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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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ORGANIZATION DEVELOPMENT INTERVENTIONS AND BETTER QUALITY OF WORK LIFE

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ABSTRACT

Quality of Working Life is an innovative theory which clearly states the overall quality of an Individual's working life. Quality of working life includes factors such as income, health, social relationships, job satisfaction, relationships with work colleague and other factors such as happiness, fulfillment and general feeling of well-being. It is a term that has been used to describe job related experience of an individual. QWL is growing rapidly in the Organizational Behavior as dynamic aspect of the overall of human experience in the work place. The Quality of Work Life considers to all the organizational inputs with the objective of employees' satisfaction and enhancing organizational effectiveness. It denotes to the quality of relationship between employees and the total working environment between the man and task at workplace. QWL indicated the organizational effort such as the level of satisfaction, motivation, involvement and commitment individuals experience with their work, quality about work and working conditions which contribute to the overall effectiveness and performance of human resource at the organizational level.

AN ASSESSMENT FOR EFFICACY OF PRADHAN MANTRI JAN DHAN YOJANA FOR INCLUSIVE GROWTH IN JHARKHAND

Dr. G. VIJAYALAKSHMI ASST. PROFESSOR FACULTY OF COMMERCE KARIM CITY COLLEGE JAMSHEDPUR

ABSTRACT

The banking sector in India is making a concerted effort to increase the degree of financial inclusion in the system. Even the global trends have shown that in order to achieve inclusive development and growth, the expansion of financial services to all sections of society is of utmost importance. As a whole, financial inclusion in the rural as well as financially backward pockets of cities is a winwin opportunity for everybody involved – the banks/NBFC's intermediaries, and the left-out urban population. In India Pradhan Mantri Jan Dhan Yojana is one of the successful financial inclusion program by the Government of India which is providing social and financial security to the deprived section of the population. The paper attempts to study the financial inclusion program in Jharkhand with special reference to Pradhan Mantri Jan Dhan Yojana (PMJDY) highlighting its key areas and strategies beneficial for sustainable growth of financial position of people in Jharkhand. The study reveals that the success of PMJDY scheme depends on the effective regulatory system and regular monitoring of the successful implementation of the program. The study also highlights that it can do more for the poor than formal financial inclusion programs did in the past.

ASSESSMENT OF IMPACTS AND PATRONAGE OF ESIE MUSEUM ON TOURISM DEVELOPMENT

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IKPUGBU CYPRIAN ALUMNUS DEPARTMENT OF TRANSPORT AND TOURISM STUDIES REDEEMER'S UNIVERSITY EDE, NIGERIA

ABSTRACT

This study examines the impacts and patronage of Esie Museum with the aim of determining tourists' flow pattern and the role of the museum tourism in development. A retrospective study of tourist record was carried out for a four-year period (2008 – 2011), and information on tourist's perception on impact, conservation, growth and development of the museums were obtained with the aid of questionnaires. The study revealed that most of the tourists to the museum were domestic tourists while the museum had benefited the host community in terms of infrastructural development and job creation. This work, therefore, provides a platform for planning and a tool for assessing the tourist flow to the museum. There is therefore the need to improve conservation practice and upgrade the museum to meet international standards if its tourism potentials are to be well harnessed.

A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS APPAREL

BLESSY A. VARGHESE LECTURER CHRISTIAN COLLEGE CHENGANNUR

ABSTRACT

Celebrity endorsement can be seen as a powerful and effective advertisement tool to cut thoroughly today media clutter and grab the attention of consumers by underpinning a brand image. The use of celebrities as a spokesperson for product and brand has been steadily increasing over the past few decades. Celebrity endorsement is perceived as present and future of modern marketing. Especially college students who are considered to, brand conscious are a prime target of celebrity endorsement. owing to the steady growth of celebrity endorsement as an effective advertisement tool to boost a brand image and to the fact that they will remain the prime target of celebrity endorsement, this study aims at investigating the impact of celebrity endorsement on the brand perception and attitude of consumer buying behaviour towards apparel.

APPLICATION OF SELF-CONGRUITY THEORY TO DESTINATIONS

DEEKSHA MEHRA RESEARCH SCHOLAR DEPARTMENT OF COMMERCE DELHI SCHOOL OF ECONOMICS NEW DELHI

ABSTRACT

The purpose of this study was to explore the perceived destination personality of Jaipur and the relationship among destination personality, self-congruity and behavioural intentions. 341 respondents who were tourists that visited Jaipur destination and stayed at the hotels in the destination were surveyed with the questionnaire. 26 personality traits were tested and destination personality of Jaipur was measured with the EFA. The findings of the study indicate that tourists ascribe personality characteristics to destinations and the perceived destination personality dimensions of Jaipur are sincerity, excitement and conviviality. The results also show that the most distinct dimension which has a positive impact on self-congruity and behavioural intentions to destination is sincerity.

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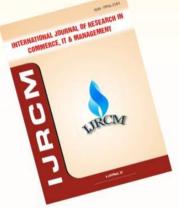
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