

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**ROLE OF SOCIAL MEDIA IN MARKETING AND BUSINESS GROWTH****AMIT KUMAR BANSAL****PRINCIPAL****SHIVA INSTITUTE OF ENGINEERING & TECHNOLOGY****BILASPUR****SARITA BANSAL****ASST. PROFESSOR****DEPARTMENT OF APPLIED SCIENCES & HUMANITIES****SHIVA INSTITUTE OF ENGINEERING & TECHNOLOGY****BILASPUR****SHREY GAUTAM****ASST. PROFESSOR****DEPARTMENT OF APPLIED SCIENCES & HUMANITIES****SHIVA INSTITUTE OF ENGINEERING & TECHNOLOGY****BILASPUR****ABSTRACT**

*In Present time, Social Media has become the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize and to enhance the reach to deeper segment of customers. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global and renowned companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing. This paper discusses about the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies. It also presents an overview on social media marketing in India.*

# PERFORMANCE APPRAISAL OF EMPLOYEES IN RASTRIYA ISPAT NIGAM LIMITED, VISAKHAPATNAM

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## ABSTRACT

*Performance appraisal is a vital tool to measure the frameworks set by any organization to its employees. It is utilized to track individual contribution and performance against organizational goals and to identify individual strengths and opportunities for future improvements and assessed whether organizational goals are achieved or serves as basis for the company's future planning and development. This article examined the status of the performance appraisal system of Rastriya Ispat Nigam Limited (RINL), Visakhapatnam its implication to employee's performance. Rastriya Ispat Nigam Limited (RINL), Visakhapatnam also called as Steel Plant, Visakhapatnam and Visakhapatnam Steel Plant. This article elaborate light on the relationship between employee performance appraisal with employees' performance and job satisfaction. The respondents of this study were tenured employees. Quantitative and qualitative method of research was utilized in the gathering of data. Interviews, focus group discussion and survey questionnaires were the main instrument used in this study. The result of the study showed that the performance appraisal system of the company is in place, aligned with the vision and mission of the institution, and is accurate in terms of content and purpose. On the other hand, the results reflected that the performance appraisal system of the company has brought about both positive and negative impact on the employee's performance. Further, the respondents identified some major gaps in the implementation of the company's appraisal system: no appropriate rewards are given to best employees, appraisal system was not fully explained to employees, no feedback of results and employees do not participate in the formulation of evaluation tools. It is recommended that the company should revisit and redesign its appraisal system that is aligning to its vision and mission towards the attainment of its organizational goals.*

**PREDICAMENTS AND CHALLENGES: A STUDY OF INDIAN AIRLINE INDUSTRY**

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**ABSTRACT**

*Due to the ever-increasing costs, airline industry is facing the difficulty. India's airline sector stands up to the crisis and races against its fastest growing global competitors. Enhancement in affordability and connectivity add to the expected improvement in both passengers and cargo traffic. Large public and private investments which are supported by government initiatives in air travel infrastructure are expected to pour in the airline industry. The restrictions on foreign ownership and labor laws have kept the industry away from innovating. So instead of protective measures like, survival fund, bailouts, airlines need to work with government to tackle longer-term problems. Missions like bringing low cost carrier for an average Indian who dreams to travel by air once in life and secondly building more runways, running airports more efficiently, and reining in labor costs. At present, India is the ninth largest civil airline market with a size of around US\$ 16 billion. The growth of the airline industry is also expected to boost other sectors from manufacturers, ground handling services, tourism boards, shippers. Aircraft movement as of July 2016 at Indian airports was 168,400, which was a 14.3 percent increase over that observed during the same period last year. The global aircraft movement was also increased by 8.2 percent, compared to last year. The Centre for Asia Pacific Airline (CAPA) states that domestic air traffic is expected to cross 100 million passengers by financial year 2017, compared to 81 million passengers in 2015. The present Study will focus on Challenges and Predicaments of Indian Airline Industry.*

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**E-SHOPPING – A MILE STONE IN SUSTAINABLE DEVELOPMENT****Dr. S. ANANDA NATARAJAN****HEAD****PG & RESEARCH DEPARTMENT OF COMMERCE****JOSEPH ARTS & SCIENCE COLLEGE****THIRUNAVAILUR****K.REJI****M.Phil. RESEARCH SCHOLAR****PG & RESEARCH DEPARTMENT OF COMMERCE****JOSEPH ARTS & SCIENCE COLLEGE****THIRUNAVAILUR****ABSTRACT**

*An online shopping system that permits a customer to submit online orders for items and / or services from a store that serves both walk in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.*

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ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AND ITS IMPLICATION ON JOB  
PERFORMANCE  
(EMPIRICAL STUDY ON STATE POLYTECHNIC OF SRIWIJAYA)**

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**ABSTRACT**

*This study incorporates job satisfaction, work environment, organizational citizenship behavior and job performance, to analyse the effect of job satisfaction and work environment and its implication on job performance. The unit of analysis in this study is lecturer in State Polytechnic of Sriwijaya. This research is explanatory study and the data is obtained through questionnaires with the population of 400 lecturers. Structural Equation Model is used to see the relationship between the variables. The results show that job satisfaction and work environment have positive and significant effect on organizational citizenship behaviour. It is also found that job performance is affected by job satisfaction, work environment and organizational citizenship behaviour.*

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**STUDY ON PREFERENCE OF SMARTPHONE BY AHMEDABAD PEOPLE**

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**ABSTRACT**

*When consumer buy smartphone, what is their behaviour at that time, what factors are affecting here, what things consumer consider in their smartphone, by which parameters and factors they choose smartphone, how consumer prefer their smartphone, we want to know what is reality behind it. So, we conduct the study on preference of smartphone by Ahmedabad People. Here, we had done descriptive research. We targeted Ahmedabad city's all age group people. Our sample size is 100 people. And we had collected our primary data by questionnaire method by using convenience sampling method. In this research, we study that, what is behaviour of our respondents by age as well as gender wise, from where they gathered information about smartphone like, from commercial/ads, friend/relatives, online portals/experts, what factors are affecting them like, price, OS, design, display, performance, storage, camera etc., what things they consider in their smartphone, how they select their smartphone like, by reviews, popularity, recommended or self-knowledge. We also study the relationship between change in income and duration of change of smartphone.*

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