

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- 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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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



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**THE ROLE OF SCHOOL SUPERVISION IN INSTRUCTIONAL IMPROVEMENT**

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**ABSTRACT**

*Education systems in many developing countries are being decentralized. Authority for making decisions for school improvement is devolving to the school-level which puts unprecedented pressure on school principals to be accountable for the quality of education provided by their school. The educational value of decentralization lies in the devolution of authority and responsibility for schools from the central-level administration to the schools themselves. Shifting decision making to those closer to the school and community leads to decisions that are more responsive to local conditions and needs. Decentralization and school-based management present many challenges for school managers, especially school principals. Understanding the factors that promote principals' sense of self-efficacy and outcome expectancy for providing teacher incentives that motivate improved classroom instruction is key to the formulation of school-based management policies and development of interventions supporting the school principal in this new role and organizational environment. This study is only the beginning in exploring school principal ship capacity under school-based management in limu woreda.*

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**LAISSEZ-FAIRE LEADERSHIP STYLE AND ORGANIZATIONAL COMMITMENT: THE  
MODERATING EFFECT OF EMPLOYEE PARTICIPATION**

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**ABSTRACT**

*The purpose of this study was to establish the effect of laissez-faire leadership style on organizational commitment as moderated by employee participation in technical institutions in Kenya. The study population was all the 3114 lecturers in the 47 technical institutions in Kenya. Both stratified sampling and simple random sampling techniques were adopted to get the sample institutions and twenty-two gender-based members from each institution to be included in the study. Questionnaires were administered to a sample of 343 respondents with 278 completing and returning the questionnaires. Data analysis was done by use of descriptive statistics and correlation analysis. In addition, multiple regression was applied in order to analyze the effect of laissez-faire leadership style on organizational commitment as moderated by employee participation. The study findings revealed that laissez-faire leadership style had a significant effect on organizational commitment. The findings further showed that there was no moderating effect of employee participation on the relationship between laissez-faire leadership style and organizational commitment and its dimensions.*

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## **CHALLENGES AND OPPORTUNITIES OF TEACHING BUSINESS ETHICS: AN ACTION RESEARCH**

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### **ABSTRACT**

*Business Ethics teaching in India is still in its nascent stage. There is a dearth of good textbooks and case studies that are from India. Compounding it with a poor perception of ethics and values it is a challenge teaching Business Ethics course. This Action research was conducted keeping in mind the adverse environment within which one teaches Business Ethics in Indian universities. Armed with a number of new Andragogical methods the researcher documented using both qualitative and quantitative methods to find out the impact of the perception of students towards this course and also to find out if there was any behavioural change brought about through the course. Through a pre and post study of the student perception towards the course the action research tried to come out with a conceptual model that can be used while teaching business ethics.*

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**INFORMATION TECHNOLOGY ENABLED PROVIDER BASED DIAGNOSTIC AND  
THERAPEUTIC INNOVATIONS IN HEALTHCARE: A PROFILING STUDY**

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**ABSTRACT**

*Vast data is being created in the healthcare industry on account of the various operations in different segments like hospitals, diagnostics, medical devices, medical tourism etc. Thus it becomes pertinent to use information Technology extensively to capture and transfer data. Healthcare industry is increasingly adopting IT to automate its many processes like clinical decision making, clinical information flow, transaction, inventory keeping and maintaining records, thus obliterating many routine activities. Healthcare, in that way involves, prevention, management and the treatment of illness with the goal to provide efficient and effective services that lead to the preservation of physical well-being and mental health of humans and animals. In the present essay, information technology innovations have been identified and have been profiled.*

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**A STUDY OF IHRM PRACTICES AFFECTING INDIAN ORIGIN EXPATRIATE  
OVERALL SATISFACTION IN ASIA AND OUTSIDE ASIA IN IT SECTOR**

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**ABSTRACT**

*One of the key components of international assignment is designing the best IHRM policies and practices in MNCs. The global IT market crosses \$3.7trillion in 2016 and very less research is done on IHRM practices for Indian IT expatriates. Better IHRM practices are important for IT Sector in retain their employees. Major IHRM areas on international assignment areas are job factors, pre departure training, compensation and allowance, Family and cross culture adjustment, supervisor role, promotional opportunity, developing new skills and social acceptance to work culture that influence the expatriate satisfaction. In light of this the objective of the study is to analyse the factors of IHRM in designing the policies and practices of expatriate and seeing its impact on overall expat satisfaction.*

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## **CHALLENGES AND STRATEGIES OF TEACHING LARGE CLASSES: STUDENTS AND TEACHERS PERSPECTIVE**

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### **ABSTRACT**

*Make in India initiative has provided Indian production facilities a limelight in world map. The initiative also triggers issues associated with the skills enhancement and role of higher education. Large class room is a need a higher education in country like India where literacy rate is still close to 75 %. Large class rooms have several great benefits for teachers and students. The present study is attempt to explore challenges and strategies of teaching large classes from the perspective of students and teacher. The study is limited to b school students and teachers. The study is based on primary survey and secondary data. It will benefit academicians and administrators to be better prepared for challenges.*

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**ONLINE SHOPPING IMPACT ON BUYING BEHAVIOR OF CONSUMERS**

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VAZHICAL**

**ABSTRACT**

*Technology makes buying faster, smarter, and more convenient for consumers, and supplies endless opportunities for impulse buying. Research of this topic examines influencers for impulsive online shopping, and marketing techniques used to encourage such actions. The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups from two different cities in Tamil Nadu, Nagercoil and Chennai. There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organisations is to understand what are consumer wants and needs in this competitive business environment. Customer behaviours are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviours. These differences are seen more specific when it is considered between two different consumer groups from different cities A questionnaire was designed online, since the research was an online consumer behaviour study, online data collection methods were preferred The sample consisted of individuals Nagercoil and Chennai.*

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## **A STUDY ON THE GROWTH PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA**

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### **ABSTRACT**

*This paper examines the growth performance of selected scheduled public and private sector banks in India during the year 2005-06 to 2014-15. A balanced panel data analysis has been carried out to examine the growth performance and profitability of selected public and private sector banks in India. It is found that private sector banks growth performance well when compared with public sector banks and it is also found that State Bank of India achieved maximum which is followed by ICICI Bank, BOB and HDFC bank. The study concludes that customers are more interested in investing their savings in public sector banks and are likely to take advances in private sector banks.*



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**GREEN MARKETING IN INDIA****BASAVARAJ NAGESH KADAMUDIMATHA****LECTURER****S. G. ARTS, SCIENCE & COMMERCE COLLEGE****KOPPAL****PURUSHOTTAM N VAIDYA****LECTURER****KLE'S J G COLLEGE OF COMMERCE****VIDYANAGAR****ABSTRACT**

*The term Green Marketing is the catchword used in industry which is used to describe business activities that attempts to reduce the negative effect of the products/services offered by the business to make it environmentally friendly. Basically, green marketing concerns with three aspects: Promotion of production and consummation of pure/quality products; fair and just dealing with customers and society; and protection of ecological environment. Green marketing emphasizes on protection of long-term welfare of consumers and society by production and use of pure, useful, and high quality products without any adverse effect on the environment. This conceptual study discusses the concepts of Green marketing and points out the challenges before green marketing initiators. Further an attempt is made to study the implementation of Green marketing initiatives in India. The study concludes that the business entities necessarily need to change their mind set from traditional marketing strategies to green marketing strategies in order to survive in the green competitive world and to have a positive impact on the environment through green marketing elements.*

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# EVALUATION OF SELECTED ONLINE SHOPPING WEBSITES: A CONSUMER PERSPECTIVE

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## ABSTRACT

*Commerce by means of the Internet, or e-commerce, has experienced speedy development since the early years. E-Shopping exist not only because of the elevated convenience, but also because of the wide selection of products; Value for money pricing and better access to information. For business, it increases customer value and the building of sustainable capabilities, and higher profits. Online stores are generally available 24X7, and many consumers have Internet access both at work and at home therefore it saves time. The objectives of this paper is to study preference of online shopping websites used by customers and Comparison of various facilities offered by online shopping websites. It has been concluded that Amazon is the most preferred online shopping website followed by Flipkart. Furthermore, Amazon is offering best user friendly website, delivery speed and grievance redressal mechanism while Flipkart is offering best packaging.*

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Thanking you profoundly

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