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SYMBOLS: AN EFFECTIVE MARKETING COMMUNICATION TOOL IN BRANDING**DR. AJAY SAHNI****HEAD****DEPARTMENT OF FOREIGN LANGUAGES****BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT AND RESEARCH
NEW DELHI****ABSTRACT**

This research paper is conceptual and is written on the basis of secondary data. The communication strategies of the brand managers are tuned, to attract their target customers toward their advertising messages by various tools. Symbols and semiotics are one of the emerging areas in this aspect. Symbols are instrumental in depicting the theme of the message in a more creative and innovative way, that leads to brand association in the mind of the customers, which resultantly help in brand equity and loyalty. The culture has wide ramifications when advertisers apply symbols in the designing part of message. This is because of the prevalent norms, values and inferences that symbols represent. Hence, their application helps brand managers to leverage their well planned and researched consumers' psychological perspectives for their brands' positioning. Through this research some classic examples are cited in the form of logos, like that of Amazon, Eight, Pittsburgh, FedEx, that have been very strategically applied and have been able to garner the desired outcomes for these brands. These logos are a classical example of what symbols and semiotics can do in the ongoing competitive brand warfare, where brands are vying for a suitable space in consumers' minds' landscape.

INCORPORATING SUSTAINABILITY INTO HIGHER INDIAN EDUCATION

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ABSTRACT

There is an increasing urgency in teaching sustainable practices to the public. Earlier, Science curricula had General Science, Home Science and similar core subjects as requirements. Now, the buzz word is "Sustainable", and the topic has to be included to inculcate environmental consciousness into the younger school population. More importantly, implementation has to be done by those who preach it, in other words education should implement sustainability during its propagation. To this end, paperless class rooms, virtual schools and reusable and electronic media would have to be used to reach a greater proportion of the population. Education should be made available to all through various digital means, for example by Open Classrooms, MOOC's – (Massively open online courses), at a low cost. This would be possible by avoiding high overheads of brick and mortar campuses. Several portals like EDX, MITX, COURSERA and UDACITY are offering online courses free of cost without paper and books in physical form, thereby saving students the cost of buying text books and of using reams of notepaper which at the end of the day go into the environment as waste. The lower use of paper will save millions of trees and help in cleaning the air of CO2. Indian Educational systems rely heavily on rote memorization and rigid curricula. Online paperless education can help in sustainability and giving a start to deserving students.



INTERLINKAGE BETWEEN FUND OF MUTUAL FUNDS RETURNS AND GDP IN THE INDIAN ECONOMY

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ABSTRACT

The Mutual Fund Industry has been growing rapidly in India with enlarged pooled funds that allowed the sector to participate actively in portfolio investments. It reflects possible growth prospect which gained much attention from the investors. The present study intends to examine the existence of a causal relation between the fund of mutual fund returns and GDP of the Indian economy. The investigation is done by using Johansen co-integration test for finding long-run relationship between the Fund of Mutual Fund returns and the GDP, and the Granger causality test based on the Vector Error Correction Model (VECM) for short-run relationship between these two variables to demonstrate the casual relationship. The data are collected from AMFI websites and respective AMC websites, from April 2007 to March 2014. The results displayed sufficient evidence to support long-run relationship between FOFs returns and the GDP. We found that all the five schemes of Fund of Mutual fund return and the GDP are interlinked and it was bidirectional for four out of five funds studied, only in case of Birla SL FOF was unidirectional from asset allocator to GDP. The findings suggest that the FOFs cause effective financial intermediation to generate long term saving to finance investment and that eventually could strengthen the country.

GROWTH OF INDIAN COMMODITY DERIVATIVE MARKET OVER THE YEARS AND ITS CURRENT SCENARIO

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ABSTRACT

Commodity market plays an important role in countries like India where a major part of GDP comes from agriculture production. Its contribution is 13.9 percent, that includes Agriculture & Allied Sectors as per the estimates released by Central Statistics Office. Agricultural exports constitute one fifth of the total exports of the country India is ranked to be in the second position in terms of agriculture outputs. The total food grain production has increased approximately to 264.77 million tonnes in 2013-14 (Department of Economics and Statistics) compared to 51 (MT) productions in 1950-51. In terms of spices the Indian market is estimated to be of worth forty thousand crore yearly. It is backed by the increase in the export to US\$ 3 billion by 2016-17, with improved quality, packaging, marketing techniques, and a strong distribution network. This also makes country to be the largest exporter in terms of spices. In spite of such improved growth in farm production, still most of the producers are not making commensurate profit, because of lack of producer friendly reforms in commodity derivative markets, low level of awareness in farmers, improper platforms that are not reachable easily by the common producer and inefficient marketing infrastructure. Improvement in all these mentioned factors, improved reforms and easy accessibility of commodity exchanges would not only benefit the producers but also the sectors that depend on it. In other words India has all the potential to become a major center for trading of commodities and providing benefits to all market participants mainly farmers, unfortunately because of inadequate policy reforms in the agricultural sector, we are way behind in achieving the goal. In order to set up a well developed commodity derivative market in India, obstacles related to fixing the fair prices, maintaining buffer stocks and avoiding farmers vulnerability towards the price crashes in future, etc needs to be addressed. The present study analyses Growth of Indian Commodity Derivative Market over the years and its issues and concerns.

A STUDY ON JOB SATISFACTION OF PUBLIC, PRIVATE AND FOREIGN BANK EMPLOYEES IN CHANDIGARH AND PUNJAB

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ABSTRACT

For the success and sustained growth of banks, it is very important to manage human resources effectively and to find whether its employees are satisfied or not. Public Sector, Private Sector and Foreign Banks differ with respect to their background and work culture. Therefore, an attempt has been made to explore the differences between these banks with regard to Job Satisfaction of employees. The sample includes 250 employees of Public, Private and Foreign Banks in Chandigarh and Punjab. The total Job Satisfaction has been found to be the highest in Public Sector Banks, followed by Private Sector Banks and Foreign Banks. The dimension Operating Procedure Satisfaction provides the highest level of satisfaction in Public Sector Banks, Work itself Satisfaction has the highest mean value in Private Sector Banks, while Pay Satisfaction is the highest in Foreign Banks. Communication Satisfaction ranks the last in Public Sector Banks, Private Sector Banks as well as Foreign Banks.

SYNTHETIC REVIEW: A REVIEW OF LITERATURE

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ABSTRACT

The objective of this paper is to deliver a synthetic review of the literature on stock index returns and volatility Patterns. Review of literature is base for identification of any research problem. Review of Literature is step by step elaboration of studies already done on any issue. Previous studies on any research topic guide authors to opt right issues for research. It gives direction to the author what type of study he/she should follow. He / She may able to identify the research gap where he has a chance to make further study. The literature review helps scholars to find and select appropriate research tools. In the thesis, literature review is needed to get clear picture of evidences in summarized form and invites scholars to go further for verification and amendments. Researcher draws conclusion on thorough study of literature. Polit and Hungler (2001) defined the term "Literature Review" as it is a process of searching for relevant literature and the critical reporting of the literature. Merton Miller (1991) has written in his book Financial Innovation And Market Volatility "By volatility public seems to mean days when large market movements, particularly down moves, occur. These precipitous market wide price drops cannot always be traced to a specific news event. Nor should this lack of smoking gun be seen as in any way anomalous in market for assets like common stock whose value depends on subjective judgement about cash flow and resale prices in highly uncertain future. The public takes a more deterministic view of stock prices; if the market crashes, there must be a specific reason." The issue of volatility is increasingly gaining importance in the current era among the financial practitioners, market participants, regulators and researchers.

A REVIEW OF THE FINANCES OF KERALA 1990-2015

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ABSTRACT

This Paper attempts a review of the finances of Kerala Government with special emphasis on public expenditure. The foregoing analysis shows that there are serious flaws in the State's finances, reflected as budgetary imbalances mainly triggered by the ever increasing public expenditure. While the state's revenue receipts increases at a decent pace, revenue expenditure exceeds receipts leaving little resources for capital expenditure on the one hand and giving rise to growing deficits and debts on the other. Though the Government has dismissed suggestions that it was passing through a financial crisis, it seems as if the state is heading towards the inevitable, pushed further up by the falling rupee and the economic standoff at the centre. Thus the major components of expenditure that impact the finances of the state along with other contributories become the focal point of this paper.

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GSCM PRACTICES AND ITS RELATIONSHIP WITH ECONOMIC PERFORMANCE IN SELECT ISO 14001 CERTIFIED COMPANIES IN (GUJARAT) INDIA

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ABSTRACT

India is a developing country with a tremendous scope to grow. It is believed that in coming future India is going to be the Manufacturing hub among Asian countries, hence increasing the negative impact on the environment, as manufacturing sector is the main polluter of the environment. Due to the globalization, and increased pressure from global partners, India has realized the importance of Green practices in the supply chain. Many companies have already started practicing it on proactive basis but still it is in nascent stage as Indian companies are not sure of the benefits derived from its implementation. This study is an attempt to identify the green practices adopted by Indian manufacturing companies and their relationship with economic performance. Results show that Green practice implementation on proactive basis has a positive relation with the economic performance.

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TOURISM DESTINATION DEFICIENCY: A STUDY WITH REFERENCE TO KANNIYAKUMARI DISTRICT

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ABSTRACT

Though tourism becomes an essential part of human life, it seems to be lucrative for the government as the inflow of foreign exchange has become a good revenue earner. So on the one hand tourism makes a tourist merry, happy, get them eased and get them entertained. But on other hand it strengthens the economy of the nation. Here, comes the necessity for caring tourism which ultimately benefits both the individual and the government. Deficiency literally means the state of being deficient in service. Deficient tourist centres fail to draw sufficient tourists towards it. Hence deficiency has a major role in tourism.

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5S METHODOLOGY TO IMPROVE THE QUALITY AND ENVIRONMENT OF THE ORGANIZATION

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ABSTRACT

The aim of this paper is showing the 5S methodology. In this paper it was introduced the way of implementing the 5S methodology in the company. We provided some vast literature on the implementation of 5S in any industry. This strategy involves the study and change in the work place of a manufacturing industry post implementation of 5S. This strategy helps in minimizing the time of manufacturing and also increases the area of work place. Thus, the solution found by our approach solely minimizes several kinds of wastes in the production process and which finally helps in the development of the organization. An Inspection process has been executed on the basis of 5S check lists and the results analyzed to confirm great changes like increasing efficiency in production and quality, improves safety.

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THE MAJOR ROLE AND EFFECTS OF SOCIAL MEDIA ON STUDENTS

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ABSTRACT

In the last ten years, the online world has changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Studies show that the social media sites encourage negative behaviors for teen students such as procrastination. However, every day many students are spending countless hours immersed in social media, such as Facebook, Twitter, MySpace, Watsup...etc. It also helps students to develop important knowledge and social skills and be active citizens who create and share content. At present, whether the Social media is favorable or unfavorable; many students utilize these sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today's student success equation. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their children who are studying in colleges are spending too much time on Facebook and other social media sites and not enough time for studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency. This study is also an attempt to find out the impact of social media on college going students in Bangalore city. Later 150 number of sampling was taken from all over city for the study to draw the conclusion.

A STUDY ON THE IMPACT OF INFORMATION TECHNOLOGY ON ACCOUNTING PRACTICES WITH SPECIAL REFERENCE TO AUDITING FIRMS IN BANGALORE

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ABSTRACT

IT plays an important role increasingly in the field of accounting. The biggest impact IT has made on accounting is the ability of companies to develop and use computerized systems to track and record financial transactions. Paper ledgers, manual spreadsheets and hand-written financial statements have all been translated into computer systems that can quickly present individual transactions into financial reports. Thus, the study on the role of Information Technology in accounting has become essential. Since no studies are conducted on the basis of auditing firms which is closely related to accounting process, an attempt was made to collect and list out the impact of IT through questionnaires which are given to the employees in auditing firms. These initiatives gave an outcome of 5 major factors which may affect accounting through IT i.e. Productivity, Accuracy, Reporting, Cost and Flaws of IT after automation. The study tries to analyse the influence of IT in said major areas. In order to analyze the impact of automation in accounting, auditing firms in Bangalore were selected and analyzed and the results are publicized accurately in this paper.

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EMOTIONAL INTELLIGENCE AND EMOTIONAL LABOR: AN EMPIRICAL STUDY ON ORGANIZED RETAIL SECTOR

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ABSTRACT

The concept of emotional labour was first coined by sociologist Arlie Russell Hochschild (1983), since then EL has become an increasing interested topic in service sector. In service sector, retail sector is in its formative years and growing in leaps and bounds. Retail sector, being part of service industry characterized by work roles which focuses on the interaction between service providers and customers, thus involves emotional labor. Emotional labour can be performed through three acting techniques: SA, DA and GA. In the present research paper only SA and DA technique of emotional labor are considered. The main purpose of this research is to examine the relationship between Emotional intelligence and the Emotional labour. To test the relationship, the data has been collected from organized retail houses situated in national capital region. For selecting organized retail houses, quota sampling and convenience sampling method are used whereas for selecting retail sector employees (respondents), random sampling method is used. The data has been collected through questionnaire which is constructed on the previous established scales. The Pearson's coefficient of correlation has been conducted to test the proposed hypothesis. The result indicated that an individual possessing high emotional trait will regulate emotions from inside out with great ease by indulging in deep acting technique of emotional labour and on the other hand an individual, low in emotional intelligence trait will regulate emotions from outside only by indulging in surface acting. The research analysis indicate that an organized retail house should pay attention to an individual characteristic while making selection, i.e. should select an individual who are high in emotional intelligence traits because he/ she would not feel drained out while regulating emotions as per the display standards of an organization.

A STUDY ON SWOT ANALYSIS WITH SPECIAL REFERENCE TO PERSONNEL MANAGEMENT IN AUROFOOD LTD., PUTHUCHERRY

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ABSTRACT

A set of attributes specific to a particular organisation that may be induced from the way that organisation deals with its members and its environment. For the individual members within the organization, climate takes the form of a set of attitudes and expectancies which describe the organisation in terms of both static characteristics and behaviour outcome and outcome-outcome contingencies. Workers' participation in decision making is a good concept for better organizational climate. Hence it is the ideal time for the management to think over in this line.

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IMPORTANCE OF PERFORMANCE APPRAISAL AND ITS EVALUATION PARAMETERS OF EMPLOYEES IN INSURANCE COMPANIES

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ABSTRACT

Insurance industry is part of immune and repair systems of an economy. Successful operation of the industry sets impetus for other industries and development of an economy. Performance appraisal is important for employees at all levels through the organization. The parameters and standards for evaluation and improve efficiency of employees in Insurance Companies. The performance appraisal has become the heart of human resource management system in the organization. It is measures the performance of the employees and organization as a whole. This article focuses on performance appraisal system in insurance companies in general, based on the importance of performance appraisal in service organizations. Identifying the managerial practices and measures, those make employees effective and efficient in insurance companies, are the essence of this article. Right from strategy formulation to evaluation of performance of employee units, various aspects of performance appraisal are covered in this article. It is theoretical attempt to suggest key performance appraisal indicators and success factors for performance appraisal in insurance companies.

EVALUATION OF EQUITY FINANCE OPTION AND PERFORMANCE OF COOPERATIVE BUSINESS ENTERPRISES IN NJIKOKA LOCAL GOVERNMENT AREA OF ANAMBRA STATE

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Cooperative societies must be competitive like any other businesses irrespective of its purpose and role. The study examined the possible strategies of financing cooperative business enterprises in Njikoka Local Government Area of Anambra State. The questionnaires were randomly distributed, but it was only 47 questionnaires that were duly filled and returned. The findings from the result revealed that the level (amount in Naira) of equity finance in cooperatives are relatively inadequate; and there are other equity finance strategies (options) available to cooperatives but these cooperatives societies lack the capacity to access these other strategies of equity finance. In a bid to strengthen cooperative ability in accessing other strategies of equity finance option, the researcher recommend that the management committee members should make their business enterprises to be more attractive which will encourage new member to join the cooperatives society also it will encourage the existing members to invest more in the cooperative society.

A STUDY OF FINANCIAL PERFORMANCE: A COMPARATIVE ANALYSIS OF BANGALORE AND GULBARGA MILK UNION

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ABSTRACT

Efficient management of finance is very important for the success of an enterprise. Term financial performance is very dynamic term. The subject matter of financial performance has been changing very rapidly. In present time greater importance is given to financial performance. This article analyzes the financial performance of selected unions i.e. Bangalore milk union and Gulbarga milk union. While analyzing the financial performance of the selected unions, we include the analysis of working capital and analysis of profitability.

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POLITICAL AWARENESS AMONG MUSLIM STUDENTS: A STUDY OF ALMORA TOWN (UTTARAKAND)

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ABSTRACT

The present study was conducted to check the level of political awareness and correlation between education and Political awareness among the Muslim students of Almora town. The Muslim area of the town has been selected purposely. Data has been collected by the convenience sampling technique from 39 respondents with the help of self made tool questionnaire. During this study it was found that there is a difference in the level of political awareness, among respondents and when we classify the respondents on the basis of Gender it was found girls are more aware than boys. In this study we also found that there is a correlation between education and the political awareness. From 12th to Graduation political awareness increases however it remains constant from Graduation to P.G. The study can be helpful to the Govt. in formulating the incentives for addressing the problems of poor political awareness among the Muslims in India.

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HISTORICAL DEVELOPMENT OF FINANCIAL DERIVATIVES AND ITS CURRENT POSITION IN INDIAN DERIVATIVE MARKET

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ABSTRACT

The innovative practices always catch-up the eyes of concerned people where ideas and innovation become the hallmark of progress. During the past decade, India has witnessed the multiple growths in the volume of international trade and business due to the wave of globalization and liberalization all over the world. As a result, the demand for the international money and financial instruments increased significantly at the global level. In this respect, change in exchange rates, interest rates and stock prices of different financial markets have increased the financial risk to the corporate world. Adverse changes in the macroeconomic factors have even threatened the very survival of business world. It is, therefore, to manage such risk, the new financial instruments have been developed in the financial markets, which are also popularly known as financial derivatives,. And even capital market is no far away from this, whereas financial derivatives have given drastic change in the growth of the financial market. Indian markets have recently thrown open a new avenue for retail investors and traders to participate derivatives. The key role and purpose behind introducing derivatives is to minimize or eliminate price risk through hedging. In India, the emergence and growth of derivatives market is relatively a recent phenomenon. Since its inception in June 2000, derivatives market has exhibited exponential growth both in terms of volume and number of contract traded. The market turnover has grown from Rs.2,365 Cr. in 2000-2001 to Rs. 5,56,06,453.39 Cr. in 2014-15. Rs.1,70,82,696.64 Cr. up to July (2015-16). Within a short span of fifteen years, derivatives trading in India has surpassed cash segment in terms of turnover and number of traded contracts. This paper tries to encompass the historical development on the financial derivatives market in India and categories of derivatives, the status of Indian derivative market and derivative product traded at BSE and NSE.

GENDER BUDGETING: A DESCRIPTIVE STUDY

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ABSTRACT

Gender budget acts as an instrument for holding the government accountable to its gender equality commitments. Like other problems (poverty, unemployment etc.) inequalities exist between women and men in the society, but women are the most affected in reality. Budgets are not gender neutral, rather they are "Gender-Blind", as it ignores the differing effects on women and men and hence, women are marginalized. Currently, the gender disparity is in the forefront. Steps are being taken now to this issue particularly. One such measure is gender budgeting. Gender budgeting is seen as a socio-economic tool for ensuring gender equity. In India, the impact of gender budgeting in development and planning is yet to be fully researched. Gender Cells must be started at the State level, both at the planning and budget department as well as in every Department\Ministry of the State and monitor the formulation and implementation of gender budgeting at various levels and the progress of Women Component Plan in the State.



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