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# **A STUDY ON CONSUMER PREFERENCES IN POPULAR BRANDED MOBILES THROUGH ONLINE AND OFFLINE MOBILE RETAILING**

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## **ABSTRACT**

*In Current trend there were so many changes in retail sector particularly mobile sector. Customers expected in different versions and more storage capacity popular branded mobiles like Xiaomi, Samsung, Oppo, and I phone particularly to prefer more in online companies then offline due to more offers, lesser prices, and expected quality as well. Online retailers attract more customers for providing expected offers and normal prices are majorly affect offline retailers. The Primary data has been collected through Survey of consumers in Chennai areas like Vadapalani, Virugambakkam, and Kodambakkam and secondary data has been collected already available data like Books, Journals etc.*

# STUDY OF THE FACTORS INFLUENCING PARENTAL PREFERENCES FOR THE CHOICE OF MANAGEMENT EDUCATION OF CHILDREN: RESULTS FROM A FOCUS GROUP DISCUSSION

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## ABSTRACT

*The purpose of the study is to know the preferences of parents towards management education and the choice of a management institution. The study also purports the factors and antecedents that go into selection of a B-School for their child. A focus group study was taken as a qualitative approach amongst the parents (both male and female) of children studying in a B-School in Bangalore. The students were mostly from various parts of India. The study showed that parents seek good faculty, good placements and social support for their wards and the infrastructure is secondary criterion. Parents seek good social support and want their children manage the diversity that is seen in the B-School. Study indicates a high collectivistic approach of the Hofstede framework, though on a long term, parents want their wards to take decisions individually and decide for themselves about their future. The implications of the study is that results are applied to the higher education with respect to management education, given that the focus group was limited to seven parents who had their wards studying in the B-School in Bangalore. The parent as a stakeholder can be delved into, assessments and reviews can be done from the parent's perspective too. This paper throws light on the underlying factors for parents that form the basis for choice of a B-School.*

# ROLE OF ORGANISED RETAIL SECTOR IN INDIAN ECONOMY: A CASE STUDY OF JHARKHAND

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## ABSTRACT

*The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. The Indian retail industry is divided into organized and unorganized sectors. The organized retail however is at a very nascent stage, though attempts are being made to increase its proportion bringing in a huge opportunity for prospective new players. According to the 8<sup>th</sup> annual Global Retail Development Index (GRDI) of A.T. Kearney, Indian retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010. With over 1,000 hypermarkets and 3,000 supermarkets projected to come up by 2021, India will need additional retail space of 700,000,000 sq ft. (65,000,000 m<sup>2</sup>) as compared to previous year. India has been ranked as the third most attractive nation for retail investment among 30 emerging markets by the US-based global management consulting firm, A.T. Kearney in its 9<sup>th</sup> annual Global Retail Development Index (GRDI) 2012. The state of Jharkhand has witnessed a paradigm shift from unorganized retailing to organized retailing over past few years. This has been possible due to digital revolution, increase in awareness, improvement in infrastructural facilities and increase in disposable income. Organised retail sector is likely to become one of the most prominent sectors that generate gainful employment opportunities for the Indian masses.*

# A STUDY ON THE IMPACT OF CORE BANKING IN THE KOZHIKODE DISTRICT CO-OPERATIVE BANK, KERALA

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## ABSTRACT

*The purpose of this study was to investigate and analyze the impact of the core banking system in district co operative banks in Kerala. The researcher has tested the hypotheses by using the method of applied research, using qualitative and quantitative methods and using the standard questionnaire. The questions from 100 people have been questioned. In this research, the core banking systems impact was identified. The main influential variables are selected from the research literature and their impact on the operations of the core banking system has been analyzed. Kozhikode district co operative bank have used core banking system for their day to day routing work. Bank managers and customers were happy with good performance of core banking facilities of banks. Banks have to face various challenges while adopting banking technology. Banks are adopting new technology and implementing it. In that, they have adopted core banking system like Automated teller machine, internet Banking, Mobile banking etc. it appears that banks are using electronic banking, online banking, internet banking, Automated teller machine, mobile banking etc. technologies in bank is not only beneficial for bank employees but also to customer, tradesmen, traders, investors and various companies functionally to all the institutions. Because of core banking system, banks have increased its efficiency and full made development. The customers could transact anywhere at any branch, at any place in time. Core banking system, banks could do all functions in banking sector development and increased it efficiency and could available to everyone at everywhere. This study shows that Core Banking System has delivered better customer services. Core Banking Systems in district co operative banks have been transformed as a customer service channels. The results of the research indicate have had found a positive impact on customer satisfaction by implementation of Core Banking Systems in district co operative banks in Kerala.*

# **A STUDY OF COMPARATIVE ANALYSIS OF TAXATION SYSTEM IN PRE & POST GST SCENARIO AT TEXTILE INDUSTRY IN BADDI (HIMACHAL PRADESH)**

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## **ABSTRACT**

*The concept of Goods & Service Tax is a "Dual Taxation system" in consideration of India as a Nation & it is popularly known by the name of GST. Firstly, in India the idea of GST was developed in the regime of Atal Bihari Vajpayee Government in 2003 & then afterwards it got implemented in 1 July 2017. Dual taxation system means it has two components i.e. Central GST & State GST. Total 160 countries in world has implemented the GST. France was the first country to implement the GST in 1954. The introduction of goods and services tax has abolished the taxes such as octroi, Central sales tax, State level sales tax, entry tax, stamp duty, telecom license fees, turnover tax, tax on consumption or sale of electricity, taxes on transportation of goods and services. This paper highlights of the comparative analysis of taxation system in Pre and post GST scenario at Textile Industry in Baddi Himachal Pradesh. Henceforth it gives idea about the effect of it on various Textile Industry around the Nation (India). At a consumer level, GST would reduce the overall tax burden & allow them to claim Input Tax Credit. Though Various GST Returns have implemented in practices by government it has mixed response in general as well as in industrial sectors.*

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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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