

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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DETERMINANTS OF REAL ESTATE MARKETING: AN EMPIRICAL STUDY ON SELECTED REAL ESTATE MARKETERS IN ADDIS ABABA, ETHIOPIA

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ABSTRACT

The main purpose of this study is to make a rigorous investigation of real estate marketing practices with respect to multifaceted areas and issues in the city of Addis Ababa. The research approach used in this study is field survey- cross sectional. 270 questionnaires were distributed to the nine actively performing real estate companies which imply that 30 questionnaires were distributed to each. Despite strict follow up & repetitive reminders only 150 useable questionnaires were collected from all target respondents. This makes the actual response rate to be 56 % (150/270). The most as well as the least important factors related to real estate boom, regulatory framework, financial facilities, real estate infrastructures, internal features and factors for housing preferences, external features and factors for housing preferences, promotion strategy, methods used in transferring ownership of houses to the buyer, major criteria used in land grading system and pricing methods in the housing were identified. The real estate marketer's and policy makers of the city as well as housing buyers are provided with the required information in relation to different determinants of real estate market industry. After making a rigorous and critical review of literature it has been clear that there is no paper that examined real estate marketing activities with respect to real estate market challenges, policy frameworks, promotion & pricing strategies, stimulating factors that led to real estate booming in the city to make Addis Ababa as the most attractive residential and commercial center in Ethiopia. Financial facilities, housing preference factors, land grading system, price strategy, promotion strategy, real estate infrastructure, real estate marketing,

A STUDY ON PROBLEMS AND PROSPECTS OF TEA GROWERS WITH PARTICULAR REFERENCE TO NILGIRIS DISTRICT (TN) IN INDIA

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ABSTRACT

The Indian tea industry provides source of revenue for more than a million workers and several lakh of small growers. Being the largest producer and exporter of tea, the industry receives implication at both micro and macro levels. But the ongoing crisis in the agricultural sector in general and the tea growing sector in particular lends more significance to the industry. It seems a paradox that when small Indian growers and workers are struggling for their existence, big multinational tea brands accumulate huge profit by exerting pressure on the tea supply chain, and through better networking and lobbying. At the same time, the government and the tea boards at national and regional levels launch a large number of programmes to upgrade the livelihoods of people who are involved in tea cultivation and processing. The condition of small growers in major tea growing areas of India is pathetic; owing to small landholdings and poor quality of the produce thus the small tea growing industry in Nilgiris is facing many problems which require attention from the state government. Initiatives should be taken to give them ownership titles of their lands to help those getting financial assistances from the Tea Board of India and financial institutions. The study aims to identify the constraints of small tea growers in Nilgiris district of Tamilnadu.

A STUDY ON THE CHALLENGE FOR ARTISANS OF CONCH SHELL INDUSTRY IN WEST BENGAL

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ABSTRACT

The beauty and charm of crafts has always been a source of attraction to many Indian and foreign tourists. The gifted artisan could produce wonderful objects of craft from conch shell materials. Their rare artistic skill has been streamlined in the manufacture of exquisite household pieces. The present article focuses on identifying the present challenges faced by the artisans for marketing and continuing their handicrafts. The present research paper is based on primary survey conducted on conch shell industry in West Bengal. The sample survey comprises of 240 household units selected from four districts in West Bengal. The weakness of conch shell industry are like lack of infrastructure and communication facilities, unawareness about international requirements and market, lack of co-ordination between government bodies and private players, inadequate information of new technology, inadequate information of current market trends, less interest of young people in craft industry, lack of skilled labor, still confined to rural areas and small cities and untapped market, lack of promotion of products. The survey reveals that irregularity in the supply of raw materials caused frustration to many household entrepreneurs.

A CHRONOLOGICAL STUDY ON EMERGENCE OF PRIVATE LABEL BRANDS IN INDIAN ORGANIZED RETAIL

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ABSTRACT

Private Labels are taking the world by storm and are also flooding the Indian markets. This research traces the origin and evolution of the retail industry along with private labels in Europe and North America, and ends with a note on the evolution of private labels in India. The emergence of retailing in India in an organized format has made private labels familiar among Indians. Go to Shoppers' Stop outlet and you will find a brand called 'STOP' which is Shoppers' Stop's own brand. Similar is the case of the 'Westside' brand of Westside from the house of Tata's. In Pantaloons' food retail outlet, 'Food Bazaar' and the RPG counterpart, 'Food World,' one can find packets of groceries marked with a 'Food Bazaar' or a 'Food World' stamp. The growth of private labels is quite impressive in food and grocery segment, in spite of presence of leading national manufacturers brand in most of the categories. Though, initially private labels were considered as cheap alternative and therefore visible in copycat and generic categories. But today they are part of well defined retail mix strategy, therefore are developed in value innovators and premium category by most retailers for profit maximization and customer loyalty. This paper, based on the analysis of reports of various consultants, expert opinions and available literature, highlights the evolution of Private Label brand in India. A chronological order study has been made from the earlier researches about the various ways in which PLB (Private Label Brand) and NB(National Brand) Image were understood and defined. An attempt was then made to distinguish between PLB and NB and how retailer have designed their Commercial objectives to launch Private Label brand in organized retail.

MUTUAL FUNDS IN INDIA-RECENT ISSUES, OPPORTUNITIES AND CHALLENGES

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ABSTRACT

This article presents an overview of the mutual fund industry in India and the reasons for its poor penetration, which includes lack of objective research. It benchmarks the industry globally, and raises key issues regarding the ownership and performance of mutual funds, the sensitivity of fund flows to performance, and the importance of regulation to its growth, all of which have been largely under researched in India. It then captures the views of leading practitioners on these and other issues, including the challenges posed by poor financial literacy, the equity culture in the country, and the weakly supportive regulatory environment.

GREEN MARKETING AND THEIR IMPACT ON ENVIRONMENT: A STUDY

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ABSTRACT

Today, due to rapid industrialization and other human activities against nature have badly affected the nature which was earlier considered to be green. As a result there is an urge for protecting the nature so as to sustain longer human life and in action to that, few areas have integrated green concept with their daily activity. This also applies to marketing and is popularly known as "Green Marketing" and "Environmental Marketing". As society becomes more concerned with the environment, businesses have started to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Not only industries but governments around the world have shown concern for the same and have made norms to regulate industries so as to protect nature. In this paper we have attempted to introduce the terms and concepts of green marketing, its importance and examine various reasons because of which organizations are adopting a green marketing philosophy, with mentioning some of its problems.

ASSESSING QUALITY OF WEBSITES THROUGH OBSERVATION

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ABSTRACT

Website is an electronic brochure of an organization where the organization's product, information and services are displayed. Hence, in this Internet age, websites have become the identity of every organization. So, in order to acquire a decent competitive position, organizations need to improve the quality of their websites. This arouses the need to understand the attributes of quality, as perceived by the prospective viewers. This study is an attempt to evaluate the quality of websites by observing quality attributes on those websites. Five classes of websites are classified based on the product they offer. The sample comprised of a total of 30 websites, considering six websites (3 national and 3 international websites) from each of the five classes of websites. The presence of attributes of four website quality features viz. marketing, accessibility, information and presentations identified from literature are observed in the sample websites. The websites are also observed for special attributes, if any. Based on the observations, features of each class of website are assessed and a comparison among the website features of different classes of websites is done. The study also identifies the Special features of each website classification.

ANALYSIS ON THE CASH MANAGEMENT OF NEPA LIMITED

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ABSTRACT

Paper Industry is one of the oldest industry in India. The prosperity, civilization and culture of a country depend upon its paper industry. There is huge demand of paper now a days A country which uses the maximum paper, is known highly civilized, developed and educated. NEPA Limited was floated by M/s Nair Press Syndicate Limited, as a private entrepreneur, on 25th January 1947. The management of NEPA was taken by the Madhya Pradesh Government in 1949 and it became a Govt. company in 1959. It is the first indigenou newsprint manufacturing unit in the country. A company's profit, assets and other financial indicators are key information for investors, when deciding whether to buy or sell a company's stock. The objective of this research is to study & analyze the Cash Management of NEPA Limited for the duration of 15 Years from 1987-88 to 2001-02. Index Numbers & Percentage Change have been calculated to analyze and observe the fluctuations in the Cash Management of NEPA Limited. The conclusion of this research is that the cash balance of NEPA Limited shows many ups & downs during this period. It also reveals that cash in hand play a major role in the cash management of NEPA Limited in comparison with Bank & other balances.

DESTINATION BRANDING AS A MARKETING TOOL FOR DEVELOPING COUNTRIES: A COMPARATIVE ANALYSIS BETWEEN INDIA & SPAIN

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ABSTRACT

Globally, Travel & tourism industry is one of the largest and flourishing industry accounting for USD 6 trillion and contributing 9 % to GDP (as per UNWTO). The developed nations like U.K., U.S, Germany, Switzerland, Spain etc. are the major beneficiaries of this trade. But with the burgeoning of developing nations in travel & tourism industry, the competition began and the concept of Branding a country as a powerful marketing tool initiated. Destination branding is a process of differentiating one's country with another's by obtaining competitiveness and upper edge. To add, in year 2004 WTTC also started ranking the countries and managing the competitiveness index of destinations on various factors. The purpose of this research paper is to assess India's tourism branding campaign 'Incredible India' by conducting a detailed analysis of difference between the promoted image and the perceived image of India as an incredible destination along with the perceptions about the slogan and further the comparison between Spain's marketing campaign 'Smile, you are in Spain'. The focus of the paper is on studying the attributes contributing to image of both the destinations. The results found are hypothetically tested by several parametric & non- parametric tests (chi-square, Anova, paired T- test etc.) and was analyzed with the help of SPSS. Further, the reliability of the results was assessed through Cronbach's alpha (α).

FINANCIAL LITERACY AND ITS' INFLUENCING FACTORS: AN EMPIRICAL STUDY OF INDIAN INVESTORS

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HOWLY

ABSTRACT

Financial literacy among the people plays pivotal role in the process of financial inclusion. Financial literacy is the ability to make informed judgments and to take effective decisions regarding the use and management of money. Research has shown that levels of financial literacy worldwide are unacceptably low. People find it difficult to take decisions regarding personal finance issues confidently and often make mistakes. In India too the levels of financial literacy are very low. An attempt has been made through this paper to determine financial literacy level of respondents and also to examine whether or not the financial literacy is related with the demographic and socio-economic factors of investors. The study observed that overall financial literacy level of respondents is not very high. Financial literacy level has been influenced by age, education, income and nature of employment whereas it does not get affected by gender of the population. Moreover, the study recommended that it is the time for policy makers and regulators to adopt appropriate strategies like introducing subject based on finance in the secondary level of education rather than confining only in commerce based higher level of education and also encourage programs to ensure the higher level of financial literacy amongst the population.

STUDYING THE RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND FINANCING THROUGH THE TWO PERSPECTIVES OF BALANCE SHEET AND CASH FLOW STATEMENT IN FIRMS ACCEPTED IN STOCK EXCHANGE TEHRAN (IRAN)

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ABSTRACT

In the present research the relationship between corporate governance and financing in firms accepted in Tehran Stock Exchange (Iran) has been investigated regarding two perspectives as follows: balance sheet perspective and cash flow statement perspective. The statistical population of the present research included all companies which financed in Tehran Stock Exchange during the time period between 2006 and 2011, regarding the two perspectives mentioned. Corporate governance was the independent variable of the research. To measure corporate governance we have used 4 elements as follows: 1. Board of directors [size of board of directors, independence of board of directors (managers not in charge)], 2. Investors (the ownership percentage of institutional stockholders, the percentage of external stockholders was higher than %5), 3. Auditing (auditing was carried out either by audit organization or other auditing entities), and 4. Board of administrative directors (the isolation of managing director from board of directors and the number of years of experience to manage a company were considered). The dependent variable was financing through long-term loans and internal financing and to calculate it we have utilized the two perspectives of balance sheet and cash flow statement (Kordestani & Najafi-e-Omrani, 2010). Those companies were chosen that have had financed through accumulated earnings, long-term loans or stocks. The statistical sample contained 93 firms accepted in Tehran Stock Exchange. Finally and by using a multiple variable regression the research hypotheses were tested by using Eviews7 software. The research results showed that some elements of corporate governance have a meaningful relationship with financing.

POVERTY: TROUBLESOME THE PROBLEM & OVERCOME (AN INDIAN CONTEXT)

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ABSTRACT

Poverty is the unsolved question in the economy from last many decade. Every country try to solve this mysterious question. Why every country (mostly developing/poor country) doing lot of much effort to solve this problem. Have you ever thought? It not, then it is necessary that we must have a knowledge about it. Because, it cause bad impact not only on our economy, but also on our community. In other word we can say, it is multi problem creator/orientor.

ENFORCEMENT OF LAWS TOWARDS HAZARDOUS CHILD LABOR: A STUDY ON WELDING WORKSHOPS AT SYLHET CITY IN BANGLADESH

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ABSTRACT

Present study aims to explore the inefficiency to enforce the existing laws and rules relating to hazardous child labor. This study focuses on the current situation and condition of child labor in welding workshops in Sylhet city and find out the sustainable reasons behind it. This large number of child labor is deprived of education and other rights. Enforcement of law are very weak in case of employ them and to provide legal issues like safety and security. Therefore amendment of different acts and rules regarding child labor has been suggested for the overall improvement of children. It is also recommended to take measures to increase awareness of the common people to eliminate the worst forms of child labor.

MODEL OF INTEGRATION OF SPIRITUALITY TOWARDS THE WORK BEHAVIOUR AND EMOTIONAL INTELLIGENCE AS MEDIATING VARIABLE: AN APPROACH OF STRUCTURAL EQUATION MODELING (SEM)

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ABSTRACT

This study aims to investigate the relationship between spirituality, emotional intelligence, and work behaviour (job satisfaction, job performance and turnover intention). Conducted in one of the Islamic banks in Surakarta, Central Java, this study involved 120 employees as the respondents. For data analysis, Structural Equation Modelling (SEM) was used in this study. The results show the acceptance for three hypotheses showing a positive relationship between spirituality and emotional intelligence, spirituality and job satisfaction and spirituality and job performance. While, the fourth hypothesis cannot be accepted as a negative relationship was found in the relationship between spirituality and turnover intention, emotional intelligence and job performance, emotional intelligence and job satisfaction, emotional intelligence and turnover intention and job satisfaction and job performance.

MACROECONOMIC VARIABLES AND STOCK PRICES: A STUDY OF COLOMBO STOCK EXCHANGE (CSE) IN SRI LANKA

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ABSTRACT

One of the most enduring debates in economics is whether financial development causes economic growth or whether it is a consequence of increased economic activity. Financial markets play an important role in the process of economic growth and development by facilitating savings and channelizing funds from surplus unit to deficit unit. Stock market plays an significant role in the economic development of a country. A number of studies have been investigated on the causal relationship between economic indicators and stock exchange prices. Many studies have been made from time to time; however, after post war to find out the causal relationship between the economic variables and stock prices is vital to the policy makers. There are many factors which influence the stock market and ASPI. This study is focused on that how macro economic variables influence the stock prices of CSE in Sri Lanka. For the reason four macro independent variables i,e Interest Rate (IR), Exchange Rate (ER), Balance of Payment(BOP) and Gross Domestic Product (GDP) were taken under consideration to measure influences of these factor on dependent variable of All Share Price lindex(ASPI). For analysis, secondary data was taken for 20 years from 1993 up to 2012. Yearly data was used considering all of the variables. Excel sheet was used to arrange the Data and SPSS was used to analyze the data .The findings revealed that GDP is significantly strong positive correlation with ASPI. Further there is a significant positive correlation between ER and ASPI whenever negatively correlated with IR. Finally multi regression analysis indicates that macroeconomic variables significantly impact on stock prices.

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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

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