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# **CONTENTS**

| Sr.<br>No. | TITLE & NAME OF THE AUTHOR (S)  | Page<br>No. |
|------------|---|-------------|
| 1.         | PERCEPTION OF BENEFICIARIES REGARDING ROLE AND BEHAVIOUR<br>OF HIMACHAL PRADESH BACKWARD CLASSES FINANCE &<br>DEVELOPMENT CORPORATION (HBCFDC)<br>Dr. RAJAN DEVI NEGI & Dr. DEVINDER SHARMA   | 1           |
| 2.         | THE EFFECT OF ENTREPRENEURIAL ORIENTATION, MARKET<br>ORIENTATION AND LEARNING ORIENTATION ON COMPETITIVE<br>ADVANTAGE AND BUSINESS PERFORMANCE (STUDY ON SMALL<br>BUSINESSES OF FOOD PROCESSING IN PALEMBANG)<br>A. JALALUDIN SAYUTI, HERI SETIAWAN, RINI, YAHYA, LISNINI, SILVIANA<br>OKTANISA, MARKONI & ELVIA ZAHARA | 2           |
|            | REQUEST FOR FEEDBACK & DISCLAIMER   | 3           |

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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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## PERCEPTION OF BENEFICIARIES REGARDING ROLE AND BEHAVIOUR OF HIMACHAL PRADESH BACKWARD CLASSES FINANCE & DEVELOPMENT CORPORATION (HBCFDC)

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#### ABSTRACT

Development motive of initiatives is to support the section which was ignored and for this purpose, in India, a series of initiatives in the form of organizations to support and schemes have been introduced. Amongst the different such classes and strata of the society, backward classes have faced the challenges to pace-up with the main stream of development and as such, states have introduced programmes to strengthen them. Backward classes population in Himachal Pradesh is between 15 to 16 percent of its total population. With a view to support backward classes, Himachal Pradesh Backward Classes Finance & Development Corporation was set-up on 31st January, 1994 as a Government of Himachal Pradesh Undertaking under the aegis of Ministry of Social Justice and Empowerment. The main motives of the Corporation were to assist the backward classes for uplifting them socially, economically and educationally. In this regard, the Corporation has a package of schemes and programmes. The present research paper attempts to analyze the role and behaviour of HBCFDC as per the perception of beneficiaries.

#### THE EFFECT OF ENTREPRENEURIAL ORIENTATION, MARKET ORIENTATION AND LEARNING ORIENTATION ON COMPETITIVE ADVANTAGE AND BUSINESS PERFORMANCE (STUDY ON SMALL BUSINESSES OF FOOD PROCESSING IN PALEMBANG)

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#### ABSTRACT

The relationship between entrepreneurial orientation, market orientation, learning orientation, competitive advantage and business performance, especially small business of food processing is interesting to study. 179 people involved in small business of food processing are the sample of this study. Path analysis is used in this study to measure the magnitude of the influence between variables. The findings indicate that the entrepreneurial orientation variable and learning orientation has a significant effect on competitive advantage. Market orientation variable has no significant effect on competitive advantage. The results of this study can contribute to small businesses in increasing business excellence and performance.

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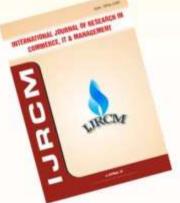
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