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- 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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## ROLE OF EMPLOYEE ENGAGEMENT IN IT COMPANIES: AN OVERVIEW

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### **ABSTRACT**

*Motivated and engaged employees tend to contribute more in terms of organizational productivity and support in maintaining a higher commitment level leading to the higher customer satisfaction and customer goal. Employees Engagement permeates across the employee-customer boundary, where revenue, corporate goodwill, brand image is also at stake. This paper makes an attempt to study the role of employee engagement in IT companies with the help of previous studies. This can be used to provide an overview and references on some of the conceptual and practical work undertaken in the area of the employee engagement practices.*

## **ATTITUDE OF VIEWERS TOWARDS IPL AS A PREFERRED FORMAT OF CRICKET VIS-A-VIS TEST AND ONE DAY MATCHES**

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**DEAN AND CHAIR**  
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**VANASTHALI**

### **ABSTRACT**

*The study proposes to understand viewer's preference for IPL s format vis-a vis other formats of cricket. The research will help us understand the ranking and position that IPL holds in the minds of regular and irregular cricket followers. The Study would highlight and examine what attracts viewers toward IPL as a format for cricket. The relevance of study in our context is based on the fact that India has a large TV audience base and is a cricket loving nation that has accepted 20-20 version of cricket enthusiastically. It will shed the light on various influences that explain the attitude, perceptions and motivation of viewers that choose IPL over other formats.*

# MOBILE PHONE USAGE AND MENTAL HEALTH OF COLLEGE STUDENTS: A LITERATURE REVIEW

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## ABSTRACT

*Review of studies on mobile addiction or overuse shows that as the functionality of cell phone continues to expand, addiction to this becomes an increasingly realistic possibility. Mobile phone usage is addictive and behaviour could be predominantly mandatory with elements of dependent & habitual behaviour or any other combinations. At the broadest level, study suggests that the users, who accessed their device more & for longer periods of time are aware of their addictive behaviour & in general, did not think it as problematic. But there is a significant relationship between mobile phone addiction & mental health. Addiction to a cell phone device and lack of adequate knowledge about the harmful effects due to cell phones could be the important reasons that have contributed to the increased incident of some psychological health symptoms amongst the younger college going generations. Cell phone use/texting is positively related to anxiety. Addictive people tend to feel depressed, lost, and isolated without a mobile phone. Their work and lives are sometimes disturbed by frequent calls, text messaging, Web browsing, and online chats. With the increased & improved mental health, the students' rate of cell phone addiction reduced. Cell phones have changed the way that individuals socially interact. Individuals are communicating more via text messages and cell phones than they are face-to-face, changing the social environment. Individuals have become enveloped in their cell phones and less aware of their social surroundings, missing out on possible new social interactions.*

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**A STUDY ON DIGITAL ENVIRONMENT: MODES OF DIGITAL PAYMENT IN INDIA**

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**VIVEKANANDA CENTER FOR RESEARCH & PG STUDIES**  
**NEHRU NAGARA**

**ABSTRACT**

*A Digital environment defines an economic state whereby financial payments are not discharged with money in the mode of physical coins or banknotes, but rather through the shift of digital information between the transacting parties. A Digital environment is an economic system in which there is less or very less flow of cash in a society and goods and services are bought and paid through cashless mode. A Digital economy is an environment in which payments are made by cheques, debit cards, credit cards or direct transfer from one account to another or one person to another etc. The Government and the Reserve Bank of India (RBI) are pushing several efforts into society to decrease the use of cash in the economic transaction by promoting the cashless payment devices including prepaid instruments and cards. RBI's effort to encourage these new kinds of payment and settlement facilities aims to achieve the goal of a 'cashless' society. With less cash in hand and an unbounded masticate in sight; most people are highly attracted towards cashless transactions. Digital payments bring in recondition transparency, scalability, and accountability. The new idea will impel more dealers to accept digital money. Up until that time, it was assumed that money and payment systems had been invented and imposed by the state. Money is a social phenomenon, with its roots in the barter economy; payment systems evolved out of the barter economy-and empowered buyers and sellers-with the development of money as a medium of exchange. Cash may no longer be a leader. There are many types and modes of digital payments. The paper having objective that presenting various modes of digital payments like mobile wallets, debit/credit cards, internet banking, mobile banking, digital payment apps, Unified Payments Interface (UPI) service, Bank prepaid cards, etc.*

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## QUALITIES OF MOST PREFERRED ONLINE SHOPPING PORTALS BY ONLINE CUSTOMERS

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**Ph. D. RESEARCH SCHOLAR (PART TIME)**

**MADURAI KAMARAJ UNIVERSITY**

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### ABSTRACT

*The online shopping trends around the world spread fast. Most of the companies are running their portals to sell their products /services online. Internet users who are the potential online customers are expected to reach 600 million by 2020. Increased proliferation of smartphones, lower cost of connectivity and improved quality and expanded reach in lower cities and rural areas due to improved network infrastructure would boost online shopping in the days to come. The preference of famous websites like Amazon.in, Flipkart.com, Snapdeal.com, E-bay.in, Myntra.com and others by customers differ in its level based on its security, appearance speed in downloading the pages, navigation friendly and other characteristics of the portals. It is, therefore, worth investigating that what are the popular online portals are preferred by customers and their qualities most considered by the customers while preferring such portals. This information would rightly help the e-marketers to improve the ability of their e-shopping sites in attracting, adding and retaining online customers in their fold.*

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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