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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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## IMPACT OF MICRO FINANCE THROUGH SHGs ON THE WEAKER SECTIONS OF SOCIETY

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## Dr. O. P. VERMA PROFESSOR DEPARTMENT OF COMMERCE HIMACHAL PRADESH UNIVERSITY SHIMLA

#### ABSTRACT

Micro finance is a path towards empowering the most marginalised among the poor to take charge of their life's requirements. It is practiced as an empowerment tool to uplift the weaker section of society. Though the higher spread of micro finance through SHGs are positive symptoms towards poverty alleviation and empowerment of weaker sections in Himachal Pradesh. The aim of this paper is to examine the impact of micro finance through SHGs on the weaker sections of society which includes SC, ST, minorities and women.

## A STUDY ON PERCEPTIONS AND EXPECTATIONS OF TOURISTS REGARDING THE QUALITY OF SERVICES PROVIDED BY HOTELS IN NEPAL

## BIJAYA BIKRAM SHAH PH. D. RESEARCH SCHOLAR FACULTY OF MANAGEMENT TRIBHUVAN UNIVERSITY KATHMANDU

#### ABSTRACT

The quality of services offered in case of hotel industry, as in case of any service oriented industry, determines the success or failure of the hotel as the satisfaction of the guests regarding the services form a crucial part of the image of the hotel. The present study is undertaken with an aim to find out if the services rendered in the hotels are able to meet the expectations of the tourists visiting Nepal. For this purpose, responses from 131 guests staying at 130 hotels across Nepal were collected with the help of SERVQUAL model and the responses were analysed using the Gap Model. It would help the hotel operators to understand the expectations of the tourists of the fuests as well as their perceptions regarding the services offered by them currently. Further, it would help the operators of the hotels to understand the areas where they need to improve further so that the customer satisfaction can be improved which would help them to improve their position in the hotel industry. This study is novel in itself as no such study had previously been undertaken for studying the quality of the services offered by the operators in one of the most important industry for Nepal.

## A STUDY ON EMPLOYEES SATISFACTION TOWARDS PERFORMANCE APPRAISAL PRACTICES

## AKASH PATEL STUDENT B.V. PATEL INSTITUTE OF BMC & IT UKA TARSADIA UNIVERSITY MALIBA CAMPUS BARDOLI

#### ABSTRACT

The research is on a study on employee's satisfaction towards performance appraisal practices. Objectives of the research paper are to find out employ satisfaction level of performance appraisal system of company, to identify the training needs derived after performance system. From the research it is concluded that overall the respondents are satisfied with the performance appraisal method. It also increases the effectiveness and productivity of employees and organization as a whole. Employee's strength and weakness is known and is communicated in a well maintained way to them. Overall the appraisal method is designed well and is beneficial for the employees as it helps to know the training needs of an individual in the organization.

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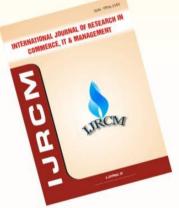
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