

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & 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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# **AN EXPLORATORY STUDY OF THE POTENTIAL OF 'KatSRS SYSTEM' AS AN EDUCATIONAL TECHNOLOGY IN FACILITATING LEARNERS' ENGAGEMENT AND FEEDBACK: A CASE STUDY OF BOTHO UNIVERSITY**

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## **ABSTRACT**

*Learners' engagement is the main key to achieving better teaching and learning. In recent years, a variety of educational technologies have been used to motivate learners to participate in learning. Amongst these tools, students' responses have proved to be very useful. The trend has been to equip students with clickers and simple cellular phones to cast votes and send their anonymous responses to the receiver. In contrast, Katlego Students' Response System is an intranet system that captures students' responses via the desktop and laptop computers to the main server. The purpose of the present study is to investigate the potential of the Katlego Students' Response System as an online educational technology to facilitate classroom engagement and feedback in teaching/learning. The study group consists of students from the Computing Science department at Botho University (N=80). In the study an experimental design was used over six weeks. Data was collected using Katlego Student Response System, feedback/evaluation forms and oral interviews. The findings of the study revealed that the Katlego Student Response System is more effective in increasing learners' engagement and experience. However, acquisition and setting of the appropriate equipment, software and sufficient network bandwidth remains a challenge since Botswana is a developing country.*

**MEASURES FOR ACTIVITY BASED COSTING SUCCESS: A REVIEW**

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**ABSTRACT**

*Activity Based Costing (ABC), a powerful tool in Management Accounting, provides accurate information on the costs of activities and processes, which helps the managers to take decisions that have positive impact on the organization's production. Earlier, management accountants depended on traditional cost accounting methods to obtain information on product and service costs for these decisions. ABC, now argued to be remarkably better than traditional volume based costing system, has elicited the attention of both researchers and practitioners for its involvement in decision making. Several empirical studies have been conducted to examine the importance, adoption and successful implementation of ABC, reasons for implementing, issues related to its adoption, critical success factors of ABC. An in-depth insight of cost structure of an organization, cost modelling and targeting vis-à-vis its performance is essential for the successful implementation of ABC system. Many studies have attempted to establish the variables that could measure success of ABC system. Before determining the success rate of ABC, it is crucial to address what constitutes ABC success. This paper reviews the research carried out on ABC success factors pertaining to the extent to which it is used in an organization, the variables used to measure success and its operational definitions. The review reveals that the past research has focussed on the perception of the users, the frequency of usage, the use of ABC in decision making as the determinants of ABC system success. However, multi-item measures are able to measure and analyse the complex nature of the success factors better than the single-item measures.*



**ICT & WOMEN**

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**ABSTRACT**

*ICT has emerged as a powerful tool for gender empowerment. However, ensuring access to ICT tools is critical to bridging the gender digital divide and achieving empowerment. Equally significant is equipping women across all sections to make effective use of ICT by providing skills education and training. Currently, the ICT sector does not take full advantage of female talent. This is bad for the sector and bad for those women who could create new opportunities for themselves and their families with the ICT jobs that we know deliver better salaries and career paths than most other sectors. The ICT has a potential to bring development for a nation. It can reduce trade distortions, eliminate poverty, empower weaker segments including women, etc. The same is, however, possible only if a nation follows sound ICT strategies and policies. We have to set our priorities to those areas where we are lagging far behind. One such area is the unequal access of ICT to women. This paper looks at the avenues created by ICT-enabled networking processes for women's empowerment. This study is based on sample size of 100 urban women and examines how women's 'power within' has been enhanced through their access to and control of Information and Communication by use of ICTs. It discusses the main challenges and obstacles faced by women, suggests practical strategies to address those challenges and goes on to suggest ways to improve the conditions leading to women's empowerment.*

## **A STUDY ON LABOUR WELFARE MEASURES WITH REFERENCE TO TEXTILE INDUSTRIES**

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### **ABSTRACT**

*The importance for welfare arises from a very nature of industrial system, which is characterized by two basic facts; 1) The conditions under which work is carried on are not congenial for health and 2) When labour join industry he has to work in an entire strange atmosphere, creating problems of adjustment. Having a satisfied workforce is very much essential for smooth working of every organization. So this study is conducted to know whether the workers are satisfied with the welfare measures provided by textile industries. The study conducted to provide suggestion to them for improving the employee's satisfaction is too bright out various drawbacks in the existing system.*

# **AN ANALYSIS AND EVALUATION OF A UNIVERSITY'S E-COMMERCE READINESS: A CASE STUDY OF BOTHO UNIVERSITY**

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## **ABSTRACT**

*Most businesses are considering implementing e-commerce systems to gain competitive advantage. Various models have been developed for assessing organisation's e-readiness and some of them involve very complex calculations. An organization that meets the e-readiness criteria specified in the model is said to be ready to implement an e-commerce system. The readiness may be measured on the basis of the resources that the organization has compared to what is required to implement an e-commerce system. The study therefore measures the preparedness of a university to implement an e-commerce system and suggests an architecture that may be adopted in the occasion that the institution decides to implement an e-commerce system.*

# **SUSTAINABILITY OF THE WASTE MANAGEMENT PRACTICES IN TOURIST DESTINATIONS OF NAGALAND: A CRITICAL REVIEW**

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## **ABSTRACT**

*Tourism is a multi faceted area with its several activities impacting the ecology, economic, social and cultural dimensions of the destination and its elements. The sudden spur of growth of the industry in the India has led to the need for retrospection and to conjure up effective policies and strategies to ascertain its sustainability and long term expediency. The state of Nagaland blessed with its inherent natural panoramic beauty and rich cultural heritage has become one of the most sought after tourist destinations in this part of the country. With huge potentials of eco-tourism, adventure-tourism, agro-tourism and culture-tourism, the State Government has identified Tourism as one of the 'Priority Sectors' under the State Industrial Policy of Nagaland-2000. However the tourism sector in Nagaland has witnessed a rather stifled and sluggish growth in contrast to the vast prospects present. The lack of comprehensive planning and effective implementation coupled with poor foresight of the long term sustainability aspect has hampered the quality of the industry. Proper waste management being one of the crucial determinants in driving sustainable development has been a grossly overlooked matter in the tourist destinations. The paper aims at projecting critically, the present waste management system followed in the tourist destinations of Nagaland as unsustainable and ecologically detrimental, thus in urgent need of policy intervention. The paper also attempts to expound on the possible solutions for adopting a robust integrated waste management system that is efficient, reliable, applicable and relevant enough to be implemented in the Tourist Destinations of Nagaland.*

**DETERMINANTS OF INTERNAL BRANDING FOR CUSTOMER-ORIENTATION**

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**ABSTRACT**

*In the world of changing market dynamics, there is a significant need to study the strategies that can build and sustain an organization. Brand of an organization is no more a differentiating tool but a powerful tool to connect the organization with customers. Customer-orientation is a new set of marketing activities that connects the organization and the customers. Internal branding is the set of organizational activities that build and promote the brand values and organizational values among employees who are the internal stakeholders and who deliver the brand promise to customers. Employees are the human face of an organization that connects it to customers. To be customer-oriented hence demands internal branding activities. The purpose of this study is to identify the major internal branding activities that help the firm to build and implement customer oriented strategies. The conceptual model depicted in this study recognizes the factors that determine the role of internal branding in building a customer-oriented firm. These determinants are identified from the previous works on this area and from companies and brands where the onus of their success is due to internal branding practices. Considerable amount of literature in the field of internal branding and customer-orientation has revealed the research gap that customer-orientation influenced by internal branding determinants has not been studied. Hence this study brings out certain findings that can help the marketing practitioners to underpin the contribution of internal branding practices in order to focus on customer-orientation and towards transforming an organization to be customer-centric.*

**A CONCEPTUAL STUDY ON RETAIL BANKING****BHARAT N BASRANI****ASST. PROFESSOR****R. V. PATEL & V.L. SHAH COLLEGE OF COMMERCE****AMROLI****CHANDRESH B. MEHTA****ASST. PROFESSOR****SHREE J. D. GABANI COMMERCE COLLEGE & SHREE S. A. S. COLLEGE OF MANAGEMENT****SURAT****ABSTRACT**

*In today's world where innovative financial services are being offered, the issue of retail banking is highly crucial and with a lot of potential growth. Hence, it generates interest for bankers and curiosity for researchers. Retail banking is the chain of products and services offered to individual customers and to those associated with business. The banking industry is highly competitive, with banks not only competing among each other; but also with non-banks and other financial institutions. Most bank product developments are easy to duplicate and when banks provide nearly identical services, they can only distinguish themselves on the basis of price and quality. Therefore, customer retention is potentially an effective tool that banks can use to gain a strategic advantage and survive in today's ever-increasing banking environment. It is a foregone conclusion that winds of massive change blowing across the banking industry in India forced most of the commercial banks, more so public sector banks, to resort to retail banking as a measure to attain further growth with stability. Retail banking is mass market banking, where individual customers' diverse needs are fulfilled at the local level i.e. by providing multiple products. It has been facilitated by growth of banking technology and automation of banking process. With much scope in the avenues for operations, the real challenge for the banks in the current scenario is to stand out in the midst of hard-hitting regulations of the apex body. Current paper focuses on the terms, scope and concepts of retail banking, its evolution in India, briefly discuss the scenario of Indian retail banking, also focuses on some of the major issues of Indian retail banking industry. It also visualizes the future of retail banking.*



**IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER'S BUYING BEHAVIOUR**

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**ABSTRACT**

*Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a billionaire industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. This paper is an effort to analyze the impact of celebrity endorsements on consumer's buying behavior.*

# **A STUDY ON THE FACTORS INFLUENCING CUSTOMER'S CHOICE OF RETAIL STORES**

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## **ABSTRACT**

*The purpose of the study is to know the factors influencing customers to choose retail stores and demonstrated its relevance to customer loyalty towards retail stores. The Indian retail sector has been dominated by small independent players such as traditional, small grocery stores and others. The Indian retail industry is divided into organized and unorganized sectors. Organized refers to trading activities undertaken by licensed retailers that is those who are registered for sales tax income tax etc. These include the corporate –backed hypermarket and retail chains, and also the privately owned large retail businesses. Mysore is one of the handfuls of 48 cities that enjoys both an above average retail profit potential and capacity for more retailers. The principal cluster of leading indicator retailers is in the center of the city in the vicinity of Devaraj Urs Road. Retailers and other correlative businesses also cluster elsewhere, and the notable mega mall is entirely removed from the center city, about three miles away on Ring Road. Total 90 samples were collected using questioner and survey was created to the respondent of Mysore retail customers. All items were measured by responses on a five-point Likert scale ranging from 1= strongly Disagree/ Completely Irrelevant to 5 = strongly Agree/ Completely Relevant. The study employs primary data. The statistical analysis conducted to find the relevant results are Factor analysis. Reliability test, Correlation, Regression analysis, test through statistical package for social sciences (SPSS) were employed to estimate the relationship between independent and dependent variables. The result shows the factors correlated with customer loyalty, customer satisfaction, service quality, perceived price, and purchase intention.*

# GLOBALISATION, SEX INDUSTRY AND SEX MYTH: A COMPARATIVE STUDY OF SEX MYTH AMONG ADULT MEN AND WOMEN IN CHHATTISGARH & WEST BENGAL

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## ABSTRACT

*Sex industry has been affected by the Global changes in migration, health, employment, and public policy. In our India sometimes it is being encouraged by the sex myth. A sex myth is a false belief about sexual behavior or physiology that is either scientifically inaccurate or have questionable authenticity. Sex myths are never useful, and frequently they are baleful. While it can be argued that we live in an age of sexual enlightenment, there may be more heat than light in the sex lives of college men and women. Conservative views of sexuality are now the norm in the modern republic of India, and South Asia in general. However, with increased exposure to world culture due to globalization, and the proliferation of progressive ideas due to greater education and wealth, India is beginning to go through a western-style sexual revolution especially in cosmopolitan cities. Many sexual issues are used as ways of political parties garnering votes amongst conservative Indians. These issues are also matters of ethical importance in a nation where freedom and equality are guaranteed in the constitution of its own. Are college students who have progressed to more advance level of study less likely to endorse sex myth? Or alternately, does belief in sex myth? It is irony that sex which forms so much an integral part of our lives is so difficult to be discussed and talked about in a rational manner. There is probably no other area of our life which we care so much but know so little about sex. The present investigation examined the incidence of beliefs in sex myths in college students of two separate states i.e. Chhattisgarh and West Bengal. Qualitative and quantitative methods were triangulated; a questionnaire, in-depth interviews were all used. Knowledge about sex contained several misconceptions, misinformation, and myths rooted in pupils of both states, as the historical and contemporary social cultural context is same though geographical proximity is high. Sex myth related study mainly was confined in western hemisphere, and some oriental studies do not show geo-spatial variation of sex myth. This study reveals an inter-state spatial behavior of sex related myths. The prevalence of sex myths in college students suggest that serious attention needs to be paid to structured sex education.*

**APPLICATION OF RESTRICTED LEAST SQUARES TO ECONOMETRIC DATA****IBRAHEEM, A. G****LECTURER****DEPARTMENT OF MATHEMATICS AND STATISTICS****THE FEDERAL POLYTECHNIC****ADO-EKITI****ADEMUYIWA, J. A****SR. TECHNOLOGIST****DEPARTMENT OF MATHEMATICS AND STATISTICS****THE FEDERAL POLYTECHNIC****ADO-EKITI****ADETUNJI, A. A****LECTURER****DEPARTMENT OF MATHEMATICS AND STATISTICS****THE FEDERAL POLYTECHNIC****ADO-EKITI****ABSTRACT**

*Among numerous model misspecification problems in linear model is the one caused by the inclusion of unnecessary predictors in the model or by omitting the necessary ones out (Gujarati and Sangeetha, 2007). By applying standard results from restricted least squares estimation, insight can be gained about the behaviour of ordinary least squares estimates and associated tests when the restrictions imposed in the model are not true in the population (Esteban and O'Brien, 1992). This paper applies the "F-test" approach of Restricted Least Square (RLS) on Nigerian economy to find out if the linear restriction of Cobb-Douglas production function's parameters  $(\beta + \vartheta) = 1$  is significant to Nigeria economy. The result of the research shows that the Nigerian economy is probably characterized by constant returns to scale over the reviewed period and therefore, using the restricted regression as stipulated by Cobb-Douglas function may not be misleading. Hence, if Capital/Labour ratio increased by 1 percent, on average, labour productivity went up by about 1 percent.*

## **EFFECTIVENESS OF INTERNAL CONTROL SYSTEM OF ETHIOPIAN PUBLIC UNIVERSITIES: THE CASE OF JIMMA UNIVERSITY**

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### **ABSTRACT**

*The research is aimed at assessing the effectiveness of internal control in public universities in Ethiopia by taking Jimma University as a case study. Both primary and secondary data was relied to achieve the purpose of the study. The primary data was collected through questionnaire while the secondary data obtained from minutes, audit reports and documents. Descriptive analysis was employed to see the attitude of employees towards the effectiveness of overall internal control and chi-square test are relied upon to see whether the response varies across demographic characteristics. The test indicated that there is no significant attitude difference among employees in most of the cases. Both the individual response and desk research indicated that the internal control system in public Universities in Ethiopia is not effective for which Jimma University is not special. More specifically, inadequate risk assessment practice, poor internal control over physical and financial resources, poor human resource management practice, inappropriate information management, and loose monitoring and control practices are the critical areas that need the focus of the management of the university.*

## THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY - INITIATIVES ON CONSUMER PSYCHOLOGY

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### ABSTRACT

Today the need and demand for Corporate Social Responsibility (CSR) is growing due to multinational corporations' increasing influence on world economy as well as scandals in different industries. Earlier the concept of Corporate Social Responsibility (CSR) was an unconscious practice and it was treated more as a custom that an organization should practice and obey as it was not entirely under the regulations of any official laws or legal bodies but now the ministry of corporate affairs (MCA) has notified Section 135 and Schedule VII of the Companies Act, 2013, which relate to corporate social responsibility (CSR) that will be effective from April 1, as part of the new Companies Act. The companies should fulfill their social obligations not only to comply with the legal obligations but also to contribute towards the sustainable development in the wider community. Now a days the Indian consumers are more aware that, in pursuing their business objectives, corporations now bear more responsibility towards society and the environment. Several researches have indicated that CSR actions of companies can serve as a competitive advantage and can have a positive effect on the consumer psychology. The present paper is an endeavour to analyses how corporate social responsibility is related with changing consumer behavior and how it is helpful to understand the consumer psychology.



# INVESTIGATION OF CUSTOMERS' PRODUCT AWARENESS AND TRANSACTION GAP IN LIFE INSURANCE CORPORATION OF INDIA

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## ABSTRACT

*Customers are very much conscious about their needs and requirements. Based on the several factors, customers are now selecting different kinds of products in their life where their awareness about the several existing life insurance products varies situation wise, culture wise, nation wise, sector wise, industry wise and obviously over times. On the other hand, like any other company, Life Insurance Corporation of India (LICI) is adopting various strategies to develop customers' awareness about the various products as well as involving in the fulfillment of various needs and requirements of the customers through their selection of different life insurance policies available in the market. Observing present scenario of the LICI customers' product awareness and their current transactional life insurance policies, in this paper the investigation of customers' product awareness and transaction gap in Life Insurance Corporation of India has been conducted in Burdwan district, West Bengal. In this study, accepted 221 usable responses were considered as the sample size and statistical package SPSS 16 was used to perform the analyses.*

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