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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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# A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING AT ST. THOMAS GERMAN CHAMBER TILES FACTORY, PANAGUDI, TIRUNELVELI DISTRICT

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## ABSTRACT

*Employee grievances transpire in each & every workplace. Handling the grievances is a challenging and a huge task. It is very important to understand how grievances were handled in industries and also what is the process followed in managing the grievances. Grievance may be of any kind of dissatisfaction with regard to pay, promotion, suspension, working condition etc. This study focuses on understanding the effectiveness of Grievance Handling Mechanism in ST. Thomas German Chamber Tiles Factory, Panagudi from the perspective of employees. The objective of the study is to find the effectiveness of grievance handling mechanism followed in factories. Questionnaire was the tool to collect the data from employees and convenience sampling is used to select the samples for the study. The sample size was 173 and the tools used for analysing the responses were Percentage analysis, Mann whiney U Test and Wilcoxon Test. The study outcome revealed that grievance management system followed in factory is very effective and most of the employees were satisfied with the grievance management mechanism being followed by the ST. Thomas German Chamber Tiles Factory, Panagudi.*

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**UNVEILING THE BRAND LOVE: A BIBLIOMETRIC ANALYSIS**

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**ABSTRACT**

*The aim of this study is to examine articles on brand love over an 18-year time span (2005-2023) to develop a comprehensive and better understanding about the concept. Scopus database was used and regardless of the approach used within the papers, a total of 964 results were obtained, out of which 227 (only open access papers were taken into account) documents were subjected to bibliometric analysis. This study identified seven main research areas (humanizing brands, brand love, consumer behavior, corporate social responsibility, sustainable development, social media marketing and word of mouth), which were analysed and discussed, seeking to identify the relationship between research in each area. This study adds to the body of knowledge on the subject by offering a systematised understanding of brand love and also offers insights about how brand love can be leveraged by institutions and managers. Additionally, this study outlines its limits, demonstrating that even while this body of knowledge is expanding, the complexity faced by managers when it comes to execution offers several opportunities for future research, which are discussed towards the end.*

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