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A COMPARATIVE STUDY OF SERVICE QUALITY OF SELECTED INDIAN BANKS: A STUDY IN INDORE REGION

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ABSTRACT

The need for banking is as old as commerce and trading in the civilized world. A bank is an institution that deals in money and its substitutes and provides other financial services. Banks accept deposits and make loans or make an investment to derive a profit from the difference in the interest rates paid and charged, respectively. India's economy has been one of the stars of global economics in recent years. It has grown by more than 9% for three years running. Agriculture is a major component of the Indian economy, as over 66% of the Indian population earns its livelihood from this area. Banking sector is considered as a booming sector in Indian economy recently. The current study attempts to study the product offerings of largest public sector Indian bank, State Bank of India and the private giant ICICI Bank Ltd on the aspects of applicability of SERVQUAL dimensions to current product offering and to study and compare the perception of customers in terms of service quality. The study discovers their present levels of the product offerings on the basis of SERVQUAL dimensions. Present study also attempts to compare quality of product offerings of the selected banks in the region on SERVQUAL dimensions. It is an exploratory research study, which after development of conceptual frame work deploys structured instrument and statistical analysis tools like Eigen value scores and comparison of means. This study shall be helpful to give a wonderful insight to the concerning organizations to identify the gap and take leverage by offering the desired quality products.

EFFECTIVENESS OF RURAL MARKETING STRATEGIES ON BRANDED FMCG's: A CASE STUDY IN KANYAKUMARI DISTRICT

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ABSTRACT

The bottom of the pyramid will continue to grow and emerge as a huge potential market for manufactured goods and services in an unprecedented manner in the years to come. This trend would provide a perennial population dividend for Fast Moving Consumer Goods companies. According to a report by Nielsen, the Indian rural market is tipped to grow more than tenfold to USD 100 Billion by 2025, presenting a huge opportunity for Fast Moving Consumer Goods brands. The Fast Moving Consumer Goods giants in India like Hindustan UniLever, ITC, Britannia, Nestle, Procter and Gamble etc. have already proved their sales performance in rural markets and continue to extend their sales. The Fast Moving Consumer Goods companies over the years have developed and implemented rural marketing strategies to overcome the challenges in rural markets. The major challenges in rural markets are Awareness, Affordability, Availability and Acceptability of their brands. The Fast Moving Consumer Goods companies need to target and gain their profitability through customized marketing strategies to meet these challenges as well as consider the factors that motivate rural consumers to buy Branded Fast Moving Consumer Goods and their purchase decision on Branded Fast Moving Consumer Goods. The Fast Moving Consumer Goods companies need to measure also the effectiveness of rural marketing strategies for re-engineering existing strategies. This paper focuses on to measure the effectiveness of existing rural marketing strategies of Branded Fast Moving Consumer Goods companies in Kanyakumari District.

POWER SECTOR REFORMS DURING GLOBALIZED ERA: SOME EVIDENCES FROM INDIAN ECONOMY

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ABSTRACT

India, the second most populous country in the world with its vibrant economy and impressive growth of GDP has been facing challenges in meeting its energy needs. Indian economy is at a critical stage of development, where energy requirement has been increasing at a phenomenal pace. Even though, large part of the developed world is struggling to recover from the recession, the relatively faster emerging country like, India are aiming to meet the requisite demand for energy by introducing different reforms both in energy sector and power sector. With the economic growth of India set to take off, the power demand is forecasted to rapidly mount in next 25 to 50 years. It is well known fact that electric power is an essential input for the sustained growth in different facets of economic development. With increasing economic activities followed by population growth, there is a shift from the use of non-commercial energy to commercial energy sources, particularly fossil fuels including electricity, resulted in surging demand outstripping the supply. In spite of being the fifth largest electricity producer in the world, India's per capita electricity consumption rates remain very low in comparison to many developing countries. As the economy grows, the power sector of the country has been undergoing a massive revamp from policy changes to investment pattern and restructuring the preference for sources of power. Some important steps in this regard in the globalized era in India include outlining the reform of the power sector restructuring the state electricity boards, liberalizing the generation of power with private participations, stepping up efforts to secure oil and natural gas by investing in overseas oilfields, international agreements on nuclear cooperation which includes supply of nuclear fuels, greater emphasis of other renewable energy sources etc. With these background, the authors have made an attempt to examine the salient features of power sector reforms and their impact on Indian economy in the globalized era.

NGO APPROACHES TO RURAL DEVELOPMENT IN BANGLADESH

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ABSTRACT

Rural development is the important issue in the development agenda of a country. Among actors working in development field, NGOs play vital role in Bangladesh. Historically discrete individual efforts were made for rural development and gradually institutional and organized initiatives are started in field of rural society in the course of time. The present paper is prepared based on secondary documents such as NGOs annual reports, published articles and government publications. It attempts to explore the areas of income generating activities and human resource development programs which ultimately contribute to socio-economic and structural development of rural communities. The NGOs have proven themselves as the real associates of the government in rural development activities. It also focuses on the NGO contribution on rural development including problems and difficulties such as; religious fundamentalism, pressure from the political leaders and local elites, overlapping in the NGO activities, influence of donor agencies, corruption and fund crisis which act as barriers in the path of rural development. So, it is appeared as new added knowledge in rural development literature.

INFLUENCES OF SOCIO-ECONOMIC FACTORS ON JOB SATISFACTION OF READY-MADE GARMENTS WORKERS

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ABSTRACT

Job satisfaction is one of the key determinants of employee satisfaction in all organizations. In rising countries like Bangladesh, it was tricky to strike ahead such studies on employee satisfaction bearing in mind intrinsic and extrinsic issues. This study was carried out to identify the determinants of job satisfaction among RMG employees. To achieve the objectives, data were collected through intensive survey by a pre-tested interview schedule from randomly selected 120 respondents in selected readymade garments factories of Gazipur sadar upazila. Co-efficient of correlation and multiple stepwise regressions were employed to find out the determinants of employee job satisfaction. Findings reveal that majority (56.67%) of the respondents fell in medium job satisfaction category. It also yielded that socioeconomic factors have a profound influence as these factors combinedly explained 52.4 percent variation in job satisfaction. Education, monthly family income, financial contribution to the family and infrastructural facilities showed significant positive relationship with employee job satisfaction where financial contribution to the family was a single most influential factors (26.2% contributor). Lack of functional training, low wage and job security were the major obstacles in employee job satisfaction. It is recommended that employer, employee and government should work together to manage the situation.

CORPORATE GOVERNANCE PRACTICES: A STUDY OF SELECTED LEADING HOTELS IN INDIA

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ABSTRACT

The study evaluates the corporate governance practices of Indian hotel industry. Good corporate governance has become a contemporary issue today because it has become part of the superior economic context in which businesses operate. The hospitality industry is viewed as a major foreign exchange earner (FEE) of country but little is known about their corporate governance practices. To limelight on the research gap this study is undertaken. The governance variables considered in this paper include the composition and size of board, break up of chairman as executive and non executive, separation of chairman from CEO/MD, composition of various committees like audit committee, remuneration committee, investors grievances committee, frequency of board meetings and women directors on the board of selected companies. The whole study is based on secondary data. The eight leading hotel companies are selected for the study. The study discovered that, all selected hotel companies have met the minimum requirement of companies' code. The study reveals that all sampled hotel companies have healthy, sound, effective and efficient corporate governance practices which helped in stimulating the performance of companies, maximize their operational efficiency, achieve sustained productivity and also ensure to give protection for the intact of shareholders' interests.

GENDER DIVERSITY AND INCLUSION IN STRATEGIC HUMAN RESOURCE MANAGEMENT: SUSTAINABLE PEOPLE MANAGEMENT IN THE ASIA-PACIFIC

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ABSTRACT

The 21st C is witness to the stunning growth of Asian economies like India and China which are already being referred to as “Tiger Economies” of Asia. In India, demographers indicate that women and people of different cultures will represent over 50 percent of all new entrants to the workforce by 2020. This shift in demographics as well as the pressure from an ever expanding competitive global marketplace is now compelling organizations to rethink their models of business success. Organizations are willing to efficiently align their business tactics with present demographic realities to achieve sustainability while never losing their profitability. This study studies the effect diversity has on the performance of the organization. It reviews the progress made and the future prospects and potential profits for Indian businesses in leading today’s diverse workforce. It also includes a survey of managers from leading Indian firms from diverse industries. Based on these primary and secondary resources, it seeks to make the most of the strategic benefits of workplace diversity. Various types of Diversity Initiatives have been implemented by many organizations in the past few decades that efficiently utilized its benefits. One of them is gender diversity. Based on provenance and the stigma consciousness theories, women are more likely than men to charge retarded advancement to not only an internal factor, but especially to an external one of discrimination because of their understanding of the gender discrimination in the past at work. In the top 10 organizations surveyed to determine the extent to which women are part of the diverse workforce and included in the business growth prospect, certain findings indicate that working hours, safety related issues, family responsibilities and education as well as the aspirations and the perceptions of gender discrimination influence level of progression. The results don’t offer any particular proof of a victim-mentality, because mostly the women in the sample set are very similar to their male counterparts in terms of factors of work, but still report much higher levels of discrimination on the basis of gender. Organizations are now implementing initiatives that specifically focus on gender diversity in order to encourage women towards advancement in the workplace while at the same time making women feel appreciated and at an equal platform as their male counterparts. This study highlights some of the above mentioned initiatives and links it to the employee’s performance and thereby the organization’s performance.

A STUDY ON THE PROFITABILITY RATIO OF THE DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU

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ABSTRACT

Analyzing cooperatives financial statement is significant for members, government, other non-governmental organizations and researchers to understand the strengths and weakness area in their operational system. DCCBs occupy a place of significance in the cooperative credit delivery system. They act as a spokesperson of the cooperative movement at district level. Inefficient functioning of cooperatives is due to bad debts, excessive overdue or otherwise investment. Therefore, the financial management occupies an importance place as the functions of these institutions. Hence, the analytical study on the profitability ratio of District Central Cooperative Banks in Tirunelveli Region has been undertaken. The results of the study will help in identifying the lacuna if any in the profitability of the DCCBs and to frame financial policies and programme to the benefit of the banks and the community.

AN ANALYSIS ON CUSTOMER PERCEPTION AMONG INSURANCE SECTOR

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ABSTRACT

The insurance sector in India has come a full circle from being an open competitive market to nationalization and back to a liberalized market again. Tracing the developments in the Indian insurance sector reveals the 360 degree turn witnessed over a period of almost two centuries. Insurance may be described as a social device to reduce or eliminate the risk of loss of life and property. Under the plan of insurance a large number of people associate themselves by sharing risk attached to individuals. Life Insurance sector after privatization is maturing from mere security as single purpose behind owning a policy to one of better investment options as well as policies is available with multiple options and riders. Now at present around 13 private co's are operating in life insurance sector. LIC is going to have tough time ahead but due to its multiple policies and huge network of agents and strong client base gives its competitive advantage. But real competition is coming from HDFC AND ICICI which are utilizing competitively their old database in attracting customers through cross-selling of financial products at one roof.

GLOBALISATION, SKILL-BASED EDUCATION AND UNEMPLOYMENT IN RURAL ASSAM: AN ECONOMIC ANALYSIS

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ABSTRACT

The term Globalisation refers the increasing flow of technology, finance, trade, knowledge, value and ideas across the borders. Nowadays its impact is emerged in every sector of the society. It is an important asset of both education and economy of states and the country. Starting with the breakfast, now the people, both in rural as well as urban, are using global product in the entire day, which perhaps, is the impact of globalisation on economy. Similarly, from the agricultural field to that of highly developed non-farm sector or industrial sector of the country is concern; the broadly using high-tech knowledge is the contribution of globalisation. In this sense the dimension of education in the recent period is highly globalised. The process of the globalisation of education has many benefits: which might help to build a better world for all. The skilled based education that includes the agricultural extension and farmers training programme, occupational skill training outside the formal system, etc. especially in the rural areas is most essential in the recent job market. To keep this view in mind the paper tries to highlight the effect of globalisation in the rural education and economy of Assam. Moreover, by taking some data collecting from the representative district of Assam (Lakhimpur) through the primary survey, an attempt has been made to find out the relationship between the formal education, skill-based education and the rural job market in the present global era.

FDI IN INDIA: TREND, ISSUES AND CHALLENGES

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ABSTRACT

Foreign Investment is considered to be the life blood and an important vehicle of for economic development as far as the developing nations are concerned. Its global popularity and positive output in augmenting the domestic capital, productivity and employment; has made it an indispensable tool for initiating economic growth in countries. But there are some controversies and challenges regarding FDI in India and there is a need to reflect upon the question that will high growth and inflows of FDI be able to solve structural imbalances of Indian economy and whether it will succeed in improving the lot of bottom section of the Indian economy, which are living in abysmally poor socio-economic conditions. The employment elasticity in the agriculture and industrial sector has gone down in the post-reform period, therefore, the creation of employment opportunities will be a gigantic task for the policy makers. FDI has come in the most capital-intensive sectors; therefore, the required employment opportunities could not be created especially for the manual and the semi skilled labor while high skilled workforce gained substantially. That is why high growth is called urban centric and thus has developed a wedge between the urban and rural economy. This paper focuses on such issues and challenges.

PERSONAL INCOME TAX STRUCTURE IN INDIA: AN EVALUATION

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ABSTRACT

In the present paper an attempt has been made to throw light on prevailing personal income tax structure in India. The paper briefly analyses the issues relating to high tax burden on people falling under low and medium income groups. Researcher concludes that there is still a need to bring more reforms in the personal income tax structure in the form of broadening the exemption limits, lowering the tax rates, reorganizing the different income tax slabs and simplify overall tax procedure so that people could be encouraged for compliance of tax laws.

IMPACT OF STOCK SPLIT ANNOUNCEMENT ON MARKET PERFORMANCE OF STOCKS: A STUDY WITH REFERENCE TO MANUFACTURING INDUSTRIES IN INDIA

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ABSTRACT

India's manufacturing sector is vital for its economic progress. Manufacturing industries help in modernizing agriculture and export of manufactured goods to expand trade and commerce. Manufacturing sector's contribution to the GDP is 16 per cent, with the potential to grow more. A stock split is a corporate action that increases the number of the corporation's outstanding shares by dividing each share, which in turn diminishes its price. For this study, the authors have chosen six manufacturing industries. They are Oil and Gas Industry, FMCG Industry, Cement Industry, Steel Industry, Pharmaceutical Industry and Automobile Industry. The study aimed at comparing the market performance of stocks of their industries, before the split and after the split. The entire study is based on the secondary data extracted from various sources like BSE, NSE websites, RBI bulletin, books and journals. The study period is twelve years covering from 1st April, 2002-03 to 2012-13. The study is limited to only six manufacturing industries.

DETERMINANTS OF CAPITAL STRUCTURE IN TRANSPORT AND TEXTILE SECTORS IN INDIA: A COMPARATIVE STUDY

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ABSTRACT

A multiple regression method has been applied to find out determinants of capital structure in manufacturing sector which consisted two subsectors Textile and Transport. Data from 136 companies of 2 sub-sectors listed in Bombay Stock Exchange (BSE) for fourteen years (1999 – 2012) has been collected from. Total number of observations was 1904. Multiple regressions for panel data of two sub sectors have been applied. Long term debt to book value of the company was used as the leverage ratio as dependent variable. The results show that assets composition and firm age have positive significant impact on debt equity, whereas liquidity has significant negative impact on debt equity in transport sector in India. In textile sector profitability has significant negative impact and tobin q has significant positive effect on debt equity at book value.

CUSTOMER'S PERCEPTION TOWARDS VALUE-ADDED SERVICES OF PUBLIC SECTOR BANKS IN NAMAKKAL TOWN STATE OF TAMIL NADU

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ABSTRACT

Banks have adopted several new electronic and telecommunication technologies to deliver a broad line of value-added products and services to their customers. Value-Added services have gained greater importance in modern days. Public Sector Banks offer many different channels to access their banking and other services. The Value Added Services not only helps a bank to reduce costs but also helps it to retain its valuable customers. The purpose of conducting this research is Customer's Perception towards Value- Added Services of Public Sector Banks in Namakkal Town. The main objective of the study is to know the various Value-Added services provided by bank. This research is mainly based on primary data which has been collected through a well-structured questionnaire. The questionnaire has been distributed to 700 respondents were selected using convenient random sampling. The secondary data is collected through various sources like magazines, journals, company records etc. These data are collected and based on the analysis made by using various tools like percentage analysis, Garrett ranking techniques, Weighted average score analysis and the suggestions are given.

SOCIO-ECONOMIC STATUS OF MICRO, SMALL AND MEDIUM ENTERPRISES IN HIMACHAL PRADESH: A CASE STUDY OF DISTRICT HAMIRPUR

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ABSTRACT

Micro, small and medium enterprises play a key role in the development of economies with their effective, efficient, flexible and innovative entrepreneurial spirit. The socio-economic policies adopted by India since the Industries (Development and Regulation) Act, 1951 have laid stress on MSMEs as a means to improve the country's economic conditions. The Micro, Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment ceiling of the sector. In this paper an aggressive attempt has been made to analyze the social factors of the entrepreneurs and also identify the entrepreneur's problems regarding taking loan and repayments of loan taken by entrepreneurs of manufacturing/service sectors with the use of simple percentage, bar diagrams and pie charts. Study reveals that the most of entrepreneurs dependent upon loan and majority of respondents state that the loans are inadequate. The study also shows that majority of entrepreneurs take loan for the purpose of purchase of plant and machinery and main sources of finance are commercial banks. On the other hands regarding repayment of loan and revealed that the majority of respondents repayments were in well time but those respondents have not repayments of loan in well in time. They gives reasons loss in business, spend on daily needs and high rate of interest.

AN OVERVIEW OF CHILLIES MARKETING

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ABSTRACT

Chile has a market-oriented economy characterized by a high level of foreign trade and a reputation for strong financial institutions and sound policy that have given it the strongest sovereign bond rating in South America. Exports account for approximately one-third of GDP, with commodities making up some three-quarters of total exports. Copper alone provides 19% of government revenue. From 2003 through 2012, real growth averaged almost 5% per year, despite the slight contraction in 2009 that resulted from the global financial crisis. Chilean standard guidelines follow those of the World Trade Organization (WTO), Committee on Technical Barriers to Trade.

IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON AGRICULTURAL SECTOR IN KARNATAKA

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ABSTRACT

Agriculture today is looming in backwardness of application of modern technology. Though, it provides employment for nearly 60% of country's population but there is not sufficient output. In this direction, information and communication technology is an important component of knowledge based agricultural productivity in India. Disseminating the adequate information to the farmers can improve the production capacity in the country. Indian agricultural sector which is tormented with many problems like insufficient infrastructural and technological rudiments form the component on farmers' side and inefficient price for agro-products on part of market are few of many problems that exist because of lack of information. The boom of ICT came as a link to the existing problem and provided a solution. In this study focused at the ICT programmes undertaken by Centre and State Governments with special reference to Karnataka state in improving the access to information to farmers with use of technology cutting down the barriers in reaping total benefit of the system. Thus, the present study aims to explore the real economic impacts of ICT application in agriculture by using different dimensions. This study has projected the use and awareness of the ICT in building a sustainable model for agriculture.

EFFECTIVE STRATEGY FOR AGRICULTURAL DEVELOPMENT: WITH REFERENCE TO KAUTILYA'S ARTHASHASTRA

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ABSTRACT

Based on the famous Indian treatise on political economy, Kautilya's Arthashastra, the paper attempts to describe and explain the aspects of agriculture in ancient India. In this paper we shall examine the policies of the agricultural development as accomplished by kautilya. And how these policies could be helpful in the agricultural development during modern times, it will also be checked.

IMPACT OF INVESTORS' ATTRIBUTES ON INVESTMENT DECISIONS

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ABSTRACT

Present study aims at exploring the factors which motivate the people towards making the investment decisions. Being the study in descriptive in nature it went through primary data collection through questionnaire & discussions with 50 people and analyzing it with proportionate basis and lastly testing the validity of the results using χ^2 test. Results of the present study show that investors' personal attributes i.e. level of awareness, age, income and educational level, affect the investment decisions significantly. So study recommends that all these four personal attributes of the investors should be considered in designing of various financial schemes to be offered by the marketers.

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With sincere regards

Thanking you profoundly

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