

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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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.

**CONFERENCE PAPERS**

- 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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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**ENRICHMENT OF EMPLOYEES IN BIDAR SAHAKARI SAKKARE KARKHANE LTD.**

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**HEAD**  
**DEPARTMENT OF COMMERCE**  
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**HUMNABAD**

**ABSTRACT**

*To get the more work from employees it is necessary to motivate them and Job Enrichment is one of the way of motivating the employees. Appreciation of work done by the employees is more essential rather than increasing their salary or wages and providing the facilities to them. Job Enrichment can be studies with respect to Pay, promotion policy, work load, working condition and so on and on. Paper aims to study the culture of Sugar Industry, various factors influencing the job enrichment and the level of job enrichment on these factors. India place the second rank in the universal sugar production countries Sugar industry is playing important role in socio-economic transformation of rural economy of the India and one of the biggest sectors of employment generation. Job enrichment in organizational development, human resources management, and organizational behavior, is the process of improving work processes and environments so they are more satisfying for employees. Many jobs are monotonous and unrewarding. Workers can feel dissatisfied in their position due to a lack of a challenge, repetitive procedures, or an over-controlled authority structure. Job enrichment tries to eliminate these dysfunctional elements, and bring better performance to the workplace.*

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# INVESTORS AWARENESS ABOUT MUTUAL FUND WITH SPECIAL REFERENCE TO GEOJIT FINANCIAL SERVICES LIMITED, CALICUT

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## ABSTRACT

*The investment process has undergone drastic change over the past few years. The avenues of investment and the people interested in investment have increased over the years. The traditional avenues of investments are replaced by new options. All this has made the investment process more complex. Many brokers and agents have sprouted up to reap the benefits out of the situation and public has accepted these agents whole heartedly. Though mutual funds were introduced in India during the 60s and many investors in the metros have started investing in it for years, it has not pierced into the minds of common investors in other small cities. Calicut is a fast developing city and Geojith financial services is a well-established broking agency. This study attempts to analyse the awareness level and mutual fund preference of customers of Geojit financial services Ltd.*

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## DESTINATION COMPETITIVENESS OF UTTARAKHAND

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**CHURU**

### ABSTRACT

*This research paper is a part of an academic research on tourism destination image. Tourism destination image is a multi-dimensional concept. In the present study the objective is to evaluate the destination competitiveness of Uttarakhand. Destination competitiveness is dependent on a number of factors. The Importance performance analysis technique is used to evaluate the factors.*

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