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A COMPARATIVE STUDY ON JOB SATISFACTION AMONG PRIVATE AND GOVERNMENT TEACHERS

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ABSTRACT

Job satisfaction portrays that the perception of the person towards his or her job, job related activities and environment. Job satisfaction is the contribution of two words – ‘job’ and ‘satisfaction’. Job is an occupational activity performed by an individual in return for is ward. The teaching profession requires commitment. The sample of the study consisted of the teachers working private and government schools restricted to Coimbatore city in the state of Tamil Nadu. The sample size of the study 88 teachers, data collected from 45 private school teachers and 43 government school teachers were taken into consideration. Convenient Random sampling was used for this study. The study found that compare to private teachers, government teachers are highly satisfied because they earned more salary and also permanent job. It creates confidents, status, motivation, and also develop their growth and personality. There is a significant different between job satisfaction and teaching experience for financial security for government teachers job but not for private teachers. For teacher, salary is the main criteria to improve their growth, update their knowledge and to meet the personal commitment and teachers should not work alone, mostly they are doing team works for completion of institutional tasks and objectives.

**INNOVATIONS IN MICRO, SMALL AND MEDIUM ENTERPRISES WITH
REFERENCE TO VISAKHAPATNAM CITY**

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ABSTRACT

India is currently in the mode of encouraging Micro, Small and Medium enterprises which is very much necessary for sustainable economic development. One of the top most aims at faster, sustainable and inclusive growth of our country. This creates more jobs and can absorb the highest percentage of youth of our country. Therefore, MSMEs is expected to play a key driving role. This paper analyses different Acts which encourages more Small Scale, Cottage and Village industries with special reference to traditional, hand-made, non-agricultural and service related activities. This paper also explains how the Liberalization policies helping these Units. The study is in the city of Visakhapatnam where CSIR support towards research of these innovation-driven industries is highly appreciated. The analysis shows that majority are technology driven units and using market innovation techniques. Various suggestions are given to the entrepreneurs, different types of enterprises, Government, Various institutes from different angles of innovations.

RURAL MARKETING PROSPECTS AND CHALLENGES IN INDIA

Dr. BASU GARG
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ABSTRACT

Real Bharat lives in villages, as 68.8 percent of the total population lives in 6, 40,930 villages. Rural development is the major concern of all economic planning in India. Over 50 percent of national income is generated in rural areas. Rural markets are no longer tomorrow's markets, but they are today's markets. Rural marketing is simply the application of general marketing concepts and principles in rural markets. But the challenges of Indian rural markets are unique in nature and multifold, which distinguish rural markets from urban markets. It makes rural marketing process and problems unique and complicated and attracts the attention of marketers to examine them.

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO HIMACHAL PRADESH

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ABSTRACT

India is one of the fastest-growing e-commerce markets worldwide. The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently the growing number of internet user in India provides a bright prospect for online shopping. The purpose of this descriptive research is primarily to identify the factors which customers keep in mind while online shopping and to identify the factors that may influence customer's online shopping satisfaction. This study has been undertaken with reference to a sample of 200 respondents from different cities and towns of Himachal Pradesh. Today business have been coming up with creative ways to promote their product via online and companies also use the Internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Thus, modern market is replacing the traditional markets. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

**MODERN & ANCIENT MANAGEMENT: FUTURE DIRECTIONS OF MANAGEMENT
MOVE FROM LOCAL TO GLOBAL**

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ABSTRACT

Globalization is most commonly understood as a unitary process involving many sub-processes (such as increased economic interdependence, increased cultural influence, rapid advances in information technology) that bind people and the bio-sphere ever more closely into one global system. In economics, globalization is the convergence of prices, products, Wages, rates of interest and profits towards developed country norms It is important to adjust the management concepts or theories or practice along with time and changing circumstances as per the management of adjust. Those are the shifts in sea from ancient thought to modern management. Within this paper the future needs and improvements within management are planned and evaluated according to these improvements. The major part of the paper discusses about globalization and its impact in India especially in agricultural sector This paper deals with how to trace out the threats and opportunities of globalization.

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