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A STUDY TOWARDS CUSTOMER LOYALTY IN LIFE INSURANCE

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ABSTRACT

Building customer loyalty is important as it often lead to more business because; loyal customers tend to make more than a single transaction. Loyal customers will spend more as they already trust the brand. Customer loyalty helps business to improve brand image. As brand has already won trust of loyal customers, they are more likely to share positive experience than a new customer. This eventually helps a brand to retain more customers and improve customer loyalty as well as brand loyalty. As life insurance is a complex business and contract for long term, the behavior of customer becomes critical for all insurers to understand. In this orientation, the study emphasizes the ways toward building and strengthening customer loyalty in life insurance.

INDIA'S GDP TO GROW AT 7% IN 2018**BETSY MANUEL****HEAD****DEPARTMENT OF COMMERCE****M E S COLLEGE FOR ADVANCED STUDIES****EDATHALA****ABSTRACT**

The gross domestic product (GDP) measures of national income and output for a given country's economy. The gross domestic product (GDP) is equal to the total expenditures for all final goods and services produced within the country in a stipulated period of time. The Indian economy is expected to expand at its slowest pace in the four years since the Narendra Modi government took office, as economic activity was hit by the twin blows of demonetization and implementation-related issues of the goods and services tax (GST). Despite the overall fiscal tightening, capital expenditure under the budget for fiscal year 2017/18 is about 25 per cent higher than that in the preceding budget. Moreover, we can see upside risks to inflation, weak growth concerns have held them back. When both growth and inflation are likely to be significantly higher, but we believe, rates will be left unchanged through 2018 due to an ample real rate cushion.

IMPACT OF SITUATIONAL FACTORS IN STUDENTS' PREFERENCE OF FAST FOOD – AN EMPIRICAL STUDY

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ABSTRACT

Fast food culture is a vigorously uprising trend among the youngsters around the world. According to Tif (2015) India has seen a massive rise in the consumption of fast food over the recent few years. Numerous studies in the past were undertaken to identify the influential factors related to the consumer preference of fast food but studies with a specific focus on situational factors were few and limited. In most researches, either the impact of situational factors overlooked or few of them covered alongside other factors. As their influence being increasingly felt especially among youth, examining such factors in their preference and its subsequent research outcome would be of immense value to parties concerned. They normally include favourite time of eating, pocket money possessed, peers influence, time of social interaction, place of advertisements, parent's income and location of restaurant. The present study is an attempt to investigate the influence of these situational factors in preferring the fast food by students. The study would serve the twin objectives in one-go. In one-side, it helps the parents and individuals to regulate and reduce the intake of fast food as the increased eating of the food causes health related problems. On the other side, it suggests the fast food companies to use the situational factors effectively in their advertisements while targeting their audience.

DIVERSITY AND ITS IMPACT ON EMPLOYEE SATISFACTION AND PERFORMANCE

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ABSTRACT

In today's increasingly rapid changing business environment, countries such as Afghanistan have changed drastically to accommodate the increasingly diverse work force in most, if not all, of its organizations. The diversity of the work force in Afghanistan is quite admirable and has been taking an ever-increasing trend in the past couple of decades. Nowadays, it is very common to find business professionals whom are simultaneously fluent in several languages, such as English, French, German, and of course Dari while coming from a highly diverse training and education backgrounds. This study explores the impact of gender, age, and education background on employee performance in the ACCL Logistic International, which is renowned to employ highly diversified workforce. Data were collected via self-administered questionnaires and regression models were conceived. The results indicated that overall organizational outcome and employee satisfaction depends on the group of factors such as Culture, Communication, Information and Demographic in an organization. Further, Culture factor in an organization is found to be having significant superior effect on performance of organization and employee satisfaction. The study is concluded with few recommendations and limitations.

LIQUIDITY MANAGEMENT AND CORPORATE PROFITABILITY PERFORMANCE OF TEA COMPANIES IN INDIA

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ABSTRACT

Liquidity and profitability management is of crucial importance in financial management. In this connection researcher is interested in analyzing liquidity and profitability of selected tea companies in India. In this research, five companies have been taken for analysis and used purposive sampling techniques. Secondary data have been collected for the period of fifteen years from 2002-03 to 2016-17. The OLS model has been used to check the relationship among the independent and dependent variables and its impact. The findings and suggestions would be useful for corporate people to improve their liquidity management and profitability performance.

FINANCIAL CRISIS OF STATE TRANSPORT UNDERTAKING - A CASE STUDY OF KERALA STATE ROAD TRANSPORT CORPORATION (KSRTC)

Dr. INDU VIJAYAN

GUEST LECTURER

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MULAYARA**

ABSTRACT

Passenger road transport is an important segment of road transport industry in Kerala. It is carried out by the public, private and co-operative sector. Buses take up over 90 per cent of public transport in Indian cities, and serve as a cheap and convenient mode of transport for all classes of society. Services are mostly run by state government owned transport corporations. The oldest Indian state transport undertaking is North Bengal State Transport Corporation still vibrant and running, providing service to commuters of North Bengal region. In Kerala, too road transport is a very important segment of the transport industry. With the formation of the Kerala State in 1956, the name of the Department was changed to Kerala State Road Transport Department and in 1965, it was converted to Kerala State Road Transport Corporation, in order to expedite the process of nationalisation and receive the assistance from Government. The main objective of the corporation is to provide an efficient, adequate and economical system of road transport service. Basically it is a service oriented organization and is obliged to provide economical services. The scrutiny of the balance sheet revealed that the income of the Corporation was not able to meet even the operating expenses of the Organisation. The actual and the exponential trend of total income and expenditure of KSRTC from 1991 to 2012 was analysed and it was concluded that the growth of expense is high when compared to income. On analysing the scatter graph showing the relation between Income and Expenditure of KSRTC it can be inferred that the strength of association between the income and expenditure of KSRTC is very high ($r = 0.995$) as significance level is less than 0.05. KSRTC continued to incur losses during the period of analysis, which was mainly due to increase in the operational expenditure arising out of the huge amount for petroleum products, wage rise and the non-revision of fare for the last ten years. In 2012, the net loss of the Corporation was ₹ 34,997 lakhs which is much larger when compared to the previous years. A regression analysis was made on the determinants to estimate the conditional expectation of the net profit/loss made by the Corporation over the years (dependent variable) and the determinants of loss over the years (the independent variables) and it was found that the determinants of the variables to be 92.87 per cent. The pricing policy of the KSRTC should be profit oriented and dynamic in order to achieve a better financial performance of Kerala State Road Transport Corporation could adopt an automatic fare revision system without political intervention. It should also focus to generate revenue that can ensure an efficient and adequate supply of public transport service. Public transport pricing may also be expected to contribute to the reduction of congestion and environmental impact of road traffic, efficient coordination between public transport modes and the reduction of poverty. The main features of poverty are poor connectivity to jobs, services, education and recreational activity.

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