizations and the steps that can be taken to enhance their skills. The paper also deals with the strategic importance of human capital and their interaction, as an asset, with other important assets of the organization because it is always taken in form of cost volume relationship.

LUXURY FASHION AND INDIAN ADAPTABILITY: ANALYSIS OF CULTURAL PERSPECTIVES

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ABSTRACT

Culture has been seen as an indifferent part of the Indian consumers' choice. However, the luxury brand is more consistent with their own traditional western designs, the role nonwestern and Indian traditional designs in making the choice for the fashion outfits cannot be denied for the long term sustenance of the luxury fashion brands. Intact with the cultural roots and limited choice in the luxury fashion designs made Indian consumers to opt or change their choice to other available options. However, India is going at the faster rate but still it is at the next place or behind its competitor, China. New trends seem to be emerging here with digital marketing and the democratizing of luxury. Hermes and Lladro set the strongest brand positioning strategy in this category and serves to set the benchmark for luxury fashion. Overall the paper defines the importance of culture in the luxury fashion as a support and sustenance system in Indian traditional markets. This research paper is descriptive by nature and with the help of secondary data serves to draw insights into what drives cultural aspects of luxury fashion into new emerging trends.

**A STUDY ON QUALITY OF LIFE OF MIGRANT WORKERS EMPLOYED IN
GARMENT INDUSTRIES WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT**

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ABSTRACT

The current study has found that the main reason of migration is for the development of the family which is very much necessary for the development of the economy. And the migration is mainly taking place for improving their family status and getting good employment opportunity. And even though the migrants are having better living condition while compare to that at their place of origin their quality of life index is not satisfactory. So it is alarming situation for the policy makers to see for the improvement in the quality index of migrant workers.

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