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# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF EXPORT BARRIERS ON PALMYRAH JAGGERY EXPORT PERFORMANCE IN TAMILNADU  K. SHAJITHA & T. JEYANTHI VIJAYARANI	1
2.	LABOUR SUBSTITUTION BETWEEN MIGRANT AND LOCAL RESIDENTIAL WORKERS IN URBAN HOUSING SECTOR OF ASSAM BICHITRA HIRA	2
	REQUEST FOR FEEDBACK & DISCLAIMER	3

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

# **JOURNAL AND OTHER ARTICLES**

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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# IMPACT OF EXPORT BARRIERS ON PALMYRAH JAGGERY EXPORT PERFORMANCE IN TAMILNADU

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#### **ABSTRACT**

India is the largest consumer and producer of palm jaggery in the universe. Palmyrah jaggery extracted from Palmyrah palm has high sucrose and more minerals that cure numerous problems of a general human being. Exporters are exporting Palmyrah Jaggery to enjoy the same benefits in international countries. While exporting the products, the exporters face stringent regulations, competition, and more. So, the study finds out how export barriers influence export performance in Tamilnadu. These barriers measures in quantitative research methods and the outcome reveal that the exporter's challenges are insufficient production capacity, absence of government assistance and limited information about the products in the market. Such problems affect the exporters to export products to the international market. Finally, the effect of barriers strongly associates and affect export performance in Tamilnadu.

# LABOUR SUBSTITUTION BETWEEN MIGRANT AND LOCAL RESIDENTIAL WORKERS IN URBAN HOUSING SECTOR OF ASSAM

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# **ABSTRACT**

A large number of migrant workers from other states of India and the neighbouring countries inflows incessantly into the thriving economy of Assam since the pre-independence. A sizeable portion of such migrants having low education attainment, low skill and experience have participated in the construction works in the housing sector of the state and hence, led to an increase in the total supply of labourers in the local labour market of the state. However, most of such migrant workers by virtue of their ability to work hard and diligent nature lure the interest of the employers and hence, are replacing a large number of the local residential workers from their jobs. Thus, migrant workers produce strong substitution effect, which have created chronic unemployment problem among the local residential workers in building construction sector of the state.

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