

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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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.

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- 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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# PERFORMANCE OF KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) IN INDIA

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## ABSTRACT

*Khadi and Village Industries Commission (KVIC) established under the Khadi and Village Industries Commission Act, 1956 (61 of 1956), is a statutory organization under the aegis of the M/o MSME, engaged in promoting and developing Khadi and village industries (KVI) for providing employment opportunities in the rural areas, thereby strengthening the rural economy. KVIC has been identified as one of the major organizations in the decentralized sector for generating sustainable non-farm employment opportunities in rural areas at a low per capita investment. It undertakes activities like skill improvement, transfer of technology, research & development, marketing etc., and helps in generating employment/self-employment opportunities in rural areas. In this paper it discussed with the Plan outlays to KVIC, Performance of KVI Sector in India, Small Major Schemes being implemented by KVIC includes, (i) Prime Minister's Employment Generation Programme (PMEGP), (ii) Work shed Scheme for Khadi Artisans, (iii) Khadi Reform and Development Programme (KRDP) (iv) Interest Subsidy Eligibility Certificate (ISEC) Scheme, (v) Market Development Assistance (MDA), (vi) Product Development, Design Intervention and Packaging (PRODIP), (vii) Rural Industries Service Centres (RISC) and Performance of the Central Sliver Plants (CSPs)*

**COST MANAGEMENT PRACTICES IN INDIA: AN ANALYTICAL STUDY****DR. SAMBHAVNA GUPTA****FACULTY****DEPARTMENT OF MANAGEMENT STUDIES****FAIRFIELD INSTITUTE OF MANAGEMENT & TECHNOLOGY****NEW DELHI****DR. R. K. SHARMA****PROFESSOR****BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH****NEW DELHI****DR. M.S.S. RAJU****PROFESSOR****SCHOOL OF MANAGEMENT STUDIES****INDIRA GANDHI NATIONAL OPEN UNIVERSITY****NEW DELHI****ABSTRACT**

*The present study of 53 CFOs of corporate India captures the development in the cost management practices such as accounting for overheads, applications of budgetary control and standard costing. In addition to traditional cost management techniques it also deals with applications of contemporary management tools such as activity-based costing. The hypotheses in general deal with the difference in the practices across sectors, stages, and level of adoption of contemporary cost management techniques. The firms are successful in capturing accurate cost and profit information from their ABC cost systems for value chain and supply chain analysis. The results suggest that the firms have better insight for benchmarking and budgeting with ABC cost system yet the consistency in their priority of budget goals is lacking unlike the firms who are using traditional costing systems. However both the ABC and traditional cost system users have clarity of reasons for effective implementations of planning and budgeting process in their organizations. There is no significant difference in the application of standard costing between the ABC-users and the traditional costing system users. This implies that the use of activity-based cost systems and standard costing is not mutually exclusive. There is a widespread use of sales variances and material variances vis-à-vis labour and overheads cost variances.*



# IMPLICATIONS OF INFLATION ON INVESTMENT DECISIONS: AN EMPIRICAL STUDY

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## ABSTRACT

*In today's complex business environment, making capital budgeting decisions are among the most important and multifaceted of all management decisions as it represents major commitments of company's resources and have serious consequences on the profitability and financial stability of a company. It is important to evaluate the proposals rationally with respect to both the economic feasibility of individual projects and the relative net benefits of alternative and mutually exclusive projects. The growing internationalization of business brings stiff competition which requires a proper evaluation and weightage on capital budgeting appraisal issues viz. different project life cycle, impact of inflation, analysis and allowance for risk. Therefore financial managers must consider these issues carefully when making capital budgeting decisions. Inflation is one of the important parameters that govern the financial issues on capital budgeting decisions. This paper aims to analyze the issues in the area of effects of inflation on capital budgeting decisions for optimum utilization of scarce resources.*

## STUDY OF THE EDUCATIONAL LEVEL AND IT'S INFLUENCE ON MALL SHOPPING BEHAVIOUR

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**URJANI**

### ABSTRACT

*One of the demographic variables, Education, has been studied to understand its influence in clustering mall shoppers and accordingly an attempt has been made to propose strategies based on education level of shoppers in a manner motivating them to take appropriate decisions while shopping from malls of their choice. The study undertaken is an extension of scholarly research work i.e. why only one demographic variable has been discussed here. The study has been conducted in select shopping malls in Delhi and NCR. Clustering technique has been used for the purpose. The shoppers have been clustered into Mall Visitors and Mall Shirkers. It has been observed that most of the shoppers who visited malls were undergraduates based on the sample surveyed. Accordingly, shopping mall managers need to focus on youth-centric strategies. The youth also constitute major portion of Indian population. This would help them position their malls effectively.*

## THE NETWORK CONFIGURATION OF AN OBJECT RELATIONAL DATABASE MANAGEMENT SYSTEM: A REVIEW

**DEEPSHIKHA**  
**ASST. PROFESSOR (CSE)**  
**VAISH COLLEGE OF ENGINEERING**  
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### ABSTRACT

*By using distributed processing, processes are split up between the database server and client application programs. The server is an object relational database management system (DBMS). The DBMS handles all the responsibilities of the server. The networking and implementation of the Oracle Database Management System (ODBMS) requires developers to have knowledge of the UNIX operating system as well as all the features of the Oracle Server. Oracle combines the data physically located on different computers into one logical database that can be accessed by all network users. The software is developed to work under different operating systems. The workstations running the database application concentrate on the interpretation and display of data.*

## **ISLAMIC BANKING: AWARENESS AND PERCEPTIONS (A STUDY WITH SPECIAL REFERENCE TO SOUTH INDIA, INDIA)**

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**UTHAMAPALAYAM**

### **ABSTRACT**

*Islamic Banks almost non-existent 30 years ago, has risen to become a trillion dollar industry to-day. The sector, though small in global terms, appears to have held up well in the present crisis, with the Asian Development Bank putting annual growth at more than 50% over the next 5-10 years. Long focused on a Potential global market of 2 billion Muslims, Islamic Banking is now drawing drastic attention from players all over the world. Now- a-days major establishments such as Al Rajhi Bank of Saudi Arabia, the Kuwait Finance House and Malaysia's Islamic Bank may compete with western financial institutions such as Barclays, HSBC and Deutsche Bank. Islamic banking has been on the rise in the Asia – Pacific region which now accounts for 60% of the global Islamic banking market. It is no longer a novel experiment. They come in all shapes and forms. If London, Singapore, Hong Kong, Tokyo and Paris can become hub and house of Islamic finance and banking, why not Mumbai and Cochin? The success of Islamic banking in India lies in the awareness and perceptions of the people in India about this system, despite its proven utility in the present global scenario. The present study is an earnest attempt in this direction.*

# **A STUDY ON COMPETENCY MAPPING OF THE EXECUTIVES AND ITS IMPLICATION ON THEIR PERFORMANCE WITH SPECIAL REFERENCE TO MNC, CHENNAI, INDIA**

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## **ABSTRACT**

Competency mapping is the process of identification of the competencies required to perform successfully a given job or role or a set of tasks, at a given point of time. Basic competencies required to do the job, which do not differentiate between high and low performers. Performance competencies are those that differentiate between high and low performers. The professional competencies are equal to the occupational competencies described below. They are usually the competencies you have to show in an interview for a job. The research studies focus on competencies which help organization to increase the effectiveness of executives. This study helps in increasing HR activity. Even performance appraisal can also be increased. Also executives can identify themselves where they stand in level of competencies. It also emphasis on providing with more training program. This study is conducted at MNC's in Chennai, India to map various levels of competencies which is required for the executives. Identifying and development of the competencies in organization enable better performance management as well as reward and recognition systems leading to career and succession planning programmes. Also competency mapping is a strategic HR frame work for monitoring the performance.

**QUALITY MANAGEMENT PRACTICES IN HIGHER EDUCATION****SHEETAL DUBEY****ASST. PROFESSOR****ACROPOLIS INSTITUTE OF MANAGEMENT STUDIES & RESEARCH****INDORE****ABSTRACT**

*Education services are often intangible and difficult to measure, since the outcome is reflected in the transformation of individuals in their knowledge, their characteristics, and their behavior. Therefore, there is no commonly accepted definition of quality that applies specifically to the higher education sector. Quality means fitness for use. Fitness in Management education means education according to corporate need, or education which can produce entrepreneurs. In many countries and many cultures, the issue of quality management is firmly on the agenda for higher education institutions. Whether a result of a growing climate of increasing accountability or an expansion in the size and diversity of student populations (Oldfield and Baron, 1998), both quality assurance and quality enhancement are now considered essential components of any QMPs (Brookes and Downie, 2002). Despite the abundance of research on the subject, there is no universal consensus on how best to measure quality in higher education. Thus a variety of approaches have been adopted. This paper presents a review of current quality management practices within HEIs. This paper provides an analytical review of the different quality approaches adopted or tested in management education. This paper highlights the important factors considered for maintain quality in an institution.*



## A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS IN DAIRY INDUSTRY

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### ABSTRACT

Milk production is an integral part of the food consumption and it contains many nutrients and provides a quick and easy way of supplying these nutrients to the diet within relatively few calories. Milk, the most suitable food for young mammals, provides both energy and the building materials necessary for growth. The main objective of this study is to examine the relationship between the promotional strategies and brand awareness and find out to what extent the promotional strategy mostly impact on brand awareness of milk power brands in Kadapa district. Questionnaire survey and interviews were used to collect primary data from a cross section of dairy consumers and the researcher obtained response from 100 households in Kadapa district through random sampling method. Promotional strategies such as advertising, sales promotions, personal selling, and direct marketing were considered as the independent variable and the brand awareness was considered as the dependent variables of this study. Data were analyzed using the SPSS 17 Package. The results of the study indicated that there is a positive relationship between the promotional strategies on brand awareness such as advertising, sales promotion, personal selling, direct marketing and brand awareness ( $\beta = 0.769$ ,  $p < 0.01$  and  $\beta = 0.673$ ,  $p < 0.01$ ,  $\beta = 0.561$ ,  $p < 0.01$  and  $\beta = 0.468$ ,  $p < 0.01$  respectively). Co-efficient of determination (R square) is 0.774. It express that promotional strategies have the strong positive impact of 77.4% on brand awareness of the milk powder. This study concluded that advertising and sales promotion mostly impact on brand awareness of milk powder rather than personal selling and direct marketing. Finally the present study indicated that the strong positive relationship obtained between the promotional strategies and brand awareness of milk powder brand in Kadapa district.

**AMERICAN AND CHINESE CULTURES: A COMPARATIVE STUDY**

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**ABSTRACT**

*Culture is a complex term to define precisely. As such, it has a long and complicated history. In most disciplines, the historical tendency has been to connect culture to nationality and ethnic origin. Culture will be defined as acquired behaviors, perspectives, and values characteristic of a particular group or community. There are many differences between Eastern cultures (Chinese and most Asian cultures) and Western cultures (America and most European cultures), ranging from the type of logic that is used for self-expression to the sense of time during meetings. These differences do not make either culture better or worse than the other one. It just shows their differences which has been created through centuries of history and development. The present study focuses on the determination of significant differences in the American cultures and the Chinese cultures. The study found that there are large differences in thinking pattern, value view, group consciousness, negotiation style, benefit consciousness and law consciousness between western and eastern cultures, and these differences largely influence the process and result of negotiation and they are important factors we should consider in the negotiation.*

## PERCEPTION OF THE POLICYHOLDERS TOWARDS SERVICE QUALITY OF THE LIFE INSURANCE CORPORATION OF INDIA IN BANGALORE DIVISION

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### ABSTRACT

*The life insurance industry in India is one of the hard-core parts of the service sector. It not only provides safety against risk for individuals, but also creates the savings and investment habits among the individuals. The life insurance sector by its nature attracts long-term funds, which are invested in productive heads of the development of the Indian economy. In spite of its greater importance, the awareness and penetration of life insurance is very low. After opening up of the insurance sector to the private players, the GDP from life insurance and its penetration have increased, which reveal that the insurable population is more and there would be more opportunities for any new entrant. In the globalization regime, insurance companies face a dynamic global business environment. Radical changes are taking place owing to the internationalization of activities, the appearance of new risks, new types of covers to match with new risk situations and unconventional and innovative ideas on customer service. In my study, there is no significant relationship among the acceptance level of the respondents belong to different genders, age groups, occupations and income groups towards perceived service quality in LIC of India. The policyholders state that the LIC of India has not been able to provide quick service. A long delay in making available the services to the policyholders may erode the credibility and goodwill as well as policyholders' confidence. Therefore, the business continuity planning should be an integral part of services offerings of the LIC of India.*

# INTERPERSONAL COMMUNICATION SKILLS OF INDUSTRIAL ENGINEERS: A CASE STUDY

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## ABSTRACT

Various studies have been carried out to find the need of Interpersonal Communication Skills in across several professions and how it is impacting individual's performance but these studies did not put much light on its requirement for Industrial Engineers. Therefore it triggers the need for studying the role of Interpersonal communication Skills in Industrial Engineer's profession. To investigate the interpersonal communication skills of industrial engineers, the subjects varying across the fields of IT, Marketing and Operations were given Spitzberg & Cupach's questionnaire that comprises of 18 items on Interpersonal Communication Competence; evaluated on 5 point Likert scale. Factor Analysis was conducted to divide the responses into significant factors. ANOVA was done to differentiate Industrial Engineers coming from several sectors, on the accountability of identified factors. From the study it has been found that Industrial Engineers in SCM/Operations and Marketing firms behave in similar fashion most of the times with above average (4 points on Likert scale of 5) competence in all aspects of Interpersonal Communication Skills but IT Industrial Engineers scored average (3 points on Likert scale of 5) competence level in it. There is a scope of improvement in Interpersonal communication competence of IT Industrial Engineers and further studies can be carried out on how Interpersonal communication competence is impacting Industrial Engineer's performance across various sectors.

# **AN INVESTIGATION INTO DEFICIENCIES IN STRATEGIES OF MANAGING EMPLOYEE DIVERSITY IN THE HOSPITALITY INDUSTRY IN KENYA: A SURVEY OF SELECTED HOTELS IN MOMBASA COUNTY**

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## **ABSTRACT**

*This study looks into the existing strategies of managing diversity in the Hotel Industry. Workforce diversity means the extent of heterogeneity of workforce demographics of visible characteristics like race, religion, gender, disability, age, education, skills and ethnic composition of the workforce. Organizations have revitalized the concept of diversity to specifically focus on the intangible aspects of the organization. Diversity in an organization's context is the extent to which a firm values and tolerates differences, recognizes, evaluates and rewards individual's different viewpoints, which in turn, contribute to a rich cognitive pool of ideas, experience and knowledge. Diversity in the hotel industry is by no means an exception. This study was conducted through a purposive sampling of 3-star rated hotels within Mombasa County. The study aimed at establishing the existing strategies and how effective they are adhered to besides establishing the challenges experienced by employees and management in the course of managing diversity. Data was collected using a questionnaire whose analysis was done using descriptive statistics of frequency distribution and percentages as well as inferential statistics involving correlation. It was found that employees are aware of diversity strategies. The study also showed that most of the respondents agreed being content with strategies of managing diversity.*

**TPAS: A CURE FOR THE INDIAN HEALTH INSURANCE SECTOR**

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**ABSTRACT**

*Despite ample natural and significant infrastructural endowments, the Indian health sector projects a dismal scenario. Third Party Administrator (TPA) sounds like an antigen that is expected to have the efficacy to bridge this gap. However, the insurance sector still faces challenge of effectively institutionalizing the services of the TPA. A lot needs to be done in this direction. The present articles provides a fair idea about TPAs, cashless services, core activities and their present status in India. This article provides a platform to understand the TPA, cashless services and claim settlement procedure in India.*



**2011 CONTINENTAL ECONOMIC COMPARISON: AN EMPIRICAL INVESTIGATION**

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**ABSTRACT**

*This paper intends to economically compare countries within the same continent using four major economic indicators of Gross Domestic Product (purchasing power parity), Per capita income, Human Development Index and Unemployment rate. The study airs the seven different continents in the world with their land mass, total population and percentage to world population. After comparing top economies in each continent, the economic largest country and the economic best country are brought out, using the economic indicators in question, as the economic giant and/or the best economy of its continent. The study, at the tail end, compares economic largest and economic best countries of continents. Thus, the economic giant and/or the best economy of the world emerge within the 2011 year of comparison. Data was gotten majorly from CIE World Factbook and World Bank Indicator (2011). The data was analysed using simple bar charts. The result shows that South Africa and Australia emerged the largest and best economy in African and Pacific continent. Germany came up the largest economy and Norway the best in Europe. China was the economic giant of Asia while Qatar emerged the best economy. In North America, the USA toppled the continent as the largest economy and Canada as the best. Brazil came up as the largest economy in South America while Argentina was the best. Overall comparison shows that over the 2011 year, the USA was the world's largest economy and Qatar emerged the economic best country using the parameters in question.*

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