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AN EMPIRICAL STUDY OF CUSTOMER SATISFACTION AT DEALER POINT FOR PURCHASE OF CAR: A QUALITATIVE & SYSTEMATIC REVIEW OF LITERATURE

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ABSTRACT

India is one of the world's fastest growing automobile markets and is poised to become the third largest passenger's car market by 2020 (Philip, L. 2016, Economic Times). The recorded sales growth of 4 wheelers like passenger car & utility vehicle has also risen up to 7.87 % and 6.25% respectively during April-March 2016 (SIAM, 2015-16). But what makes a car maker like Japan's Maruti Suzuki and Korea's Hyundai enjoys more than 67% of market share while others like US car makers Ford India and General Motors combined market share is just 4-5% (Philip, L.2016, The Economic Times). Sales in the North & East region have evidenced only 5%of changes in the FY16 which is comparatively lower than the west & south region (Khan, A.N,2016, The Economic Times). The Japanese car makers (Honda, Hyundai, Isuzu Motors, Nissan &Toyota) achieved an average of 48.01% of growth till July 2016 having a better stand from the Indian car makers (Hindustan Motors, M&M, M&S, Tata & Force motors) i.e. 6.74% (Autocar Pro News Desk, July 2016). In this study the researcher explored the factors affecting the satisfaction of prospective car buyers and existing car users at dealer point and facilitate dealer to create a brilliant "moment of truth" (Pioneered by JanCarlzon) when a customer encounter with company. (Madge, Davidson & Beaujean, 2006).

A STUDY ON THE IMPACT OF AGE, EDUCATION AND EXPERIENCE IN ENTREPRENEURSHIP SKILLS IN RURAL AREAS OF TIRUNELVELI DISTRICT

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ABSTRACT

This research is actually focusing the details relevant with the demographic details of the rural entrepreneur. The age is an indicator for their experience. Some rural entrepreneurs ignited their task in the business from their school days, by supporting their parents and uncles. It was actually their family business. One fine morning they have been handed over the task by their family elders and such people never have any trouble to continue the same job, since it is an accustomed business to them. Nothing is forbidden and no challenges. Even some people complete a business education in the relevant field and processed several research before start their business in rural areas. Though the geographical location is a known one, he/she must require certain support especially financial support and the experience in the business is also inevitable one.

THE INFLUENCE OF KNOWLEDGE SHARING ON SUSTAINABILITY OF SUGAR COMPANIES IN KENYA

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ABSTRACT

Knowledge sharing as an aspect of knowledge management practices (KMPs') has been known world over for more than two decades (Drucker, 1959) for its outstanding contributions in influencing corporate performance and sustainability. Surprisingly, the same have been implemented by sugar companies in Kenya with disappointing outcome. As their performance persistently remain below the countries domestic and exportable surpluses; with some companies being privatized as others put in receivership. Researches have been done on KMPs' with intention to improve the companies' performance but few have completely deemed the impact of knowledge sharing on the sustainability of the Kenyan sugar companies. The purpose of the research was to explore the influence of Knowledge sharing on sustainability of sugar companies in Kenya. The study used null hypotheses to test the objective. A sample of 250 respondents was studied from the companies using descriptive survey. Both descriptive and inferential statistics were applied in the analysis of the collected data. The findings of this study is expected to bring reform in KMPs' especially knowledge sharing to usher in sustainable growth of sugar subsector in Kenya as well as provide invaluable literature to be used as reference materials by forthcoming researchers. The study reveals from its Descriptive statistics that Knowledge sharing has a mean score =3.55 and standard deviation = 0.46 indicate that it has influence on sustainability. Inferential statistics also reveal that Knowledge sharing registers $r=.292$ and a p -value of .000 at 95% confidence interval, accounted only for 8.5% ($R^2=.085$) of variation level of sustainability. The ANOVA Table shows $F [(1,248) = 23.055, p<.05]$ further confirms that it is a weak predictor of Kenya's sugar companies' sustainability. On the basis of the test, the research rejects the null hypothesis that 'Knowledge sharing has no substantial influence on sustainability of sugar companies in Kenya; and concludes that the companies should encourage knowledge sharing culture and experience-based promotion policies. The study thus advocates that the government should initiate the policy of knowledge sharing to help empower the stakeholders in industry by encouraging inter-company benchmarking both locally and abroad and the companies to adopt knowledge sharing practices by identifying and rewarding experiences through implementation of group based promotion systems.

ONLINE FIELD SURVEY ON AWARENESS OF HEALTH INSURANCE IN TELANGANA STATE

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ABSTRACT

Several researches are conducted on awareness of health insurance of consumers in different parts of India. I wish to know awareness of Telangana people on health insurance. In this background, I conducted this online survey by use of Google forms. And online technologies like WhatsApp, Face book and Gmail. Primary objectives of this survey are to find out awareness of health insurance in Telangana, to find out relationship between age and awareness, to find out factors responsible for awareness of health insurance products and how much respondents are willing to pay premium per year. 84 respondents participated in this survey. Findings of the survey are 30-50 age group people are more aware of health insurance, friends and families is main promoter of health insurance followed by newspapers and internet. Respondents are willing to pay premium up to 30,000 per year. Star Health Insurance Company is well known to respondents followed by SBI, ICICI.

ESSENCE OF E-WASTE MANAGEMENT IN THE PRESENT SCENARIO: A CASE STUDY OF YOUTHS ON E- WASTE AWARENESS

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ABSTRACT

Electronic and electrical equipment are essential part of busy world. Due to obsolescence and advancement electronic devices are changing faster in recent years. The availability of electronics and electrical goods in the market has increased temptation of consumers to replace their electronic items with newer models for various reasons. That results into higher rate of obsolescence, which is leading to growing piles of e-waste. In India the electronic waste management assumes greater significance due to the dumping of e-waste, which is steadily increasing day by day. Improper disposals of these electronic wastes affect the soil, air and water components of the environment. Tons and tons of e-waste are dumped each year and the problem continues to grow. The aim of this article is to spread the awareness among the public about the various issue involved in generation and management of e-waste, particularly from Indian perspective.

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