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SWOT ANALYSIS ON GREEN MARKETING: AN EMPIRICAL INVESTIGATION

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ABSTRACT

Green marketing is considered as one of the major trends in modern businesses today (Kassaye, 2001). It has become a strategic marketing approach focusing on business endeavours (Ottman 2000). Almost all research studies in the field of green marketing unanimously endorsed a finding that green consumers are on the rise globally and it offers long term competitive advantage to the companies to innovate, engage and promote green life styles (Bukheni, 2011). The opportunities offered by the current green marketing stage of sustainable marketing may not be fully utilized unless the looming threats and weaknesses are effectively addressed by concerted efforts with an institutional mechanism at international level. The empirical investigation in the field of green marketing for the past thirty years has revolved around the areas of environmental awareness of consumers, the buying behaviour of green consumers and green marketing strategy adopted by companies. The contribution of the studies though somewhat valuable to the stakeholders, the basic issues of the emerging concept related to its weaknesses and threats remain unresolved. They were mostly theoretically discussed at intellectual circles and did not make much headway in addressing the grievances of green companies. By using SWOT Analysis the present paper makes an attempt at identifying the strengths and opportunities; and pinpointing the weaknesses and threats in an order of priority under the each component of the analysis, so that the policy makers and interested groups can act on priority basis by addressing the issues one by one. This would ensure uniform implementation of green policies at national and global level which in turn helps the green companies and marketers to move ahead with confidence and making the environment-friendly movement a great success. With this backdrop, the present study is undertaken. Therefore, it is an empirical investigation on the concept of green marketing.

MANAGEMENT PHILOSOPHY AND PRACTICES IN BHAGAVAD GITA: AN ANALYSIS

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ABSTRACT

There are several useful principles, practises and philosophy in Gita for effective management. There are specific sources for management that address issues pertaining to self, self-mastery and self-assessment. There are also specific suggestions on the leadership traits. Bhagavad Gita as ancient Indian text offers a unique value proposition. We can have spiritual progress and material progress too in a very balanced way. All the aspects of management have been covered in Gita. There are greater management principles and practises which can be applied in a variety of management situations all the time. The teachings of Gita become long lasting impact on ever changing concept of management.

IMPACT OF BEEKEEPING ON INCOME AND EMPLOYMENT: A STUDY IN CENTRAL PROVINCE OF ZAMBIA

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ABSTRACT

The study was conducted to know the impact of beekeeping activity on income and employment in the Central Province of Zambia. The study aims to find out the type of technology used in honey production, cost of honey production, net income and income to investment ratio. Further, it aims to know the employment creation potential, employment to investment ratio and income to employment ratio in beekeeping activity. The study revealed that the effect of beekeeping activity on net income and employment was positive. The income to investment ration was higher and the cost-output ratio was lower. The employment to investment ration and the income to employment ratio were higher. The study found several challenges to beekeeping activity. These include lack of appropriate beekeeping skills, financial and infrastructure constraints. The study suggested for training the beekeeping farmers in using modern techniques of honey production and its marketing. The study also suggested that the Government should declare the minimum price of honey and bee wax and the relevant Government Agency should purchase honey from the beekeeping farmers.

FOREIGN DIRECT INVESTMENT IN INSURANCE SECTOR: TRENDS AND OPPORTUNITIES IN INDIA

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ABSTRACT

The Present paper analyses the trends and growth opportunities of foreign direct investment in insurance sector. The study is based on secondary data which has been collected for the last four years starting from 2010-11 to 2014-15. Further the study explores that the future looks interesting for the life insurance industry with several changes in regulatory framework which will lead to further change in the way the industry conducts its business and engages with its customers. Demographic factors such as growing middle class, young insurable population and growing awareness of the need for protection and retirement planning will support the growth of Indian insurance sector. Lastly the study concludes that attracting foreign direct investment has become an integral part of the economic development strategies for India. FDI has been a booming factor that has bolstered the economic life of India. Over the years FDI flow is increasing. However India has tremendous potential and government will for absorbing greater flow of FDI in the coming years.

LAND COMPENSATION AND ITS IMPACT ON RURAL ECONOMY: A STUDY ON RAILWAY PROJECT IN PAPUM PARE DISTRICT OF ARUNACHAL PRADESH, INDIA

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ABSTRACT

The government of Arunachal Pradesh has given prime importance for the infrastructural development in the state and for that matter the government has taken up various developmental projects like, highway project, railway project and hydro-electricity project, etc. during the last few years. However, such developmental project leads to the damage or destruction of various properties of the people like agricultural land, house properties, horticultural fields, forest resources, etc. that ultimately affects their means of livelihood. Hence, it is the moral responsibility of the welfare government to compensate the people for the loss of their assets during the construction of the project. Compensation is a monetary measure to pay the people for the losses they suffer and to help in re-establishment of their livelihood. Compensation finance becomes important source of income and economic activities to the beneficiaries. It also becomes an instrument for the inclusive growth of the rural people and for the overall development of the rural economy. The present paper highlights the impact of land compensation under railway project on socio-economic lives of the beneficiaries and on rural financial sector in Papumpare district, Arunachal Pradesh.

INCOME AND EMPLOYMENT OPPORTUNITIES OF WOMEN IN RURAL LAKHIMPUR DISTRICT OF ASSAM

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ABSTRACT

Empowerment of women is a major social phenomenon in recent time in all parts of the society. In rural area women empowerment is more needed because three fourth of the countries women lives in village. Education, poverty, health and safety are major determining factors of women empowerment. Education itself does not merely mean the three R's – reading, writing & arithmetic but also increasing the level of understanding and realization their working right. Health and nutritional need of women are not just dependent on availability and access to these service, which constantly depriving her from getting these needs appropriately address. The economic condition, gender bias, discrimination, etc. have an adverse impact on the health of women and their working condition. In order to know the economic condition of rural women, the present paper tries to highlight the employment opportunities for women in rural economy and their level of income, by focusing conducting a primary survey in different villages of Lakhimpur district by canvassing a structural quaternaries so that a test of effectiveness can be made. Moreover, for secondary data use various government bulletin and authentic web sources.

SUSTAINABLE AGRICULTURAL DEVELOPMENT AND RURAL POVERTY IN INDIA

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ABSTRACT

The share of agriculture in GDP of Indian economy has been declining to 15% now due to high growth rates of industrial and service sectors but the economic and social parameter is beyond any comparison in India. The paper deals in the spatial pattern of sustainable agricultural development as Composite Index of Agricultural Development (CIAD) and its relationship with rural poverty in India. The regression analysis leads us to the various findings through model building and analyzing the whole structure of poverty in India. The models represent various indicators of rural poverty and sustainable agricultural development and justify the relationship in between the two. The striking picture here is that the states having vast agricultural potential, such as Madhya Pradesh, Kerala and Orissa have remained at the lower rung of the development ladder due to their geographical configuration and social composition of population (having high percentage of SC & ST population), along with poor irrigational facility, which has acted as a constraint in the wide spread technological diffusion in agriculture. In these states, agriculture still is of subsistence nature and has not been commercialized. With the lowest composite scores, Assam too, suffers from unfavorable conditions for agriculture, in terms of land availability, irrigation facility, high concentration of ST population, remote setting and low level of interaction with developed regions, all this acting as an obstacle in achieving high level of agricultural development. The analysis of rural poverty and related indices reveals higher concentration of rural poor in the slow –growing , backward states like Bihar , Orissa, Madhya Pradesh and Uttar Pradesh. In these states, there still exist semi-feudal agrarian relation in the rural sector, with high concentration of scheduled caste and scheduled tribes. As against this, the incidence of poverty is much lower in the prosperous regions of Punjab, Haryana, Andhra Pradesh, Kerala etc, resulting into relatively higher variability in regional distribution of rural poverty. India must strive to break the cycle of poverty, credit burden and environmental degradation and improve the livelihood of farmers.

CHALLENGES AFFECTING ORGANISED RETAILING IN INDIA**MANOJ KUMAR SINGH****ASST. PROFESSOR****L. N. MISHRA COLLEGE OF BUSINESS MANAGEMENT****MUZAFFARPUR****ABSTRACT**

The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds a vast promise for retailers with its burgeoning spending power and a rising middle class. The US\$ 500 billion Indian retail market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and 'kirana' stores as of now. The organized retail segment is in its nascent stage and has a huge potential to harness in the sub-continent. Foreign giants like Wal-Mart and IKEA have recently received the Government's nod to enter into the Indian market, after making all the necessary compliances. This research paper provides the current status of the retail sector in India and the detailed information about the challenges faced by the retail sector in India. The paper includes the opportunities of retail stores, retail format in India and the recent trends in retail. This paper surveys the managers to understand the challenges impacting the retail sector. It concludes with providing the detailed opportunities available for the retail sector.

DECADAL ANALYSIS OF EFFECT OF LITERACY RATE ON CHILD LABOUR IN CONTEXT TO INDIAN U.T.'s

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ABSTRACT

Child labour in India is increasing day by day. Child labour means use of children (5 to 14 years of age) in factories, farms and mines. And we are very well aware of this fact that child labour is social problem. Child labour is work that harms children or deprives them from attending school. Today, around 215 million children are employed throughout the world. Official figures of India, alone, indicate that there are over 12 million child laborers in the country, though many NGOs estimate that the more accurate figure is a staggering 60 million children. So the present research paper will help us in creating awareness among public and will educate them regarding children's rights by applying statistical tool. In this paper we will correlate the growth rate of child labour with the growth rate of literacy rate of Indian U.T.'s. And this paper will help us to know that whether the literacy rate of India help to solve the problem of child labour or not.

ASSESSING THE IMPACT OF STORE AESTHETICS AND ADVERTISEMENT ON CONSUMER PERCEPTION TOWARDS BRANDED MEN'S ATTIRE: AN EMPIRICAL INVESTIGATION

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ABSTRACT

The spending power, willingness to spend and ability of customers has enlarged in India. The main aim of any business is to attract new customers and retain the existing customers. Keeping this in mind, businessmen have come up with the organized retail outlets and effective advertisements to attract new customers and to satisfy the needs of the existing customers in order to retain them. A well designed advertisement and properly maintained store not only increase store foot traffic, but also promotes the sale and maintains the brand identity. The present study contains the analysis and discussions in order to understand the customer perception regarded branded men's wear based on store aesthetics and advertisement effect. The survey was conducted on the basis of convenient sampling. The study will also reveal which brand is more preferred over others those are Levis, U.S.Polo Assn, Van Heusen, Puma and Addidas. The findings from this study were analyzed using factor analysis. The population of this research consisted of shoppers from Delhi. The sample of the study comprised of 200 shoppers. Respondents belonged to different age groups, income groups and occupations. A pre – structured questionnaire was used with a 5 point Likert rating scale to the consumers visiting apparel stores and a large number of respondents were also contacted in their houses, offices and colleges. The empirical results revealed that instead garments shop consumer prefers multi branded outlets and exclusive outlets. Therefore, brand preference should be created through effective advertisements. The results also revealed that product display in the store and theme of advertisement should be according to the offerings as men like formal, sporty, trendy and casual look.

ETHICS AND VALUES IN BUSINESS ORGANISATION

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ABSTRACT

The Objective of the paper is to discuss and brief our thoughts concerning ethical concerns and values in business. The key concepts of discussed in the paper are ethics, value of morals and their application to business. Organization practicing ethical code of conduct have been a step ahead as per as society and economy is concerned. Large number of companies are undertaking ethical code of conduct and highlighting their activities for credible performance and growth.

MACROECONOMIC VARIABLES AND ITS IMPACT ON STANDAND AND POOR BOMBAY STOCK EXCHANGE SENSITIVE INDEX

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ABSTRACT

This paper discusses the various macroeconomic variables and its impact on Indian stock market. The select macroeconomic variables like FDI, Gold Reserve, SDRs and Foreign Currency Assets and its relationship with stock market movement and predict market behaviour in future. Main objectives of the study are to find inter relationship between macroeconomic variables and its impact. Hypothesis testing was done using on Regression between S&P BSE Sensex and macroeconomic variables. The study period was 2004-05 to 2013-2014. The study is based on the secondary data collected from RBI Bulletin. The study reveals from the analysis that macroeconomic variables are influencing the S&P BSE Sensex. This simply concludes that in long term the Indian stock market is driven by macroeconomic factors.

TAX REVENUE AND ITS IMPACT ON ECONOMIC GROWTH OF INDIA: AN EMPIRICAL STUDY

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ABSTRACT

Tax has always been the driving fuel of the economy ever since the history of mankind. The same holds true yet for all the developed and developing economies including India. India has got some major taxes in the form of Corporation tax, Customs Duty, Excise Duty, Income and Services tax which form the major source of its revenue. This study was conducted to find the relationship between different kinds of taxes and GDP of India for years 1994-2014 using time series data. Statistical techniques used in analysis include Regression analysis, Unit root test, co-integration test, Breusch-Pagan-Godfrey, and so other tests for reliability of the study. The study shows that there is significant positive impact of taxation on economic growth of India with Income tax being least effective. Services tax apart from other taxes was found to be one of most productive in such a shorter span of time since its imposition (in 1994).

VALIDITY OF RETAIL SERVICE QUALITY SCALE (RSQS) IN UNORGANISED RETAIL OUTLETS LOCATED IN RURAL ENVIRONMENT

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ABSTRACT

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. Unorganized retail sector is still predominating over organized sector in India, and it constitutes 98% (twelve million) of total trade, while organized trade accounts only for 2%. These kirana shops are having their own efficient management system and with this they are efficiently fulfilling the needs of the customers. With modern management approach and efficient supply chain management organised retail creates big threats to this traditional kirana stores. It is only by improving their service quality, they can satisfy and retain their customers. It has become a significant subject because of its impact on customers' satisfaction. Hence, Service Quality has drawn attention of researchers and managers in recent decades (Zeithaml, 2000). The service quality factors have been considered by various researchers but no researcher considered the factors holistically. Good service quality means that the customers' perceptions of service preference meet or exceed their expectations of what the firm should provide. Among the models, SERVQUAL (Parasuraman et.al., 1995) is the most prominent and the most widely used. It has been widely tested for its validity (Bebacus and Brisler, 1992, Boltron and Drem, 1991: Cronin and Taylor, 1994). Kaul (2007) tested the applicability of RSQS in Indian specialty apparel store context and found RSQS not valid and suggested future research to develop a modified scale for the Indian context. Since only a limited number of studies have been attempted to measure service quality in retail stores of rural areas, there is a significant gap in the literature in this area of research. The present study addresses the gap by studying the applicability of RSQS in unorganised stores located in rural district of Theni, Tamil Nadu.

THE LEGAL ORIGIN OF THE PRINCIPLE OF 'FREE, PRIOR, INFORMED CONSENT' AND ITS APPLICATION TO NATURAL RESOURCE PROJECT DEVELOPMENTS

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ABSTRACT

Natural resources are key to development of many nations, based primary on the age old Smithian principle of comparative advantage. However, natural resource exploitation raises key problems to the indigenous populations in the areas of natural deposits, including, but limited to conflicts, environmental degradation, displacement, non recognition of cultural rights, destruction of cultural sites, and inequitable distribution of resources from the said exploitation. All these problems are compounded by institutional bottlenecks of government beaurocracy and corruption, as well as the legal and policy lacuna of various countries in respect to protection of such rights of the indigenous peoples. In the context of Africa, these problems are exacerbated by the current wave of exploitation led by China and India, which countries do not tie human rights and governance guidelines to their contracts of engagement with African governments. In this article, the author argues that it is only the principle of free, fair and prior informed consent that can lead to sustainable resource project development. However, there are key challenges, namely, corruption, secrecy, nepotism and lack of legal and institutional regime to enforce the principle of free prior informed consent. The author asserts that these can be addressed through effecting institutional reforms aimed at ensuring that the systems for natural resource project development are transparent and accountable; and to build technical expertise of the various government officials as regards to exploitation of natural resource development projects in indigenous territories.

THE HIPC INITIATIVE AND THE SUSTAINABILITY OF THE NATIONAL DEBT IN CAMEROON

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ABSTRACT

The objective of this study is to show that the HIPC initiative alone cannot be sufficient to ensure the long term sustainability of the national debt of Cameroon through the implementation of its mechanisms of debt rescheduling and debt reduction. The application of the Debt Sustainability Assessment method (DSA method) used by the Bretton Woods institutions has permitted us to show that the national debt is unsustainable when the HIPC initiative implements the debt reduction mechanism. This is due to the fact that it just takes into consideration the foreign debt which is only a part of the national debt. On the other hand, the use of the accounting method and the unit root tests over the 1980 to 2010 period has proven and confirmed the unsustainability of the national debt of Cameroon. Our study, by recommending the integration of the internal debt in the analysis shows that the achievement of debt sustainability passes through a sustainable impulse of economic growth, good governance, a good use of the available resources and the diversification of Cameroon production and exports.

THE IMPACT OF ADEQUATE AND AFFORDABLE HOUSING ON SUSTAINABLE DEVELOPMENT: A CASE STUDY OF RWANDA

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ABSTRACT

Adequate and Affordable houses are those that are designed, built and managed as: Healthy, durable, safe and secure; Affordable for the whole spectrum of incomes; Using ecological low-energy and affordable building materials and technology; Resilient to sustain potential natural disasters and climatic impacts; Connected to decent, safe and affordable energy, water, sanitation and recycling facilities; Using energy and water most efficiently and equipped with certain on-site renewable energy generation and water recycling capabilities; Not polluting the environment and protected from external pollutions; Well connected to jobs, shops, health- and child-care, education and other services; Properly integrated into, and enhancing, the social, cultural and economic fabric of the local neighborhood and the wider urban areas; Properly run and maintained, timely renovated and retrofitted. Sustainable development is a recognized principle for economic and social activities. Sustainable development is seen as a multidimensional process that links environmental protection with economically, socially and culturally sound development. Those links are referred to as a four-dimensional approach to sustainable development, highlighting the need for a harmonious association between environmental, economic, social and cultural dimensions. The present research, taking into account Rwanda as a case study, analyzed the real impact of Affordable Housing on Sustainable Development. Using Qualitative and Quantitative Methods, the research found that Affordable and Sustainable Housing is the sure solutions through which the tensions between economic development, social welfare and equality, urban growth, housing provision, access to clean energy, good quality residential services, and environmental conditions can be alleviated. Affordable Housing is central to sustainable development.

IMPACT OF LAND ACQUISITION ON SOCIAL CONDITIONS OF FARMERS

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ABSTRACT

Recently land acquisition becomes a burnt issue among academics, social activists, planners, politicians and common people. On the basis of primary data, this paper analyses the impact of land acquisition on the social conditions of the farmers in Rohtak district of Haryana state. The impact of land acquisition identified and included changes in occupational pattern, basic facilities of life, source of drinking water, domestic violence, alcoholism and use of cash compensation money for domestic consumption. The study is based on primary as well as secondary data. For the collection of primary data, we have adopted interview schedule and observations as major techniques. The sample size consists of 140 farmers from the Bohar village of Rohtak district. The secondary data have been collected from Haryana Urban Development Authority (HUDA) Office of Rohtak district, census of India 2011. The study revealed a significant change in social conditions of the farmers.

DOES THE QUALITY OF CORPORATE GOVERNANCE AFFECT THE FINANCIAL PERFORMANCE IN INDIAN IT SECTOR? AN INSIGHT

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ABSTRACT

Nowadays, Corporate Governance has become a major issue as scandals and meltdown of famous organisations create unstableness in the economy in many countries. The strong Corporate Governance frameworks are regarded as a mechanism to encourage flexibility and innovation and it also contributes to sustainable development of companies. The evolution of the information technology function has become important in recent years and it is one of the most significant growth contributors for the Indian economy. The Information Technology (IT), and its management plays an extremely important role in the creation and maintenance of the well governed company and is one of the major drivers of the current economic environment. Considering the importance of corporate governance in IT companies, the aim of the paper is to study the impact of corporate governance on financial performance of Indian IT companies listed on NSE Sectoral Index i.e., CNX IT Index. For this purpose, the data are being taken from companies listed on the National Stock Exchange (NSE) for the financial year 2012-13. The sample of the study constitutes all the 20 companies of CNX IT Index. The Secondary data has been collected for the financial year 2012-13 in the form of Annual Reports of Companies, research papers, articles and various websites. Four corporate governance variables were selected namely: Board Size, Board Independence, CEO Duality, and Audit Committee which served as the independent variables in the study. Moreover, the firm's financial performance as measured by Return on Equity (ROE) is considered as dependent variable. The results of regression analysis reveals that overall corporate governance mechanisms has a positive impact on the financial performance of IT companies in India.

AN EMPIRICAL ANALYSIS OF FINANCIAL SECTOR REFORM AND ITS IMPACT ON NIGERIAN ECONOMY (1980-2014)

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ABSTRACT

Financial sector is the backbone of any economy and it plays a crucial role in the mobilization and allocation of resources. Any reform carried out in it, the effect was extended to other parts of the economy representing a transformational moment for the economy and its people. This paper examines the financial sector reforms and its effect on the Nigerian Economy. The study adopts VECM models after stationary and cointegration test using annual data set covering the period of thirty four years. The empirical results show that financial sector reform has an impact on economic development in Nigeria. There exist longrun causation running from all the explanatory variables used as proxies for financial sector reform and economic development. The rate of lending and share trade ratio was found to be statistically significant, but other variables were however found to be statistically flawed that is they were so far been unstable. It is therefore recommended that measures should be put in place to correct macroeconomic instability, as the activities in all other sectors jointly affect each other. War against corruption should also put in place to help achieve the desired policy. Political stability should be improved so as to increase the capital flow of foreign investment vis-à-vis effective operation of the financial sector.

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