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A COMPREHENSIVE STUDY OF THE HUMAN RESOURCE PRACTICES OF THE CONSTRUCTION SECTOR IN TAMIL NADU

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ABSTRACT

For organization of any size and scale, Human Resource Management (HRM) is a critical function in general and this function comes along with its own set of complex issues and challenges specific to this sector. The management decided to diversify their business portfolio by entering into Real estate Construction projects sector and believed that a complete study on Human Resources (HR) challenges and practices in the Construction industry is still in the nascent stage at this point in time. The success of any project is a direct reflection of the skills of the workers who completed it and the managers who supervised it. In building and maintaining a strong workforce, businesses in the construction industry face several unique human resource challenges, including a lack of qualified candidates to fill open positions, high employee turnover, perpetual safety concerns, and the burden of complying with employment laws. The issues are far-reaching and diverse, and due to other factors such as notice periods and other aspects and thereby, it becomes imperative that a skilled HR team would be required to be integrated into the management framework from the very beginning. There were two main phases in this project – Primary data collection phase to gather data from the target group through interviews and questionnaires and Secondary data collection phase consisted of a comprehensive Literature Review on the current studies in this area. The Primary and Secondary data were analysed for key issues and practices pertaining to administering the human resource functions. These suggestions were presented to the management and they had given a confirmation that they would use this report as a reference document while framing their HR Policies for the upcoming new Real Estate construction business.

A STUDY ON CURRENCY FLUCTUATIONS IMPACT ON GOLD PRICE DETERMINATION IN SELECTED COUNTRIES (2005 TO 2015)

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ABSTRACT

The present study has been emphasized on high gold imported countries in the world from 2005 to 2015. The project aim of the analysis is to identify the influence of inflation and currencies of the selected countries. The kendels bivariate correlation result reveals that Hong Kong, Korean, Mexico countries gold prices are strongly negative correlation with the international gold prices. The regression weight estimation indicates that the Singapore country currency failed to influence the its gold prices. The inflation of these countries is significantly influencing the gold prices. The vector auto regression predicted the British gold price is expected to go up comparing with other country gold prices. This project study will be useful to the investors of gold.

DIGITAL MARKETING CONSEQUENCES ON URBAN CONSUMER BEHAVIOR IN NAGPUR CITY

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ABSTRACT

With the increase in the usage of Digital Marketing or Internet marketing has become the crucial for any organization across the globe. The consumer behavior study has been becoming more centric and crucial for any business in any industries. The main aim of the paper is to obtain quantitative describing the actuality of digital marketing in the case of the India in order to explain the development of digital marketing and its consequences on urban consumer behavior in Nagpur city. The research paper build on the relevant studied literature and at the same time examines urban consumer behavior by structured questionnaires. Furthermore, this paper support the research questions that including recent trends and different issues in digital shopping, and impact factors for urban consumer behavior. Also, the result of the research shows that significant relationship on the consumers buying behavior through internet due to security concern and digital marketing strong impacts on their purchasing decisions. Apart from this Consumer's trust, privacy concerns, security concerns are the major factors for using internet for shopping, the trust on websites influence to the purchasing decision of urban consumer.

A STUDY ON JOB SATISFACTION OF EMPLOYEES IN ORGANISED RETAIL WITH SPECIAL REFERENCE TO BELAGAVI CITY

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ABSTRACT

The retail sector has been at helm of India's growth story. Job satisfaction and organization commitment are the most studied and researched topics in organizational behaviour and psychology since it has direct link with the organization. Either they are studied independently or jointly to know what is keeping an employee to enjoy the job and retain association with the organization. An employee enters into an organization to perform some job hence job and organization is tightly linked. Researches on retail sector are conspicuously scanty especially in India. In this paper, we aim to study the job satisfaction of employees of organized retailing. A sample 120 respondents was selected by using Stratified Random Sampling method and the data was collected with the help of structured questionnaire. The study reveals most of the employees in organised retail stores in Belagavi city are not satisfied because of low pay package and job security.

CUSTOMERS' PERCEPTION TOWARDS GST WITH SPECIAL REFERENCE TO INSURANCE AND AUTOMOBILE INDUSTRY IN TIRUPUR DISTRICT

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ABSTRACT

Insurance and Automobile Industries are growing sector with distinctive products and services in India. At present, the industries taxes have been changed and formulated by Indian government as Goods and Service Tax (GST). Most of the people have adopted the GST concept initiated and practiced by the customers in the nation. Tirupur District is fairly populated area and containing more textile work employees in Tamilnadu State. In this district, the men and women were occupying predominant place as a significant variable to distinguish in the changing phenomenon. The present study has taken effort to empirically explore the customers' perception on GST with special reference to insurance and automobile industries in Tirupur District. The researcher has collected primary data from 100 sample respondents from July 2017 to November 2017. The convenient sampling method has been used for choosing the sample size and the present study. The study also analyses the effect of GST on the buying behavior changes of customers and it has examines that the influences of the GST concept in Tirupur District. Such an analysis is likely to be helpful for providing the idea about effectiveness of GST initiation in Indian economy. Results of the study indicate that the customers' having good perception that GST concept brings lucidity in taxation structure is comparatively better than Value Added Tax (VAT) in India.

IMPACT OF CELEBRITY ATTRIBUTES ON CONSUMERS BUYING DECISION WITH SPECIAL REFERENCE TO TWO WHEELER

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ABSTRACT

This study aims to finding out whether celebrity attributes influence the buying decision of consumers with special reference to two wheeler. The study is conducted in Rewari District. The Sample size is 200 respondents. The attributes of celebrity, which are selected for the study, are expertise, trustworthiness, similarity, likeability and product match with celebrity. The study found that there is positive impact of celebrity's attributes on the buying decision of consumers about two wheeler.

CORPORATE SOCIAL RESPONSIBILITY – A CONCEPTUAL FRAMEWORK

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ABSTRACT

CSR has become increasingly prominent in the Indian corporate scenario because organisations have realized that besides growing their businesses it is also vital to build trustworthy and sustainable relationships with the community at large. This is one of the key drivers of CSR programs. In this paper, an attempt is made to know, the origin and history of Corporate social responsibility, meaning and concept of CSR, the drivers of CSR in India and benefits and challenges for implementation of CSR.

CONTRIBUTION OF MSME TO ASPECTS OF POVERTY REDUCTION, EMPLOYMENTSHIP AND INCOME DISTRIBUTION IN PALEMBANG CITY (CASE STUDY IN MSME TANGGA BUNTUNG AREA, 30 ILIR)

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ABSTRACT

The purpose of this research is to know: a) Contribution of MSME to employmentship aspect b) Contribution of MSME to poverty aspect c) Contribution of MSME to income distribution aspect. Data were analyzed by using quantitative descriptive analysis. The results obtained are: a) The existence of MSME has a role of 0.015% in creating employment opportunities for the people in Palembang City, Contribution of MSME to employment absorption in Palembang City reached 0.016%, it means that MSME as an object on this research have a role in reducing unemployment in the Palembang City, although in a small percentage. b) The level of poverty line in 2016 increased to 24.98%, this situation caused the people of Palembang city to divert their consumption from non-food to food expenditure. If seen the comparison with poverty number of Palembang city, it turns out expense level increase after business, resulting the poverty level after business show comparison between expenditure to poverty number had increase. If the comparison with the poverty number of Palembang city turns out the expenditure level increase after business, resulting in poverty rate after business also showed an increase when compared with the poverty number in Palembang city. c) The level of poverty relative before and after the business of workers in MSME show an increasing number from 21.2 to 31.8, it means that the income of Palembang city already can be distributed to Songket workers in Gandus area 30 Ilir Palembang.

DETERMINANTS OF ONLINE PURCHASE INTENTION AMONG YOUTH IN KERALA**MUHAMMED ARSAL TK****GUEST LECTURER****COLLEGE OF AVIAN SCIENCES & MANAGEMENT
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THIRUVAZHAKUNNU****ABSTRACT**

According to Associated Chambers of Commerce and Industry of India (ASSOCHAM), the size of the Indian online retail industry is INR 2000 crore and the industry is projected a steady annual growth rate of 35 per cent to reach INR 11000crore by 2017. Given the growing importance of the online retail industry in India, it remains imperative for web retailers and internet marketers to understand the determinants of online customers' purchase intention to decipher what is important to the Indian online customer. This paper attempts to identify the determinants of online purchase intention among youth in the Indian context. Based on a detailed literature review, customer online purchase intention shopping orientation factors such as impulse purchase orientation, brand orientation and quality orientation were considered along with online trust and prior online purchase experience. The study has implications for web-retailers, marketing managers, internet marketers, online vendors and web-shoppers in India. Indian online shoppers typically tend to seek offers and great value price deals instead of brand or quality. Online retailers should focus on increasing online. A normal minimized Turn-Around-Time (TAT), which will conceivably prompt informal exposure, criticism and client maintenance to the e-entryway or site. A data system which imparts redesigned data to admiration to stock status, interest timetables and conjectures, shipment calendars and advancement plans among all the stakeholders of the inventory network will structure the foundation of an e-retailer.

CORPORATE SOCIAL RESPONSIBILITY: DIMENSIONS AND CHALLENGES IN SELECTED SOFTWARE COMPANIES IN INDIA

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ABSTRACT

In India, companies are practicing the Corporate Social Responsibility (CSR) for decades. Nowadays CSR became a popular basis having such good glorious examples; Indian CSR is at its growth. A lack of understanding, inadequately trained personnel, coverage, policy etc further adds to the reach and effectiveness of CSR programs. Large number of companies are undertaking these activities superficially and promoting highlighting the activities in Media. This paper focuses on the finding & reviews the dimensions of CSR and challenges faced by its activities in India. In recent years, the concept of corporate social responsibility has gained prominence from all avenues. Organizations must realize that government alone will not be able to succeed in its endeavor to uplift the down-trodden society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. Cause-related marketing and corporate social responsibility has provided companies with a new tool to compete in the market. CSR refers to the corporation's obligation to all the stakeholders. This could be a strategic marketing activity a way for a company to do well by doing good-distinct from sales promotion, corporate philanthropy, corporate sponsorship, corporate Samaritan acts and public relations. Now, it is assumed to be responsibility of the business houses too. Extant literature and newspaper articles show that corporate social responsibility is defined as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. With this background, an attempt is made in this paper to comprehend and gain insight into behavior or attitude of companies towards various aspects of social contribution and to light through the various dimensions of corporate social responsibility headed by each organization especially, Reliance, Tata, and Infosys.

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