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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">AN ANALYSIS ON INFLUENCING FACTOR FOR BUYING AT SHOPPING MALLS – A CONSCIOUS EXPLORATION</p> <p style="text-align: center;"><i>Dr. D. BARANIKUMAR, Dr. R. SHOBANA & MESFIN LEGESE BIKILA</i></p>	1
2.	<p style="text-align: center;">AN OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT</p> <p style="text-align: center;"><i>Dr. C. AZHAKARRAJA</i></p>	2
3.	<p style="text-align: center;">CORPORATE BOARD COMMITTEE MEETINGS AND BOARD PERFORMANCE IN INDIA WITH SPECIAL REFERENCE TO RELIANCE INDUSTRIES LIMITED (RIL)</p> <p style="text-align: center;"><i>REEMA R. JAKHARIYA</i></p>	3
	REQUEST FOR FEEDBACK & DISCLAIMER	4

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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AN ANALYSIS ON INFLUENCING FACTOR FOR BUYING AT SHOPPING MALLS – A CONSCIOUS EXPLORATION

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ABSTRACT

Consumers are the king of Today's market. They decide their buying habits. It has been always a challenging job for the marketer to study his buying habits, because it changes from time to time. In the current article the researcher tried to identify the influencing factor of purchase by doing a conscious survey and proper administrative development. The researcher has chosen Shopping Malls as the geographical location as it is considered a booming place of purchase. Several closed ended questions were solicited and analyzed. The findings anticipated from the study shows the relationship between consumers and the influence over purchase.

AN OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

Customer satisfaction is the measure of how the needs and response are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business market-place, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer. Customer loyalty is the tendency of the customer to remain in business with a particular supplier and buy the products regularly. This is usually seen when a customer is very much satisfied by the supplier and re-visits the organization for business deals, or when he is tended towards re-buying a particular product or brand over times by that supplier.

CORPORATE BOARD COMMITTEE MEETINGS AND BOARD PERFORMANCE IN INDIA WITH SPECIAL REFERENCE TO RELIANCE INDUSTRIES LIMITED (RIL)

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ABSTRACT

Most literatures on corporate governance concentrated much on board composition or size as a measure of involvement in monitoring management, while another dimension of board oversight such as board meetings is ignored. The study of internal corporate governance mechanisms such as board committees plays a crucial role in explaining the variation in corporate governance and disclosure index. Board committees are fundamental to overall board performance and effectiveness. Such committees with appropriate monitoring and controlling enhance the performance of the board and ultimately results in a better corporate governance and disclosure practices. Hence, this research focuses in board committee meetings and board performance disclosure practices of RIL. This study is made for a period of five years from 2014-15 to 2018-19. The result shows that the board meetings, board performance and board size are poor/least impact on corporate performance.

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