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**MEASUREMENT MODEL FOR ONLINE GROCERY PURCHASE INTENTION**

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**ABSTRACT**

*Online grocery shopping has been adopted by majority of people in metros however the consumers in tier I and II cities remain untapped by online grocery retailers. To remain competitive most of the online grocery retailers have started targeting tier I and II cities in India. The choice of consumers in selecting physical store or online store for grocery purchase lies based on the preference of the consumers. Hence, it becomes essential to identify and explore the factors influencing online grocery purchase intention of consumers. This study aims to identify the factors influencing online grocery purchase intention and development of a research instrument. Confirmatory Factor Analysis was carried out in AMOS and a measurement model was developed and validated in the study.*

# A STUDY ON WORK LIFE BALANCE OF IT EMPLOYEES IN COIMBATORE NORTH ZONE

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## **ABSTRACT**

*It a well known fact that work life balance is an important factor to be considered in the job life. Various organizations are implementing more number of work life balance methods and strategies in their organization to have a better employee force. It is clearly evident that work life balance has a direct impact on employee retention, job satisfaction and job stress. An attempt is made in this study to analyze and review the work life elements, influence towards employees work life balance as well as job satisfaction. For this a study had been undertaken and been explored in the IT employees of Coimbatore North Zone. For this a structured questionnaire was prepared based on the elements of work life balance and circulated to the IT employees. The study collected the data from 110 respondents and analyzed using statistical tools such as ANOVA, correlation, chi square and percentage analysis. The paper also tries to find out causes of work life balance and possible remedial measure.*

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# **ANALYTICAL SURVEY OF FOREIGN DIRECT INVESTMENT IN INDIA SINCE 1991: ISSUES AND CONCERNS**

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**Dr. ROSY MISHRA  
ASSOCIATE PROFESSOR  
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## **ABSTRACT**

*Foreign Direct Investment is an investment made by a foreign individual or company in productive capacity of another country. It is the movement of capital across national frontiers in a way that grants the investor control over the acquired asset. It has gained importance globally as an instrument of international integration. Capital is the heart of the body of national economy. As heart plays an important role in human body, similarly capital plays an important role in the economy. Foreign Direct Investment has helped India to attain a financial stability and economic growth with the help of investments in different sectors. Foreign Direct Investment has boosted the economic life of India and on the other hand there are critics who have blamed the government for ousting the domestic inflows. Now-a-days Foreign Direct Investment is considered to be a major source of funds which may contribute to increase the economic growth rate of the developing countries. Saving capital and investment along with human resources are essential for economic development. But due to shortage of domestic capital prevents the growth of developing countries. Foreign Direct Investment and foreign capital can overcome these constraints for growth of emerging countries. Foreign Direct Investment has the potential to play a major direct role for a country's development. In this paper, an attempt has been made to show the global view on Foreign Direct Investment trends in recent years. It also shows deterrents to Foreign Direct Investment flows into India and measures to improve its environment in India.*

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## KNOWLEDGE AND ATTITUDE REGARDING BLOOD DONATION DURING PANDEMIC - COVID 19

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### ABSTRACT

*In this Covid-19 situation which is globally spread, accessibility of blood is a significant worry to the general public. Various challenges have been hampering unshakable blood blessing in this period. The aim of this paper is to examine the awareness as well as attitude of people regarding blood donation during crisis of covid-19 for this purpose descriptive study was conducted through structured questionnaire of hundred samples of Navsari Region (Gujarat) and through analysis it is found that major reason for not donating blood in this pandemic is the fear of getting corona. Major respondents have no idea about the facts and services provided for safe blood donation. In fact, the study reveals that there is no relation between education qualification and awareness about blood donation.*

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**IMPACT OF COVID-19 ON EDUCATION SECTOR IN INDIA**

**Dr. ANIRUDDHA SARKAR**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**VIVEKANANDA MAHAVIDYALAYA**  
**HARIPAL**

**ABSTRACT**

*The spread of pandemic due to Covid-19 has drastically disrupted every aspects of human life including education. It has created an unprecedented test on education. In many educational institutions around the world, campuses are closed and teaching-learning has moved online. In India, about 32 crore learners stopped to move educational institutions and physical classroom teaching brought to an end and government, so far, has declared so many conscious and preventive precautionary measures like total lockdown of entire economy, partial lockdown of containment zones, unlocking phase-1 and phase-2 and so on to maintain safe distances among people to minimize its vast spread as India is one of the high population density countries in the world. Despite of all these challenges, the educational institutions have reacted positively and managed to ensure the continuity of teaching-learning, research and service to the society with some tools and techniques during this pandemic lead to announce 250 billion dollar stimulus package by the government of India to revive this sector. The present study, therefore, is to design and understand the student's perspective, attitudes and readiness about online classes being conducted at the educational institutions and also focuses on the central and state governments' initiatives that have already been taken and have to be taken in future to boost online learning in India.*

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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