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A STUDY OF SERVICE MARKETING MIX IN PRIVATE HOSPITALS

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ABSTRACT

Indians are spending more than ever before on their healthcare. Noticeably increasing number of Indians are spending money on services of private hospitals for their well-being. From 1980's onward, and especially after the liberalisation, Privatisation and Globalization (LPG) policy of the Indian Government in the 1990's the growth of the Private Hospitals, which include nursing homes, small, medium and large private hospitals, has been rapid. According to the NSSO Survey (April 2016) people in India rely more on private hospitals, with 72% in rural areas and 79% in urban areas, being treated in the private sector. They dominate the healthcare industry in India, and is the largest health sector in the world. However there is a lack of national legislation or mechanism for registration of health establishments, and this aspect to implement laws on hospitals is left to the states. Private hospitals are run on a commercial basis. This means the hospitals should use the seven P's of marketing to give quality services to the patient. This paper studies the marketing of hospitals from the point of view of hospital owners and/or managers. The area chosen for study is the area of Sangli-Miraj-Kupwad Municipal Corporation and includes the study of Private hospitals listed under the District Industries Centre (DIC), Sangli. This area has a concentration of hospitals that treat patients from not only the local communities but also from neighbouring states and even foreign lands.

DEREGULATION OF PETROL AND DIESEL PRICES AND THE RESULTANT ISSUES IN MADURAI DISTRICT

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ABSTRACT

The petrol price was freed from Government in June 2010. Diesel price was deregulated partially in January 2013 and completely from October 2014. Among others it was expected that removal of Govt. control in fixation of prices would result in passing of benefits to the customers then and there. However, the indirect tax levied by the States at differential rates stand as a bottleneck to the benefits expected and State Governments take this an avenue to raise funds to contain their fiscal deficits. The revenue generated by Central and State Governments in recent years (2012-13 to 2014-15) with that of the revenue generated correspondingly a decade before (2002-03 to 2004-05) shows an increase in revenue to the tune of 188 per cent, 193 per cent and 167 per cent respectively in the three periods of comparison. A Study was conducted in Madurai District to know about the views of petrol bunk owners relating to the issues in pricing of petrol and diesel, the major findings are presented in this paper.

ROLE OF HOMESTAYS IN SUSTAINABLE DEVELOPMENT OF VILLAGE TOURISM IN WAYANAD DISTRICT

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ABSTRACT

The significance of Wayanad is that the entire district has a number of tourism locations which can be developed as Village tourism destinations. The process of liberalization in Kerala tourism policy in 1986 has made tourism as a cottage industry giving a lot of opportunities for the people who are living in tourism destinations. Government of Kerala has declared Wayanad as a tourism destination, and it provides with high economic turn over from this sector. There is great amount of scope for tourism expansion in this beautiful hill station with landscapes and mist clad mountains, exotic locations for Village tourism. Village tourism is sustainable and viable if properly managed by the local community. Wayanad also consists of small time tourism players who are ex-farmers and successful plantation owners and real-time tourism entrepreneurs. Mostly all tourism activities are handled by Individual land owners who were once into plantation, agrarian activities or tea/coffee manufacturers. As far as Wayanad is concerned, the local community is inter-weave into social fabric of the tourism entity. It is an advantage that tourism activities are directly derived by the local village community. It is evident that the tourism activities through Home stays have promoted community development in the villages to ensure their maximum participation in village tourism. Home stays actively involve local village communities for development of infrastructure; improving moderate facilities for the tourists, in return they provide income and employment opportunities on a regular basis to the local village folk. Travel and Tourism is the world's largest industry and national and regional economies. It has great strategic importance for Kerala's economy due to its capacity for wealth-generation and job-creation. According to the World Travel and Tourism Centre (WTTC) statistics, an investment of Rs 12 lakhs in tourism creates 89 jobs, as against 45 in agriculture. It is often seasonal and mainly generates part-time and unskilled jobs for local people. Further, if not planned carefully, tourism can be destructive of culture and local traditions. Effective promotion of Village tourism can be sustainable model for struggling tourism of Wayanad. The research scholar is trying to present in this paper about the host community through home stays participation in the various facades of village tourism in Wayanad. This paper wish to suggest points on the role of home stays and recommend tangible ways on which village tourism can be developed in Wayanad District.

A STUDY ON THE RELATIONSHIP BETWEEN TAIWAN SEMICONDUCTOR PRODUCTIVITY AND MACROECONOMIC FACTORS

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ABSTRACT

The use of operating revenue represents a productivity for the supply chain in the semiconductor industry. The semiconductor industry in Taiwan, from the upper, middle and lower the formation of the supply chain between each other, in Taiwan Semiconductor is a very important industry, accounting for Taiwan's GDP about 20 percent. However, Taiwan is an island country, exports are very important for Taiwan's economy, thence the purpose of this study want to explore on the relationship between Taiwan semiconductor productivity and macroeconomic factors. Via Taiwan Economic Journal data, we choose nine variables; operating revenue, North American semiconductor book-to-bill ratio, Export Price Index (EPI), Export order, Rediscount Rate, exchange rate, Taiwan weighed stock index, foreign direct investment, unemployment rate during the first quarter of 2008 to the first quarter of 2015. Augmented Dickey-Fuller test of Level was discovered that some variables have unit root. So that nine variables run co-integration, we found rejecting the null hypothesis, expressed nine variables had a long-term and stable relationship. Further, Granger Causal test obtained that Taiwan weighed stock index vs EPI and Rediscount Rate vs exchange rate both are bidirectional causality. Then, ARDL Model executed a total of 256 combinations, which ARDL (2,2,2,2,2,2,2) was best.

ASSESSMENT OF THE PARTICIPATION OF WOMEN IN AGRICULTURAL COOPERATIVE SOCIETIES IN ANAMBRA STATE, NIGERIA

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ABSTRACT

This study examined the participation of Women in Agricultural Cooperative Societies in Anambra State, Nigeria. Data for the study were derived from the four agricultural zones (Aguata, Awka, Anambra and Onitsha) of the state. Three hundred and fifty-six respondents were randomly selected from the zones. Descriptive analytical methods were extensively used. These include frequency distribution tables, percentages and average mean. To determine the extent to which women are involved in the leadership of the cooperatives and also the women's involvement in deciding goals, five points likert scale analysis were employed. For the hypotheses posed, inferential statistics were used to analyse the formulated hypotheses. Hypotheses one and two were tested with paired t-test model. The result revealed that women participate significantly in agricultural cooperative goal setting and decision making process. Finally, the result showed that women were involved significantly in the implementation of activities of the agricultural cooperative societies. Optimal realizations of these objectives were hindered by gender discrimination, poor access to extension services, cultural hindrances; illiteracy and weak educational background e.t.c. In order to overcome these challenges, proper education, skill acquisition and training should be given to women. Again, there should be no discrimination on whom to assume the executive positions, everyone should be given equal opportunity to democratically participate in the management of cooperative business. This will encourage the women and motivate them to superior performance.

OPTIMAL EFFICIENCY OF INNOVATIVE DESIGN FOR PRODUCT DEVELOPMENT**CHENG-WEN LEE****PROFESSOR****DEPARTMENT OF INTERNATIONAL BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****BING-YI LIN****RESEARCH SCHOLAR****COLLEGE OF BUSINESS****CHUNG YUAN CHRISTIAN UNIVERSITY****TAIWAN****ABSTRACT**

Due to help enterprises today dealing with multi purposes in the market, we need to create a design, that would break the stereotype of traditional design process. So that modification of organization in product strategy is needed. Namely observe the trend of market and the demand of quality, the designer should apply the customer satisfaction questionnaires, and analyze them with various experimental processes. These methodologies would help designers to have better understanding of their customers and judge the market size and clustering validity, by diverse product strategies for dealing with today's rapid changing. Taking innovative design on telephone as an experimental case, can investigate how to lead the product to market-oriented and customized management concepts, which creative design ability is utilized for a product. Accompanied with an innovative product value, the product can animate the progress of the development of the enterprise management, which has become the main issue on the social and economical development in every developed country.

AN ECONOMIC ANALYSIS OF COIR CO-OPERATIVE SOCIETIES: A CASE STUDY EAST AND WEST GODAVARI DISTRICTS OF ANDHRA PRADESH

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ABSTRACT

Co-operativisation in coir sector was an important step to contribute to the steadily growth of the coir industry. The Present study is mainly focused on performance of Coir co-operative societies in East and West Godavari Districts of Andhra Pradesh. The Government of Andhra Pradesh is making earnest efforts to uplift the industry by providing all assistance, including finance, to the public sector and co-operative units in the industry. A number of high power committees have been formed for conducting studies and for making recommendations to the Government. In addition to it a number of research studies have also been done in this field. But all these studies are partial ones., dealing only with the processing sides of the industry under the co-operative fold. Hence an attempt is made to evaluate the performance of CCSs. The performance is evaluated with respect to financial performance and adherence to their objectives of Co-operativisation. Further the study was focused on level of participation of members in affairs of Coir Co-operative societies. Major findings of the study show that 70 per cent of Coir Co-operative societies surveyed were incurring losses.

GENDER PREFERENCES IN BRAND COMMITMENT, IMPULSE AND HEDONIC BUYING IN THE PERSONAL CARE SECTOR IN PUNE

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ABSTRACT

The purpose of this study was to understand the differences in behaviour of male and female buyers and thus their consumption pattern in an industry which has a lot of unisex products. The study measured the gender preferences in the Personal care segment in terms of Brand Commitment, Impulse and Hedonic Buying in Pune Primary data was collected for this purpose. The paper attempts, on the basis of the primary data, to draw an analysis of the above mentioned parameters for better understanding of the retail market in general. The study was limited to people who visited departmental stores and supermarkets. The researchers have tried their best to record inputs from various strata of society so as to keep the study unbiased and thereby made sure that the inference so achieved is useful for further study of the retail market, especially in Pune. The benefit of such a study is an endeavour to improve the customer service and make better products by understanding the consumer buying behaviour in personal care segment.

FINANCIAL ANALYSIS OF PAPER INDUSTRY IN TAMILNADU: AN EMPIRICAL STUDY

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ABSTRACT

The study was basically restricted to companies listed in Bombay Stock Exchange. A random sample of two large size (TNPL) Tamil Nadu Government owned paper manufacture company and private owned (SPBL) paper companies have been taken for the present study. The study has covering a period of ten years from the financial year 2005-06 to 2014-15. A very high positive correlation between sales and PAT observed in TNPL and negative correlation evidenced in SPBL. The alternative hypothesis is accepted in TNPL. the null hypothesis is accepted in SPBL, which means that there is no relationship between sales and profit after tax. Capacity utilisation and production performance is very low in SPBL when compare to TNPL.

GREEN CSR PRACTICES: HR AND SCM - A STRATEGIC PERSPECTIVE: A CASE STUDY BASED REVIEW OF COGNIZANT

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ABSTRACT

This paper aims at exploring the Green CSR practices of one of the leading IT companies, Cognizant. It also analyses how Cognizant has challenged itself in the area of sustainability to solve society's issues and concerns. This case analysis includes Green HR and Green SCM practices implemented by the company. It includes both internal and external initiatives conducted by Cognizant. The information collected for the case analysis is from secondary research. Cognizant has chosen three key areas for implementing sustainability initiatives which according to them create significant impact on both internal and external environments. The three key areas are Educational opportunity, Environmental stewardship, and Employee development. This paper analyses CSR practices of a specific company; those can't be generalized to other companies. The study however demonstrates how the actual implementation of CSR practices is done in the organization.

IMPACT OF MACROECONOMIC VARIABLES ON PROFITABILITY OF LISTED GOLD LOAN COMPANIES IN INDIA

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ABSTRACT

Gold loan is very old financial product in India and previously it was used by only unorganized private players. Varied interest rates, multiple repayment options, low disbursal time, secured and multipurpose features attracted Non-Banking Financial Companies (NBFCs) to this business. Organized players significantly gain the market share and provide transparent mechanism to the customers. Financial performance of companies can be affected by various determinants. It can be fairly classified in two categories such as; internal determinants and external determinants. Gold loan business of NBFCs is also exposed to these determinants. The objective of this paper is to explore and analyze the impact of external determinants on the financial performance of selected listed gold loan NBFCs in India. Period of the study will be considered 2009-2010 to 2013-2014. By using Correlation and Multiple Regression Analysis, the study will reveal the impact of external determinants on financial performance of selected listed gold loan NBFCs.

**THE REASONS FOR FACULTY ATTRITION IN HIGHER EDUCATION INSTITUTIONS
PROVIDING UG COURSES AND THEIR RETENTION STRATEGIES
(WITH SPECIAL REFERENCE TO SELF-FINANCING COLLEGES IN THE CITY OF BANGALORE)**

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ABSTRACT

Attrition is reduction in the number of employees through retirement, resignation or death. There can be many reasons for an employee to leave an organisation: he may be getting higher job position in some other company or he may want to change his profession or he may leave an organisation for higher studies, dissatisfied work environment, lack of support and motivation, work stress and pressures etc. In the current scenario of high economic growth and rapid globalization, the fight for talent is becoming increasingly intense. An organisation/institution invest high amount of money for their recruitment, selection & training and if employees leave the job in short while seeking new opportunities it will lead to the loss of resources and time for the institution. This paper examines the reasons for the employee attrition with regard to the self-financing colleges in the city of Bangalore. This paper seeks to identify reasons that facilitate the attrition and suggest some of the retention strategies to reduce the turnover of faculties in higher education institutions.

A PROFILE OF THE GIRL CHILD IN INDIA

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ABSTRACT

The girl child is a valuable asset of a nation. She is our future. She is to be protected against discrimination in education, skill development and training so that she is able to lead a life free from all forms of discrimination. She has been facing many problems in her life such as early marriage, malnutrition, child abuse, trafficking, physical assault, kidnapping etc. These have been distorting the demographic, health, education and social status of the girl child. She has the potential to become leaders. All the present forms of discrimination against her has to be curtailed by taking stringent action by the government and the mindset of the people should change for the good. A girl child today is a tomorrows woman. So protect her and uplift her in all walks of life.

WOMEN'S PARTICIPATION IN MGNREGA IN INDIA

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ABSTRACT

Despite the dramatic reduction of poverty in India over the past 7 years, poverty has not been fully eradicated in rural areas and, in the context of growing inequalities, it remains a national concern. Although 109.8 million rural poor are come out from poverty and Poverty ratio is dropped up to 25.7% from 41.8% during 2004-05 to 2011-12 in rural areas. The changing socio-economic space in India has given immense reason to locate the women's work position in MGNREGA after its inception in India. This paper examines the women participation in MGNREGA work program launched in several states of India in February 2006, with a view to understanding both the challenges and achievements of this pro-poor programme in India. Using secondary data, we first highlight the current key indicator of MGNREGA at national level, demonstrating mix performance of the program towards the poor. Second, participation of women work force in MGNREGA work program provide evidence of increasing participation at national level and at a disaggregated state level, women's participation varies across states. The states having high sex ratios have high women's participation rates and in poor states vice-versa. Finally, to examine the women work force in all states under MGNREGA scheme in India, and evaluation of women work force in MGNREGA scheme.

A STUDY ON THE INFLUENCE OF BRAND AMBASSADOR ON BUYING BEHAVIOR OF CONSUMERS OF CYCLE PURE AGARBATHIES: WITH SPECIAL REFERENCE TO MYSURU CITY

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ABSTRACT

In the present times 'celebrity endorsement' has mesmerized the business world and has led to massive debate on whether it really contributes to the brand building process or whether it is just another lazy and costly tool to make the brand more visible in the minds of the consumer. The companies invest huge amounts as advertising expenditure for hiring the right celebrity. The consumer perceives the brand as having superior quality because it has been endorsed by a credible source. To understand the reasons for the influences of the brand ambassador and their impact on consumer's buying behavior, this researcher has done the field study on consumers of cycle pure Agarbathies in Mysuru city. It has been observed that the presence of a well-known personality helps in solving the problem of over communication that is becoming more prominent in these days; there are a few undesirable impacts of this practice on the brand. This paper concentrates on the apparent benefit that whether consumers buy a product just because it is endorsed by his favorite personality or it is just that they have the need to buy the product.

INVESTORS PERCEPTIONS TOWARDS MUTUAL FUND INVESTMENTS IN TRUCHIRAPPALLI DISTRICT

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ABSTRACT

The research carried out the study with the purpose to analyze the "Investors Perception towards various types of Mutual Funds' Investments in Tiruchirappalli district". It monitors to attention towards the possibilities of measuring the prospects and fulfillment level of more mutual fund schemes. It also aims to advise methods to improve the present level of perception. The study will help the secure in understanding the expectations, future needs and requirements and complaints of the investors. The study required been dedicated mainly towards the promotion of schemes or concept in the Trichy mutual fund intermediaries. The research can be used the Descriptive type of research design. The research used the Primary data collection method by framing a structured Questionnaire. The research went with suitable type of sampling method in his study. The sample is taken as 250 by the researcher. For the purpose of Analysis, the data and Interpretation the researcher used the following statistical tools viz. simple statistical tools like mean, standard deviation, correlation. To measure internal reliability (consistency) of the data Cronbach Alpha test has been employed. The study further employs Kaiser-Meyer-Olkin calculation of sampling adequacy, Bartlett's Test of Sphericity and factor analysis as a tool of dimension decreasing.

IDENTIFY THE NEED FOR DEVELOPING A NEW SERVICE QUALITY MODEL IN TODAY'S SCENARIO: A REVIEW OF SERVICE QUALITY MODELS

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ABSTRACT

The service industries are mostly customer driven and their survival in the competitive environment largely depends on quality of the services provided by them. Due to the increasing competition in the service sector, customer service is an important part of the organizational growth. The key lies in improving the service selectively, paying attention to more critical attributes as a part of improved customer satisfaction. A large number of research studies for service quality take place in the context of developing countries. There are various models suggested by many authors in relation to service quality but no model take all attributes of service quality. The main objective of this paper is to critically appraise various service quality models and identify issues for future research based on the critical analysis of literature. This study aims at evaluating the different service quality models given by different authors and identifies the need for developing a new model in today's scenario. This study examines 19 models of service quality. Findings of the study explore new model and direction in service quality improvement for different sectors. Data for this study is collected from secondary sources. The empirical findings not only priorities different parameters of service quality but also provide guidelines to focus on the other parameters on which the marketer need to improve.

IMPACT OF FDI IN SERVICE SECTOR ON ECONOMIC GROWTH OF INDIA

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ABSTRACT

In 1991, liberalization, privatization and globalization aimed at making the Indian economy a faster growing economy and globally competitive. This paper overviews the inflows of FDI in Indian service sector which impacted the growth of Indian economy positively. FDI is a tool of economic growth through its strengthening of domestic capital, productivity and employment. FDI also plays a vital role in the up gradation of technology, skill and managerial capabilities in various sector of the economy. The present Paper analyzes the significance of FDI inflow in Indian service sector. Service sector is the fastest growing sector in India, contributing significantly to GDP, GDP growth, investment, employment and trade. India is a major proponent of liberalizing service in both in WTO and its bilateral trade agreement share of service in India's GDP rose from 51 percent (2001-01) to 57 percent (2013-2014). This paper also features the inflow of FDI in various sub-sector of service sector like financial and banking services etc. The Paper also identifies a number of barriers faced by service sector and suggests policy measures which will enhance growth of Indian economy. In this research paper we have dealt with the effect of FDI inflows on the Indian economy over the period of 2002 to 2014. The statistical model was developed on economic data to investigate the relationship between FDI inflow in India, FDI inflow in service sector and GDP of Indian economy. This analysis has revealed that foreign direct investment has positive and significant impact in GDP.

FINANCIAL OBSTACLES AND DISPUTES FACED BY STEEL INDUSTRIES OF INDIA

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ABSTRACT

Finance is the most important and essential pillar of a steel industry to make it stand strongly. For steel makers it is very important to meet the needs of the customers of the respective country is most important to earn more revenue. At the same time, it is again important to create new customer and new market for the industry to add more brand value and financial strength to it. During the establishing and running of the industry, the respective industry faces various financial problems which affect the revenue of that industry directly or indirectly. It is very much challenging for the industry to follow a competitive and effective manufacturing and operation process which must be cost effective. To attain the required profit and high revenue the financial problem must be identified and solved. In this view all the financial experts should put their efforts to diagnosis the respective problem and solutions with that. In this paper we are trying to identify and analyze the various financial aspects that create an opaque surface on the way of development of steel industries. Along with that we have tried to show some solutions and suggestions to overcome it.

CORPORATISATION OF GOVERNMENT: CORPOCRACY

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ABSTRACT

All these years, we have known Capitalism, Socialism, Communism, Dictatorship, Totalitarian, Theocracy, Monarchy, Parliamentary, Republic, Anarchy, Totalitarian, Oligarchy/Plutocracy, Democracy, etc. 'Corporatisation of Government - Corpocracy' is a novel concept, not in practice anywhere across the world yet. It is a way of running a nation's Government based on Corporate Structure. The primary purpose behind this idea is to enable higher level of accountability and transparency on the part of the Government. Also, it would enable the Government body to raise funds and effectively manage the working of their territory. This would take the State from 'Politicalisation' stage (full of confusion and non-transparency) to a very less or no chaotic 'Corporatisation' stage (full of able administration and transparency). Now the question is how would the Government undergo 'Corporatisation' and how is the monitoring possible? Well, an answer to this question is by using the financial forces to govern the course of action of the Government. That is, by floating shares in the open market through Stock exchanges and thus, enabling them to tap the untapped investment of the citizens of the country. This would involve launching of an Index representing the position/ condition/ status of each state. Each Index will represent the state of affairs in corresponding state. The Index position will reflect several indicators which will be computed by a Centralised Statistical Institute at regular intervals. This concept can be used to create a new financial product as well, that can be used for running on similar lines. As the investment in the Government is by the people, of the people and for the people, it is on lines with the principles of democracy in true sense and spirit. There are going to be several repercussions in legal, economic, political, international, financial dimensions during implementation stage. However, this paper is an attempt to introduce the concept at a primary level.

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