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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EVALUATION OF FACTORS INFLUENCING FINANCIAL PERFORMANCE OF SELECTED TEA MANUFACTURING COMPANIES IN MALAWI <i>DR. B. NGWENYA & C. NDALAMA</i>	1
2.	FILM PRODUCTION FOR PROMOTING TOURISM DESTINATIONS: LESSONS FOR ASSAM <i>DR. AMALESH BHOWAL & SHAHNOOR RAHMAN</i>	2
3.	ENHANCEMENT OF EMPLOYEE PERFORMANCE THROUGH COMPETENCY MAPPING IN IT SECTOR – AN EMPIRICAL ANALYSIS <i>DR. BEULAH VIJI CHRISTIANA. M</i>	3
4.	A STUDY ON CONSUMER PERCEPTION OF THE PURCHASE DECISION TOWARDS TWO WHEELERS - WITH SPECIAL REFERENCE TO RAYALASEEMA REGION IN ANDHRA PRADESH <i>DELLI KUMAR. KOTI & DR. P. BALAJI PRASAD</i>	4
5.	A STUDY ON CONSUMER PREFERENCE TO TOOTH PASTE WITH REFERENCE TO TIRUVARUR TOWN <i>C. SHANTHI & DR. P. ASOKAN</i>	5
6.	DISCERNING THE DIFFERENCE BETWEEN REALITY AND PERCEPTION - EXPERIENCES OF PETROL PUMP ATTENDANTS WHILE DEALING WITH CUSTOMERS <i>TANAYA ACHAREKAR</i>	6
7.	THE APPLICATION OF MARKOV MODEL IN MANPOWER SYSTEMS <i>PENUEL NYAANGA ONDIENG'A, GEORGE OTIENO ORWA & JOSEPH MUNG'ATU</i>	7
8.	IMPLEMENTATION OF INDUCTIVE TEACHING STYLE IN ENGINEERING COLLEGES, BENGALURU <i>KISHORE M N, ARPITHA R & PRADEEP</i>	8
9.	IMPACT OF GREEN BRAND AWARENESS AND GREEN BRAND TRUST ON GREEN BRAND PREFERENCE AMONG TEENAGERS IN ERNAKULAM <i>RIYA MARY</i>	9
10.	A DESCRIPTIVE STUDY ON BUSINESS ETHICS <i>HARSHA SAHU</i>	10
11.	GROWTH OF ONLINE TRADING & COMPARATIVE STUDY BETWEEN DIFFERENT STOCK BROKERS IN INDIA WITH SPECIAL REFERENCE TO THE REGION OF JAGADHRI, HARYANA <i>JAYA SHARMA</i>	11
12.	AN ENQUIRY INTO THE EFFECT OF INDICATORS ON HDI <i>ARUP KUMAR SARKAR</i>	12
13.	FACTORS THAT OBSTRUCT TOURISM DEVELOPMENT IN BANGLADESH <i>NUSRAT JAHAN & SABRINA RAHMAN</i>	13
14.	E-MARKETING: A MODERN APPROACH OF BUSINESS AT THE DOOR OF CONSUMER <i>DR. MANOJKUMAR JYOTIRAM GAIKWAD & PARIKSHITKUMAR HIRALAL KATE</i>	14
15.	A STUDY ON ROLE OF HUMAN RESOURCE POST ACQUISITION: A CASE STUDY OF SUN PHARMACEUTICALS AND RANBAXY LABORATORIES <i>DR. VAISHALI SHARMA & NEHA MAREJA</i>	15
16.	EMPIRICAL ANALYSIS ON SELECTED PUBLIC & PRIVATE SECTOR BANKS WITH CAMEL APPROACH <i>A. SAMBARAJU, DURGAPRASAD NAVULLA & DR. G. SUNITHA</i>	16
17.	EX-POST FACTO RESEARCH ON "HYGIENE PRACTICES" FOLLOWED BY FOOD HANDLERS <i>RISHIE PRAVEEN FRANKLIN</i>	17
18.	ANALYSIS OF PROFITABILITY AND RISK: A CASE STUDY OF MRF LTD. <i>PARTHA GHOSH</i>	18
19.	A STUDY ON THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATION ON DIFFERENT BRANDS OF GOLD JEWELLERY <i>HANNA JOSEPH</i>	19
20.	PROFITABILITY ANALYSIS OF INDIAN CEMENT INDUSTRY: A STUDY DURING 2010-15 <i>SURAJ S. GANG</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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AN EVALUATION OF FACTORS INFLUENCING FINANCIAL PERFORMANCE OF SELECTED TEA MANUFACTURING COMPANIES IN MALAWI

DR. B. NGWENYA
DEAN
FACULTY OF BUSINESS
SOLUSI UNIVERSITY
ZIMBABWE

C. NDALAMA
STUDENT
SOLUSI UNIVERSITY
ZIMBABWE

ABSTRACT

This study was conducted quantitatively to evaluate the factors influencing the financial performance of selected Tea manufacturing companies in Malawi. The following constructs or dimensions were used as the basis of the theoretical framework: budgetary control, exports market strategy, information technology (IT) use and the efficient management of assets. The data collected from the 103 respondents was analyzed using the statistical package for social sciences (SPSS). The descriptive statistics such as mean and standard deviations as well as the regression analysis were employed. The major findings of this study are that while the selected Tea manufacturing companies applied the profitability factors of budgetary control, export market strategy, information technology use, and efficient management there is no significant correlation between these factors and the profitability of the selected companies. The correlation is significantly weak as only two variables entered the regression: efficient management of assets and budgetary control. The conclusion is that there could be other latent factors or dimensions of profitability that influenced the profitability trends of the selected Tea manufacturing companies over the period 2010 to 2014. A recommendation for a further future study employing factor analysis to extract these latent dimensions is made thereto.

FILM PRODUCTION FOR PROMOTING TOURISM DESTINATIONS: LESSONS FOR ASSAM

DR. AMALESH BHOWAL
PROFESSOR & HEAD
DEPARTMENT OF COMMERCE
ASSAM UNIVERSITY
DIPHU

SHAHNOOR RAHMAN
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
D. K. D. COLLEGE
DERGAON

ABSTRACT

India has been blessed with incredible cultural diversity, scenic locations, low production costs and trained film crews. Increased collaboration between India and other countries will certainly aid in optimizing the country realizing its true potential in terms of its natural and man-made resources. Film production benefits the destination/location in several ways that has been widely accepted all over the world. From creating employment to propagating the tourism potentials of a destination, film productions have benefitted the destinations greatly. However, all these benefits have not been availed by the film industry in Assam - be it due to lack of interest of filmmakers or due to lack of incentives. Key State Governments in India have recognized benefits of promoting their respective states by attracting Film productions and have initiated measures to attract both foreign and local filmmakers by offering production and tax incentives. But there is a total dearth of incentives and sops for filmmakers to come and shoot their films in Assam. The Film industry in Assam is over 80(eighty) years old, but still Assamese films have not been able to create a curiosity or desire in the minds of people, outside the state or outside the country, to visit the state. Moreover, national and international filmmakers are also not interested in producing good commercial films in the state. Steps can be taken to attract film productions from national and international filmmakers by offering incentives. Moreover, the local filmmakers can also be motivated to produce films propagating the tourism potentials of the state. The paper has been prepared by studying and analysing data from secondary sources including reports, articles, books and internet websites.

ENHANCEMENT OF EMPLOYEE PERFORMANCE THROUGH COMPETENCY MAPPING IN IT SECTOR – AN EMPIRICAL ANALYSIS

DR. BEULAH VIJI CHRISTIANA. M
PROFESSOR
MBA DEPARTMENT
PANIMALAR ENGINEERING COLLEGE
POONAMALLEE

ABSTRACT

In this current scenario of globalization, the workplace requires business practitioners to acquire a new set of knowledge, skills, and attitudes to face the diversity and complication of the new business environment successfully. Competency Mapping is a process to identify key competencies for an organization or a job and incorporating those competencies throughout the various processes (i.e. job evaluation, training, recruitment) of the organization. A competency is defined as a behavior (i.e. communication, leadership) rather than a skill or ability. IT Industry, being a knowledge-based industry needs a high level of intellectual capital which in turn will lead to the competitive advantage of a firm. With a global explosion in market-opportunities in the IT sector, the shortage of adequate manpower both in numbers and skills is considered to be a prime challenge. The related issues are varied indeed: recruitment of world-class workforce and their retention, compensation and career planning, technological obsolescence and employee turnover. Therefore, many IT Companies in India are interested in knowing the present skill level of their employees so that training can be given to improve their performance. This paper is an attempt to identify the significant role played by competency mapping for professionals in IT Industry which in turn will contribute to the purpose of enhancement of skills which in turn will led to organizational productivity. Rapid and unpredictable technological changes and the increased emphasis on quality of services are compelling IT businesses to recruit adaptable and competent employees. The research design adopted is descriptive. Around 110 employees were taken as sample from 3 reputed IT Organizations and Convenience sampling method is adopted. Primary data is collected using a structured questionnaire. Various Statistical techniques like weighted average method, Kolmogorov Smirnov, Mann Whitney U test, One Way Anova, percentage analysis, interval estimation etc. are adopted.

A STUDY ON CONSUMER PERCEPTION OF THE PURCHASE DECISION TOWARDS TWO WHEELERS - WITH SPECIAL REFERENCE TO RAYALASEEMA REGION IN ANDHRA PRADESH

DELLI KUMAR. KOTI

RESEARCH SCHOLAR

DEPARTMENT OF MANAGEMENT STUDIES

SVU COLLEGE OF COMMERCE MANAGEMENT & COMPUTER SCIENCES

S. V. UNIVERSITY

TIRUPATI

DR. P. BALAJI PRASAD

VICE PRINCIPAL & RESEARCH SUPERVISOR

DEPARTMENT OF MANAGEMENT STUDIES

SVU COLLEGE OF COMMERCE MANAGEMENT AND COMPUTER SCIENCES

S.V. UNIVERSITY

TIRUPATI

ABSTRACT

In an era of increasing global competition, "consumer perception" remains a research topic of strong interest for both academic and market researchers alike. The focus of this research is to study the consumers' awareness, preferences and purchase decision of two wheelers in Rayalaseema region cities like Tirupati, Anantapur, Kadapa and Karnool. Also, the study aims to examine the influence of regions on consumer's perception on their preference, attitude, decision making and satisfaction. A survey was conducted and 400 completed questionnaires were used in data analysis; 100 in each four cities. The finding reveals that the perception of consumers towards the two wheeler purchase decision differ widely. The researcher finds that "region" effect is an in substantial factor in two wheeler users' evaluation. Other factors such as promotional schemes, Performance, utilitarian benefits, personal factors and value added benefits were perceived by consumers in four cities as more important than regions. Thus the overall findings of the study provide implications for marketers and manufacturers of two wheelers.

A STUDY ON CONSUMER PREFERENCE TO TOOTH PASTE WITH REFERENCE TO TIRUVARUR TOWN

C. SHANTHI
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
THIRU.VI.KA. GOVERNMENT ARTS COLLEGE
TIRUVARUR

DR. P. ASOKAN
ASSOCIATE PROFESSOR
P.G. & RESEARCH DEPARTMENT OF COMMERCE
THIRU.VI.KA. GOVERNMENT ARTS COLLEGE
TIRUVARUR

ABSTRACT

Consumer is the deciding factor. It is the consumer who determines what a business is what the consumer is the deciding factor. It is the consumer who determines what a business is what the customer things he is buying. The problem undertaken for study purpose is consumer preferences towards using tooth paste. The present market is the consumer oriented market and how they are treated as the decisive force. The foresaid reason has given a fillip to the researcher to make out a study about the consumer buying behaviour and their position in choosing the particular brand of tooth paste. In the dynamic world, due to development in Science and technology, today's luxuries become the necessities of tomorrow.

DISCERNING THE DIFFERENCE BETWEEN REALITY AND PERCEPTION - EXPERIENCES OF PETROL PUMP ATTENDANTS WHILE DEALING WITH CUSTOMERS

**TANAYA ACHAREKAR
LEAD TRAINER
ROSEFIELD DAA INTERNATIONAL CONSULTANCY LLP
MUMBAI**

ABSTRACT

Petrol pump attendants may be ill-treated at times owing to preconceived notions about them or the media publicizing their unfavorable image. The paper aims at sharing the experiences of the petrol pump attendants to sensitize the customers towards them. It also aims to change the rigid perceptions that people have about petrol pump attendants and acquaint them with some realities.

THE APPLICATION OF MARKOV MODEL IN MANPOWER SYSTEMS

PENUEL NYAANGA ONDIENG'A
ECONOMIST
KISII COUNTY GOVERNMENT
KENYA

GEORGE OTIENO ORWA
LECTURER
DEPARTMENT OF STATISTICS AND ACTUARIAL SCIENCES
JKUAT
KENYA

JOSEPH MUNG'ATU
LECTURER
DEPARTMENT OF STATISTICS AND ACTUARIAL SCIENCES
JKUAT
KENYA

ABSTRACT

Efficient manpower planning is a crucial task of managing any organization with a sole purpose of best matching future manpower needs or demand. If not well planned, there will be crises either of a shortfall or surplus of manpower which can be costly and very inefficient hence, there is need to predict future needs of personnel. For future predictions of dynamics in the manpower, a model based on markov process is used depending on the level of the structural control like ability to attain and maintain the desired structure. Markov model of hierarchical manpower systems which follow proportionality policies in recruitment and promotion of their staff is proposed in this study with a view to safeguard the career interests of their existing employees. The study used data from the directorate of rural planning in the Ministry of Devolution and Planning in Kenya for economists in grades 1 to 6. The study established that the Markov model which incorporates the proportionality policy was adhered to by the institution. The study concludes that the Markov model can be used to achieve a desirable blend of existing and fresh external manpower in even small organizations as it yields more practicable means of control of the system. This model is therefore, recommended for organizations which outsources a part of their work.

IMPLEMENTATION OF INDUCTIVE TEACHING STYLE IN ENGINEERING COLLEGES, BENGALURU

KISHORE M N

ASST. PROFESSOR

**K S SCHOOL OF ENGINEERING & MANAGEMENT
BANGALORE**

ARPITHA R

ASST. PROFESSOR

**K S SCHOOL OF ENGINEERING & MANAGEMENT
BANGALORE**

PRADEEP

ASST. PROFESSOR

**K S SCHOOL OF ENGINEERING & MANAGEMENT
BANGALORE**

ABSTRACT

Teachers have a great impact on the students' career and the right direction showed by the teacher's results in always better life in both professional and personal. This paper indicates the concept of inductive teaching methodology such as prototypes; project based learning, case studies, inquires learning and gain of in-depth knowledge in engineering colleges at Bengaluru and also included challenges and implementation part of the inductive teaching to the students' community.

IMPACT OF GREEN BRAND AWARENESS AND GREEN BRAND TRUST ON GREEN BRAND PREFERENCE AMONG TEENAGERS IN ERNAKULAM

RIYA MARY
ASST. PROFESSOR
SCHOOL OF COMMERCE
RAJAGIRI COLLEGE OF SOCIAL SCIENCES
KALAMASSERY, ERNAKULAM

ABSTRACT

The awareness about the environmental stresses that are placed on the planet is spreading globe wide, this has implications on various activity spheres of the human life. The world of marketing is also turning green and the number of advertisers attempting to present an eco-friendly green image has increased over the years. India is considered to be one among the green friendly countries of the world. The consumers are now showing a greater concern for environmental conservation and hence are more interested in green products. The study aims at understanding the impact of green brand awareness and green brand trust on green brand preference among teenagers. The study is conducted with special reference to the FMCGs. The Impact of Green brand awareness on green brand preferences studied with the mediating effect of green brand trust.

A DESCRIPTIVE STUDY ON BUSINESS ETHICS

HARSHA SAHU
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR

ABSTRACT

Ethics in Business has gained momentum over the last few decades with the advent of competition. A decade ago competition was relatively low. However, with the increase in struggle at an alarming rate, some business organizations are resorting to unethical practices which are ultimately harming the human kind and their values. There is a growing realisation all over the world that ethics is very essential for any business to grow. Ethics and business go together; it means if there are good ethics, there is good business. Even the government of every nation across the world is stressing upon business corporate to be ethical and follow ethical practices. "In law a man is guilty when he violates the rights of others, but in ethics, he is guilty if he only thinks of doing so." Hence, higher education must pay more attention to helping students understand how to lead ethical lives. The aim of this study is to investigate the common sources of ethics and to understand the impact of business ethics over the organization as well on the nation by analysing its pros and cons.

GROWTH OF ONLINE TRADING & COMPARATIVE STUDY BETWEEN DIFFERENT STOCK BROKERS IN INDIA WITH SPECIAL REFERENCE TO THE REGION OF JAGADHRI, HARYANA

JAYA SHARMA
ASST. PROFESSOR
S. D. INSTITUTE OF MANAGEMENT & TECHNOLOGY
JAGADHRI

ABSTRACT

In today's dynamic environment billions of people are connected to the Internet. During the last twenty years, the technology revolution has had an intense and irreversible impact on the world and Indian stock market has also witnessed these changes. The internet has made financial products and services available to more customers and eliminated geographical barriers. Earlier investors were solely dependent on their brokers but nowadays they are participating more in buying and selling of shares with the help of internet. E-trading has saved time, energy and money as it helps to access the market from anywhere at any time. The primary objective of this research paper is to Gain Knowledge regarding the emergence and growth of the online Trading in India, people perspective about the same & to make the comparative study of some stock brokers also

AN ENQUIRY INTO THE EFFECT OF INDICATORS ON HDI

ARUP KUMAR SARKAR
ASST. PROFESSOR IN COMMERCE
SIDHO-KANHO-BIRSHA UNIVERSITY
P.O – SAINIK SCHOOL, DISTRICT PURULIA

ABSTRACT

In this paper an attempt is made to find out which of the indicators of Human Development affects the Human Development Index to the maximum extent and to what extent the life expectancy in the nation depends on the percentage of its urban population on the basis of the data published in Human Development Report 2015 for United Nations Development Programme (UNDP). The result of the analysis by Spearman's Correlation Coefficient shows that GDP per capita affects the HDI to the maximum extent followed by Life expectancy, Population (Urban), Public expenditure on education and Employment to Population ratio and Life expectancy in the nation significantly depends on the percentage of its urban population.

FACTORS THAT OBSTRUCT TOURISM DEVELOPMENT IN BANGLADESH**NUSRAT JAHAN****ASST. PROFESSOR****DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT****FACULTY OF BUSINESS STUDIES****UNIVERSITY OF DHAKA****DHAKA****SABRINA RAHMAN****LECTURER****DEPARTMENT OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT****AMERICAN INTERNATIONAL UNIVERSITY - BANGLADESH****DHAKA****ABSTRACT**

Bangladesh and tourism is very much related as natural and manmade attractions are endowed with its best here. However, many adverse circumstances can sluggish down the pace of potential tourists' desire of visiting this country. This paper is an endeavor to study how the tourism industry are affected by its impediments and to find out some probable ways in order to diminish them. Also, this research examines and analyses the overall environment of tourism industry to identify its strengths as well as opportunities and to deal with its obstacles that is hampering its enhancement. Moreover, people's endless thrust for travelling throughout the world to see the unseen has created unlimited competition among the tourist destinations- each country trying to attract more tourists by adopting proper measures to maintain flawless environment for the betterment of tourism industry. In this paper, exploratory methods based on previous literatures have been used to analyze the data and reach the conclusion. The study ends up with identifying the impeding factors that can hinder the growth of tourism industry in the upcoming years.

E-MARKETING: A MODERN APPROACH OF BUSINESS AT THE DOOR OF CONSUMER

DR. MANOJKUMAR JYOTIRAM GAIKWAD

ASST. PROFESSOR

DEPARTMENT OF ECONOMICS

VASANTRAO NAIK COLLEGE OF ARTS & SCIENCE

SHAHADA DIST NANDUBAR

PARIKSHITKUMAR HIRALAL KATE

RESEARCH SCHOLAR

NORTH MAHARASHTRA UNIVERSITY

JALGAON

ABSTRACT

Marketing is backbone of any business environment. With evolution of internet technology, E-marketing becomes necessary for making successful business impact. E-marketing means applications of marketing principles & technologies via electronic media. E-marketing is more advantageous in current business scenario and allows marketers to define their marketing strategies. E-marketing is combination of digital technologies which differentiate your products & services from competitors. E-marketing includes both direct response marketing & indirect marketing elements. E-marketing directs different marketing activities via World Wide Web with aim attracting new opportunities in business and retaining the existing one. Due to technological advancement and increased competition, e-marketing can be term as one of the major shuffle in business strategies. In this, paper author discussed about different e-marketing methodologies and their use in current business scenario. The author finds out that by using different e-marketing methodology, traditional approach of marketing has changed due to the door step service for consumer.

A STUDY ON ROLE OF HUMAN RESOURCE POST ACQUISITION: A CASE STUDY OF SUN PHARMACEUTICALS AND RANBAXY LABORATORIES

DR. VAISHALI SHARMA
PROFESSOR
FACULTY OF MANAGEMENT
JAGANNATH UNIVERSITY
JAIPUR

NEHA MAREJA
RESEARCH SCHOLAR
FACULTY OF MANAGEMENT
JAGANNATH UNIVERSITY
JAIPUR

ABSTRACT

To keep head high in globalized economy one has to follow the path of growth and merger and acquisition is the primary growth and expansion strategy of present corporate world. But whenever a merger or any acquisition is announced in any sector of economy the first question comes to mind- is how much is the financial gain. There is no or little argument on the impact on the employees and relevant human resources related practices and issues. Companies do pay considerable attention to financial and strategic issues during merger and acquisition, but they frequently neglect human resource issues. In this study we have taken pharmaceutical sector of economy in which we consider a case of sun pharmaceuticals industries limited and Ranbaxy laboratories. In this case the role of HR is not favorable for Ranbaxy employees. The role of HR professionals is very important from the day one of merger and acquisition announced, but organizations had not given a seat to HR professionals on the table of merger process. Because of that 65% mergers and acquisitions are failed. It was therefore concluded that an organization must involve HR professionals in all phases of merger and acquisition. This research is a brief attempt to analyze the role of human resource in post-acquisition phase. This study is descriptive in nature. Secondary source of data and information has been used in this study. The scope of study is limited because study is based on secondary data. As per the requirement of the research data are taken from websites of companies, literature reviews, online documents and from journals. This research paper will be helpful for employers, employees, HR people, researchers and scholars.*

EMPIRICAL ANALYSIS ON SELECTED PUBLIC & PRIVATE SECTOR BANKS WITH CAMEL APPROACH

A. SAMBARAJU

STUDENT

SCHOOL OF MANAGEMENT

NATIONAL INSTITUTE OF TECHNOLOGY

WARANGAL

DURGAPRASAD NAVULLA

RESEARCH SCHOLAR

SCHOOL OF MANAGEMENT

NATIONAL INSTITUTE OF TECHNOLOGY

WARANGAL

DR. G. SUNITHA

ASST. PROFESSOR

SCHOOL OF MANAGEMENT

NATIONAL INSTITUTE OF TECHNOLOGY

WARANGAL

ABSTRACT

The economy growth of a country depends on operational efficiency and proper utilization of resources in various sectors. Out of many industries banking sector plays a vital role in the growth of our economy. Banking sector helps in facilitating monetary policy by stimulating capital formation, monetization and innovation. It is imperative to ensure financial health and efficiency of economy through analysis and evaluating the performance of banks. This study tries to evaluate the performance of three public sector banks and three private sector banks in India using CAMEL model which is a latest model of financial analysis. The study carried for a five-year period from 2011-2015.

EX-POST FACTO RESEARCH ON “HYGIENE PRACTICES” FOLLOWED BY FOOD HANDLERS

RISHIE PRAVEEN FRANKLIN
TEACHING ASSISTANT
DEPARTMENT OF TOURISM
MKU COLLEGE
MADURAI

ABSTRACT

The study finds out that there is a direct link between education and personal hygiene procedure, the above finding shows that the hotel has good percentage in hygiene practices; this is because 49.98% of their staff has formal education in hotel management, and as a result they have good knowledge on hygiene, food hazard and kitchen hazard. If motivation from superior, and work environment (the heat factor) taken care of, it might improve the staying power, and indirectly the overall performance and the hygiene factor. On nature of work, majority of staff felt that they are working more and because of that they could feel the stress which might reflect in their hygiene practices. If this continues, staying power decrease, so does the cost of training new resource increase.

ANALYSIS OF PROFITABILITY AND RISK: A CASE STUDY OF MRF LTD.**PARTHA GHOSH****LECTURER****GEORGE COLLEGE OF MANAGEMENT & SCIENCE****MAHESHTALA****ABSTRACT**

Profitability and risk are very important to determine the financial condition and performance of a firm. Again profitability and risk have same direction; in order to have greater profitability, we need to take greater risk. But in practice a firm must accomplish a minimum risk to achieve maximum profitability. This paper makes an attempt to provide an insight into the profitability performance of MRF in comparison to risk. The study is based on secondary data collected from published annual reports cover a twelve years' period from 2003 to 2014. The available data have been analyzed by using important profitability ratios and risk factor. Profitability ratios are ranked and selected into a uniform boundary to compare their performance with risk.

A STUDY ON THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATION ON DIFFERENT BRANDS OF GOLD JEWELLERY

HANNA JOSEPH
RESEARCH SCHOLAR, HINDUSTAN UNIVERSITY, CHENNAI; &
FACULTY
DEPARTMENT OF MANAGEMENT
LEADS ACADEMY FOR CORPORATE EXCELLENCE
THRISSUR

ABSTRACT

Culturally, the Indian people have a great fascination for gold. It should be recognized that in India, in common with other Asian Countries, gold has a very important role in our cultural heritage. Gold is considered as a commodity, and not a product. Any form of gold is equal to any other form of gold. It is viewed to be homogenous and indistinguishable, having no brand or expiry date. As a result, gold demand is not price-elastic. Rather it is prosperity elastic - that is, increments in household income are generally matched by purchases of more gold. The Research paper studies the effectiveness of Integrated Marketing Communication on different brands of Gold jewellery in Kerala, by taking Thrissur, the Gold Hub of Kerala as a case study. From the research it was found that Integrated Marketing Communication plays a significant role in Gold jewellery and brand recall. In the study, survey method is used to collect the primary data through a well designed questionnaire. Questionnaire method helps in fulfilling several purposes like measurement, descriptions and drawing inferences. The results are compared and analysed using percentage analysis.

PROFITABILITY ANALYSIS OF INDIAN CEMENT INDUSTRY: A STUDY DURING 2010-15

SURAJ S. GANG

RESEARCH SCHOLAR

DEPARTMENT OF BUSINESS FINANCE & ECONOMICS

FACULTY OF COMMERCE & MANAGEMENT STUDIES

JAI NARAIN VYAS UNIVERSITY

JODHPUR

ABSTRACT

Profitability is a set of financial indicators that are used to measure a business's ability to generate income as compared to its expenses incurred during a specific period of time. The profitability of a company is a major concern for the management as well as the stakeholders because it finds out the rate of return and makes the business comparable to the industry as well as its own past. To ascertain the relative profitability standing of a firm, its financial performance and profitability ratios are compared with its immediate competitors. The technique reveals much about the company and its operation by using it with care and imagination. This paper makes an attempt to provide an insight into the profitability performance of leading cement manufacturers in India. It also makes an endeavour to observe and test the inter firm's industry position. Profitability ratios are ranked and selected into a uniform boundary to compare their performance. The study is based on secondary data collected from published annual reports cover a five years' period (2010-15). The available data have been analyzed by using important profitability ratios.

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