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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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FACTORS THAT AFFECT THE PERCEPTION OF LUXURY BRANDS AFTER M&A

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ABSTRACT

The purpose of this study is to examine the effects of brand image and country of manufacture (COM) on the brand luxury index, especially when a low brand image affects the acquirer brand, and the acquired brand has a high brand image. A total of 248 responses were collected through snowball sampling in Taiwan (We gathered low-image differences from 119 respondents, and high-image differences from 129 respondents). The results indicate that brand image and COM have a positive influence on every dimension of brand luxury index (BLI). In addition, brand image and COM have an interactive effect on BLI. The findings suggest that excellent and average COM images have a greater effect on the BLI than a poor COM image with a high brand image variance, whereas the effects of high and low brand image variances do not differ for a poor COM image. The results reflect significant differences in the perception regarding discounts on luxury brands between the variances of high and low brand images after M&A for the COM. Few studies have evaluated the effect of brand image and COM on luxury brands after M&A. The contribution of this research is to help managers understand how the brand image could affect the acquirer's image; therefore, it should focus on the effect of COM to avoid the loss of customer loyalty.

IMPACT OF CAPITAL BUDGETING TECHNIQUES ON HERO HONDA COMPANY - AN EMPIRICAL STUDY

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ABSTRACT

Capital budgeting is concerned with allocation of the firm's scarce financial resources among the available favorable circumstances. The return of investment opportunities involves the comparison of the expected future returns from a project with immediate and subsequent return for it. The problems in capital budgeting decisions may be Future uncertainty, Time Element, Difficulty in Quantification of impact etc. Since we all know that automobiles companies requires large investment. Therefore, in this research, Researcher would like to study the impact of various capital budgeting techniques on the financial variables of the selected company. There is very less study done in India regarding the same. Therefore, there is a need to study the various issues involve in Capital Budgeting Practices in India.

IMPACT OF AUDIENCE SPECIFIC FACTORS ON PRODUCT PLACEMENT: A LITERATURE SURVEY

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ABSTRACT

Marketing is a dynamic field. There are numerous ways of reaching target market. Marketers keep looking for new ways to acquire target audience as existing marketing strategies turns rotten within few years. One of the marketing strategies that has gained popularity in the last few years is product placement. It is a method of embedding the ads in the storyline of the movies or TV shows. Consumers often tend to ignore the ads shown during a movie or TV show and change the channel, as they often dislike traditional advertisement. But strategically product is shown in the movie or the TV show and consumers just cannot be zapped away without missing the storyline. This research study focuses on individual factors that affect degree of conscious processing. An exploratory research with an emphasis on literature has been the focus.

DEMONETIZATION AND ITS IMPACT ON INDIAN ECONOMY

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ABSTRACT

The largest cleanliness drive in the Indian economy is the demonetization of high value currency notes of 500 and 1000 to unearth the black money and to curb corruption, counterfeit currency and terror financing as well. The demonetization has a major impact on curbing black money even though it may not curb black money and the boldest reform by Prime Minister Shri Narendra Modi after becoming prime minister since 2014. In the world's largest democracy, the demonetization was revolutionary: it called into question the state's promise to "pay the bearer" the face value on every banknote. One can expect a great improvement in the national deficit and a largely clean business environment in the long term.

GOODS AND SERVICES TAX (GST) AND ITS IMPACT ON INDIAN ECONOMY

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ABSTRACT

Goods and Services Tax popularly known as GST a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each stage. This research paper highlights the positive and negative impact of the GST in the Indian Tax System.

GROWTH AND PERFORMANCE OF DISTRICT CO OPERATIVE BANKS IN INDIA

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ABSTRACT

Cooperative Banks are the heart of our rural financial system. They help to mobilize the rural economy by attracting deposits and make funds available through lending and investing programmes in rural area. District Co-operative Banks work as an intermediary to link the primary societies with the money market. They are supposed to provide certain normal banking facilities to members like acceptance of deposits, remittance of funds, collection of cheques etc. The study focused on growth and performance of district co-operative banks in India. Secondary data was used for the study. The data required for the study has been collected from, Journals, reports on trend and progress of banking in India, Annual Reports of NAFSCOB. The data, which were collected, was analysed by using Compound Growth Rate analysis, trend analysis, Ratio analysis, Mean, Standard deviation and Co-efficient of variation. The study find out that there is positive trend in number of office, total member ship, share capital, deposit, credits, and working capital concluded that District Co operative Bank has tremendous growth in performance of the bank during the study period.

PURCHASING SOCIAL RESPONSIBILITY: A COMPARATIVE STUDY ACROSS THE TAIWAN STRAIT

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ABSTRACT

Purchasing social responsibility denotes the purchasing activities that meet the ethical and discretionary responsibilities expected by society. Social responsibility in purchasing affects purchasing decisions, business reputations and consumer evaluations. Although an amount of empirical studies have examined ethical issues on purchasing practices, there is still lack of research focusing on purchasing social responsibility. The main purpose of this study is to take purchasing professionals in Taiwan and China as research subjects to investigate the difference in purchasing professionals' attitudes to purchasing social responsibility between these two areas. Data were collected through a questionnaire survey of purchasing professionals across a broad spectrum of industries in Taiwan and China. Research findings reveal that the difference in purchasing social responsibility attitude between Taiwanese and Chinese purchasing professionals is significant.

PERFORMANCE EVALUATION OF SELECT PHARMACEUTICAL COMPANIES

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ABSTRACT

The basic objective of every firm is to maximize its profit. Profit is the engine that drives the business enterprise. Without profit, no firm can sustain in the competitive world. Profit is an accounting concept, which is expressed as income over expenditure. Analyzing the profitability position is very important to evaluate the performance of a company. Several tools like Ratio Analysis, Comparative and common size statement and other tools are available for gauging the performance of a company. The present study attempts to analyze the profitability position of the select pharmaceutical companies in India using Ratio Analysis. In addition, statistical techniques like Mean, Standard deviation and Coefficient of variation have used extensively to sensibly interpret the data. The study period is of 10 years from 2008 to 2017. After a thorough investigation, the study concluded that the profitability position of Sun Pharmaceutical Industry Ltd. seems to be disappointing. However, the profitability positions of Cadila Healthcare Ltd., Lupin Ltd., Cipla Ltd. and Aurobindo Pharmaceutical Ltd. seems to be satisfactory for the study period.

DETERMINANTS OF FAMILY BUSINESSES' PERFORMANCE IN CAMEROON

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CAMEROON

ABSTRACT

Since family businesses are the subject of several studies in the world (France, Canada, USA, Germany...), very few studies are carried out on it in the African context in general and Cameroon in particular. Thus, in the face of all these studies that show their super-performance relative to non-family businesses, we believe the performance of all these business taken individually should not be concluded. There is therefore a lack of research to explain why some of these companies succeed while others fail. Thus, to carry out this study, we opted for a hypothetical-deductive approach. In fact, going from a sample of 116 family firms, we empirically tested the hypotheses derived from theory. The main results show that apart from the factors commonly cited; another new factor is the "willingness to transfer the company to future generations" as a determinant of the performance of these companies.

EMPOWERING EMPLOYMENT THROUGH ENTREPRENEURSHIP: A CONTEMPORARY APPROACH

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ABSTRACT

Skilling India to empower its citizens and to equip them to compete and excel on a global stage is a multi-pronged challenge. India has witnessed rapid growth in recent years driven by the increase in new-age industries. The increase in purchasing power has resulted in the demand for a new level of quality of service. However, there is a growing shortage of skilled manpower in the country. In the wake of the changing economic environment, it is necessary to focus on inculcating and advancing the skill sets of the young population of the country. India lags far behind in imparting skill training as compared to other countries. Reports indicate that only 10 per cent of the total workforce in the country receives some kind of skill training (2 per cent with formal training and 8 per cent with informal training). Further, 80 per cent of the entrants into the workforce do not have the opportunity for skill training. But all that is changing. National Skill Development Agency is encouraging innovation in skills development and promoting entrepreneurship in the country.

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