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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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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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SUSTAINABILITY REPORTING AND FIRM PERFORMANCE: A CASE STUDY OF ENERGY UTILITY COMPANIES

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ABSTRACT

The purpose of the study is to indicate the relationship between sustainability reporting and firm performance of the five taken companies. The regression model is taken to analyse the data. These data are taken for the period of 2014-17. We can correlate the impact of such economic, environmental and social initiatives and reporting of these companies with their performance.

GROWTH OF SMALL TEA GARDENS IN SONITPUR DISTRICT, ASSAM: IT'S IMPACT ON RURAL ECONOMY

**MAMATA BORTHAKUR
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ABSTRACT

The present work is associated with investigation on the role of small tea gardens in Sonitpur district, Assam in context of generation of income, employment and entrepreneurial activities among the rural workforce. This newly emerged commercial farm activity is found to transform the rural economy to a significant extent and to motivate the rural population to opt for various allied agricultural activities. Mostly the medium and marginal farmers of the rural areas are involved and are benefitted from small tea gardening. This section of rural farmers is also motivated to start up commercial farm activities in other agricultural practices, too apart from involving themselves in some other allied agricultural activities. The small tea gardens could succeed in generating a significantly high income and employment not only for themselves, but also for the unemployed workforce through their involvement in support services. This growing dimensions of rural economy needs policy and financial incentives from the government and exposer to international market for an economically healthy rural India.

**ANALYTICAL STUDY ON DEMONETIZATION EFFECTS ON MICRO, SMALL AND
MEDIUM ENTERPRISES WITH SPECIAL REFERENCE TO CHIKKAMAGALUR
DISTRICT**

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ABSTRACT

Small and Medium Scale Enterprises (SMEs) has proved to be a major intervention in resolving the problems of poverty and unemployment in most developing countries. The act of demonetization is expected to have a marked impact on various sectors. The sectors which are based on cash transactions will witness more disturbances. Therefore, an attempt has been made to analyze the impact of demonetization on various prominent sectors of Indian economy that are automobile, pharmaceutical, agriculture and consumer market sector etc. The MSMEs are very helpful to remove the regional imbalances if it is established in the underdeveloped areas. Micro, Small and Medium Enterprises (MSMEs), including khadi and rural enterprises, credited with generating the highest rates of employment growth. In this paper a detailed analysis made to covers the performance and growth of MSMEs in Karnataka with special Reference to Chikkamagalore District.

EFFECT OF SELF-IMAGE CONGRUENCE, EXPERIENCE AND SATISFACTION ON BEHAVIORAL INTENTIONS

**DEEKSHA MEHRA
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ABSTRACT

Self-image congruence is an important construct in explaining various aspects of consumer behaviour. However, empirical investigations on self-congruence theory to understand tourists' behaviours are still in its infancy. The purpose of this study is to understand the effects of self-image congruence, tourist experiences and satisfaction on intention to revisit and recommend. Regression analysis was used to test the hypotheses. Results indicate that self-image congruence has significant effect on experiences, satisfaction and behavioral intentions. Also, experience has a significant positive effect on satisfaction and behavioral intentions. Overall, this research further establishes the validity of self-congruity theory in the context of a tourist destination, which is an under-explored area in tourism.

IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE SATISFACTION AT PRIVATE ORGANIZATION

JENISH PATEL
STUDENT
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SURAT

ABSTRACT

The research purpose is to determine the impact of quality of work life, on employee satisfaction. Quality of work life refers to the favorableness or unfavourableness of job environment for the people working in an organization. There is direct relationship between the work life and employee productivity. Objective is to know the overall quality of work life in the organization and its impact on employees work life. The study identifies Promotion, Salary, Recognition and leave are important factors that affecting quality of work life. The reveals that qualitative work life leads to improves the employees' satisfaction, which results increased productivity in the organization. Research design used is descriptive in nature. The data collection instrument is a primary data that collected through questionnaire. In the research 100 respondents were taken on the basis of random sampling. Employees are satisfied with the working condition of the company. Majority of employees are motivated through the promotion and participative decision making style. From the study the company have to focus on the respect to employees at work place and to secured job of employee in company, reward for the target completed, so the company can continuously do growth in future.

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