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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF MOBILE MARKETING IN THE CURRENT INDIAN SCENARIO <i>DR. VINAYAK KHARE, DR. HARISH B. BAPAT & DR. VISHAL SONI</i>	1
2.	FARMER'S SUGGESTIONS TO IMPROVE THE TANK SYSTEMS PERFORMANCE WITH SPECIAL REFERENCE TO MADURAI DISTRICT <i>DR. M. A. RAJKUMAR & DR. P. KARTHIKEYAN</i>	2
3.	A COMPARATIVE STUDY OF PROBLEMS FACED BY CONSUMERS WHILE USING SERVICES OF INDIA POST AND PRIVATE COURIER SERVICE IN WESTERN MUMBAI <i>MEHUL CHHATBAR & DR. CHITRA NATARAJAN</i>	3
4.	POLICY OF NATIONALISM GUIDANCE THROUGH IN TRADITIONAL MARKET MANAGEMENT IN CENTRAL JAVA <i>DR. SRI SUWITRI</i>	4
5.	GREEN PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THOOTHUKUDI <i>DR. K. MARIAMMAL & M.SHUNMUGAVALLI</i>	5
6.	A RESEARCH ON THE EFFICACY OF EMPLOYEE TRAINING IN MANUFACTURING COMPANY, PUNE <i>DR. MANISHA PUROHIT</i>	6
7.	MANAGEMENT LESSONS FROM DABBAWALA <i>B. SARUMATHI, B. SARANYA & A. ANITHA SUPRIYA JOSEPH</i>	7
8.	A STUDY ON THE FACTORS AFFECTING RFID ADOPTING INTENTION OF ONLINE SHOPPING LOGISTICS PROCESS: CASE OF TAIWAN ONLINE RETAIL BUSINESS <i>YU-BING, WANG</i>	8
9.	TRAINING AND DEVELOPING EMPLOYEES: METHODS AND EFFECTS <i>PAYAL CHATLY</i>	9
10.	EURO ZONE CRISIS: ITS GENESIS AND IMPLICATIONS ON INDIAN ECONOMY <i>DR. MADHUR M.MAHAJAN</i>	10
11.	EFFECT OF DIVIDEND ON SHARE'S VOLUME, SHARE'S TURNOVER AND SHARE'S TRADING WITH SPECIAL REFERENCE TO BANKING AND AUTO INDUSTRY: AN INDIAN PERSPECTIVE <i>DR. DEBASISH BISWAS & SAJJUL ISLAM</i>	11
12.	WOMEN ENTREPRENEURSHIP: PROBLEMS & PROSPECTS <i>PAYAL CHATLY</i>	12
13.	REVERSE INNOVATION AS A PERSUASIVE MARKETING TOOL <i>SONIA LOHIA & SACHIN LOHIA</i>	13
14.	CONTRIBUTION OF MICRO AND SMALL SCALE INDUSTRIES IN RURAL DEVELOPMENT: A CASE STUDY OF AJMER DIVISION (AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS) <i>SHWETA SHARMA, DEEPALI SHARMA & S. L. CHOUDHARY</i>	14
15.	INTEGRATING INFORMATION AND COMMUNICATION TECHNOLOGY INTO THE GHANA EDUCATION HEAD OFFICES: AN EMPIRICAL EVIDENCE FROM GHANA <i>ELISHA D'ARCHIMEDES ARMAH</i>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	16

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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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IMPACT OF MOBILE MARKETING IN THE CURRENT INDIAN SCENARIO

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ABSTRACT

Innovation creates Marketing opportunities and challenges. MOBILE ADVERTISING, an area of mobile commerce, is a form of advertising that targets users of handheld wireless devices such as mobile phones and PDAs. It can reach the target customers anywhere anytime. In order to promote the selling of products or services, all the activities required to communicate with the customers are transferred through mobile devices. The study also aims to concretize some features enhancing the acceptability / utility of mobile marketing / advertising and suggests an appropriate strategic initiative for the same. The major findings reveal that the perception of consumers towards mobile marketing can be broadly categorized in to following factors:1)Lack of personalization of mobile ads 2) troublesome nature of mobile ads 3) perceived usefulness of mobile ads. Further results indicate that mobile marketing / advertising does not have a significant impact on the purchase / brand decision of consumers. Mobile marketing is relatively at a emerging stage in india. Distinct preferences were expressed by customers regarding the desirable content of such messages. Customers are looking for customization of mobile marketing messages as per their individual requirement, tastes and preferences. Hence the need of hour appears to be CUSTOMERIZATION.

FARMER'S SUGGESTIONS TO IMPROVE THE TANK SYSTEMS PERFORMANCE WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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ABSTRACT

This study clearly shows that well water depleted year by year due to poor maintenance in non-modernized tank of farmers. The present study clearly indicates almost all the respondents are highly preferred clearing of supply channel. Once the supply channel is damaged, tanks could not get water. Highest source of revenue was preferred by the respondents to the cutting tree irrespective of the group of respondents. The water availability is more in modernized tank system. This paper discuss the how tank modernization can help farmers to increase irrigation utility. The primary data were collected from the farmers in Madurai District and analyzed with suitable statistical data.

A COMPARATIVE STUDY OF PROBLEMS FACED BY CONSUMERS WHILE USING SERVICES OF INDIA POST AND PRIVATE COURIER SERVICE IN WESTERN MUMBAI

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ABSTRACT

The present study is an academic attempt to compare the India post and Private courier services in Western Mumbai with reference to problems faced by consumer while sending and receiving mails. The study has concluded using frequency analysis and 'independent paired t test' that consumer faces fewer problems with India Post than private courier service provider. It further concludes that there is a stiff competition between India post and Private Courier services especially in western Mumbai.

POLICY OF NATIONALISM GUIDANCE THROUGH IN TRADITIONAL MARKET MANAGEMENT IN CENTRAL JAVA

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ABSTRACT

A research on policy nationalism guidance through in traditional markets management in the province of Central Java is implemented in "Pasar Gede Solo" with qualitative methods. The reason for selecting "Pasar Gede Solo" because of Solo City has a lot of cultural heritages that are still held strong until today. The cultural heritage is the local identity. The Local identity can develop into the province identity, then to be the national identity. A strong national identity shows high Nationalism which reflected from loyalty, passion and pride of the nation itself. The number of local identities in "Pasar Gede Solo" is likely to evolve into national identity should be encouraged to preserve the Government's policy to strengthen Indonesia Nationalism.

GREEN PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THOOTHUKUDI

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ABSTRACT

Protection of environment is an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global level. This change has encouraged a couple of organizations and has also compelled many organizations to respond with 'environmentally' friendly products. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. Green strategy can be effectively implemented only by persuading the consumers to buy green products. Hence the indepth study on green purchasing behaviour and their attitude towards green products is of crucial importance today. The focus on young consumers is understandable as this group is representing a new generation of consumers with a strong potential impact on green environment. Hence 130 young consumers of green products in the age group of 18 – 25 years in Thoothukudi are selected as sample by adopting snow ball random sampling method. The primary data are collected directly from the respondents through a structured questionnaire. Secondary data are collected from journals and websites. Statistical tools like simple percentages, weighted mean score, Pearson's Product Moment Correlation and Two-way ANOVA are used to analyse data. It is found from the analysis that 'Consumer Beliefs', 'Environmental Attitude', and 'Social Influence' have a positive influence on the green purchasing behaviour. The influential factor on green purchasing behaviour namely 'Consumer Beliefs', 'Environmental Attitude', 'Social Influence' and 'Quality of Products' are significantly related with the overall green purchasing behaviour of the respondents. The findings of the study also insist the importance of educating the young consumers about the green environment. Hence if the suggestions given in the study are carried out both by the marketers and the young consumers, definitely India will shine as super power in the years to come.

WORLDWIDE

A RESEARCH ON THE EFFICACY OF EMPLOYEE TRAINING IN MANUFACTURING COMPANY, PUNE

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ABSTRACT

Training today is the fastest growing business in the country. In the face of the global competition it is likely to grow even faster in the next few years. Basically, when we talk about training it refers to a systematic approach to learning and development to improve individual, team, and organizational effectiveness. Improvement and changes of an employee is essential in the manufacturing companies where change is constant in all its functions under four phases such as training need analysis, pre-training preparations, the trainer and trainee involvement during the training and the post training program to import the overall training and development objectives. This paper attempts to highlight an original research on evaluating the effectiveness of employee training in a manufacturing company. To survive in the globalised era, organizations need to continuously develop the knowledge, skill and ability of their human resources throughout the year, the organization spend a huge amount of money for the purpose of training and development of the human resources. But the crucial point is effectiveness. The training evaluation is a means by which participants express their feedback regarding the effectiveness of training through a qualitative and quantitative survive questions.

MANAGEMENT LESSONS FROM DABBAWALA**B. SARUMATHI****ASST. PROFESSOR****VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES
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COIMBATORE****A. ANITHA SUPRIYA JOSEPH****ASST. PROFESSOR****VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES
COIMBATORE****ABSTRACT**

Despite the current emphasis on high technology for solving complex business logistics issues, a group of largely illiterate Indian entrepreneurs known as dabbawalas has been coordinating the delivery of home-cooked lunches to thousands of Indian office workers for over a century. Using Six Sigma principles to improve their operations, the dabbawalas have capitalized on the high demand among Indians in Mumbai for food prepared in their home villages. For an up-front investment of roughly 5,000 Rupees, a dabbawala can earn an average of 5,000-6,000 Rupees per month. Each dabbawala donates a portion of his earnings to their member association, which invests the funds in community projects and low-interest loans. Known for its ingenious use of simple symbols to coordinate thousands of daily deliveries, the dabba system represents a classic example of using a base-of-the-pyramid approach to benefit low-income workers and high-income earners alike.

A STUDY ON THE FACTORS AFFECTING RFID ADOPTING INTENTION OF ONLINE SHOPPING LOGISTICS PROCESS: CASE OF TAIWAN ONLINE RETAIL BUSINESS

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ABSTRACT

The purpose of this study is going to investigate how RFID technology is implemented and adopted in Taiwan's online retail stores. Specifically, this study focused on the positive influences of using RFID technology in online retail business, which located on two most popular online shopping malls in Taiwan-Yahoo shopping center and PCHOME online shopping. This study also aimed to determine the factors of concern about adopting an RFID technology into current logistics management systems. An integral part of this research is going to develop and empirically test a model of the adoption of RFID in the context of the logistics process in Taiwan Online retail store on Yahoo shopping center and PCHOME online shopping. Based on the concepts of Rogers innovation diffusion theory, Davis technology acceptance model, and theory of reasoned action, this research used a questionnaire to assess Taiwan online stores' cognition and perspective of the perceived usefulness of, perceived ease of use of, cost, normative belief about, and motivation to comply toward RFID systems, as well as to assess their attitudes toward an RFID system and intentions of using such a system into its shipping and logistics process. Finally, based on the research results, managerial implications and opportunities for future research will be suggested in both academic and practical.

TRAINING AND DEVELOPING EMPLOYEES: METHODS AND EFFECTS

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ABSTRACT

Training is a tool that can assist organizations in building a more committed and productive workforce. By helping to establish employee investment, reciprocity, identification, and by limiting alternative employment options, an effective training program can lead to greater commitment and less employee turnover. The result is an organization that is more productive. Employee competencies change through effective training programs. It therefore not only improves the overall performance of the employees to effectively perform their current jobs but also enhances the knowledge, skills an attitude of the workers necessary for the future job, thus contributing to superior organizational performance. It is an undeniable fact that in recent times many organizations have come to the realization of the importance of the role of training and development programs as it increases the organization's staff efficiency, skills and productivity.

EURO ZONE CRISIS: ITS GENESIS AND IMPLICATIONS ON INDIAN ECONOMY

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ABSTRACT

The Eurozone crisis which emanated in the background of global financial crisis gripped the whole Europe into its fold. The crisis made it difficult or impossible for some countries in the Eurozone to repay or refinance their government debt without the assistance of third parties and thus hinted at vulnerability of modern day capitalist system. The problem started with the fall of Greece and exhibited a chain of failure across the southern Europe. The countries like Italy, Ireland, Portugal and Spain were soon turned into the economic quagmire for the one decade old Eurozone. Not only the Europe but the impact was also seen at far off places like India and other emerging markets which traditionally enjoyed strong economic ties with European markets. The present study examines the genesis and spread of Eurozone crisis through case studies of GIIPS nations. The impact of crisis on Indian economy has also been analyzed through changes in various macroeconomic parameters.

EFFECT OF DIVIDEND ON SHARE'S VOLUME, SHARE'S TURNOVER AND SHARE'S TRADING WITH SPECIAL REFERENCE TO BANKING AND AUTO INDUSTRY: AN INDIAN PERSPECTIVE

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ABSTRACT

This study explores the impact of dividends on share's volume, share's turnover and share's trading in the context of Banking and Auto Industry in India. The main objective of our present study is to measure the effect of dividend decision on share's volume, share's turnover and share's trading and to visualize the relevant changes before and after declaring dividends are similar in both industries or not. In this study, we have used two types of industries. We have considered mainly two sectors, which are service sector i.e. Banking Industry and manufacturing sector i.e. Auto Industry. This empirical research is based on 20 companies, which have been equally selected from 2 different sectors. The share's volume, the share's turnover and the share's trading of selected 20 companies were collected as well as tabulated from www.capitaline.com and dividend declaring dates from www.bseindia.com, constituted the main sources of data for the present study. The secondary data have been analyzed in order to determine the impact of dividend decision on share's volume, share's turnover and share's trading with the help of significant statistical test in our study followed by findings and conclusion.

WOMEN ENTREPRENEURSHIP: PROBLEMS & PROSPECTS

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ABSTRACT

Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth and women. But among women, there is need for training the already existing women entrepreneurs, in the various aspects of management. Women entrepreneurs faced so many problems in aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the govt. and the financial institution to the women entrepreneur at time to time. What women need for enterprises little training, some financial support and motivation at all levels-home, the society and the government. The Government must make greater efforts to publicize the various schemes announced from time to time to attract women entrepreneurs.

REVERSE INNOVATION AS A PERSUASIVE MARKETING TOOL

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ABSTRACT

Innovation is a key phenomenon in business world which is believed to be the righteous of western countries because of their ability to undertake rigorous and intensive research and development work. Usually the sophisticated technological innovations and inventions originated in developed countries and later on flowed to emerging countries as per their affordability and requirements. But, in present era, innovations are progressively taking place in emerging countries and then launched in the developed countries as per their demands, which is termed as reverse innovation. The main drivers of this reverse flow of innovations from developing countries to western markets are rising level of income and growth in emerging countries, fast pace of internationalization in the global economy and slowing down of rich countries. The paper examines different case studies of companies which help to explain the benefits reaped by them in terms of their increased profits, revenues and positioning across the world.

CONTRIBUTION OF MICRO AND SMALL SCALE INDUSTRIES IN RURAL DEVELOPMENT: A CASE STUDY OF AJMER DIVISION (AJMER, BHILWARA, TONK AND NAGOUR DISTRICTS)

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ABSTRACT

India is the second largest populated country of the world. And most of the population of India resides at the rural areas. To achieve better economic, political or military status first of all a major problem in the front of policy makers is to be provide a better living standard to the civilians of India. Major problem is to achieve these goals are drastically increasing population, food scarcity and unemployment. Central and State governments were trying hard, to overcome these problems by making strategies and policies time to time. To provide employment to every hand is a difficult task because each is not having required technical or educational skills. So to provide a job opportunity according to a person with his own skills is a very difficult task, this problem is become more severe in case of rural areas. In such types of conditions in developing countries like India, the Micro, Small and Medium level industries plays a crucial role to provide job opportunities to every needy hand and to achieve one of the most important goal the over all "Rural Development" of Country. The present study is a comparative status based on secondary data, of Ajmer Division (Ajmer, Bhilwara, Tonk and Nagaur Districts) and role of micro, small and medium industries to achieve the goal of "Rural Development".

INTEGRATING INFORMATION AND COMMUNICATION TECHNOLOGY INTO THE GHANA EDUCATION HEAD OFFICES: AN EMPIRICAL EVIDENCE FROM GHANA

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ABSTRACT

Information and Communication Technology (ICT) has come to stay with us. It has become a necessary tool for development. A developing country like Ghana cannot do without it. Governments and their agencies cannot function effectively without ICT interventions. The purpose of this study was to assess how far ICT has been integrated into the Ghana Education head office and its impact on the various functions of the public service. The sample of the study covered Education Headquarters all located in Accra. Education Headquarters is made up of Ministry of Education Head Office (MOE) and Ghana Education Service Head Office (GES). In all 68 personnel participated in the study. A 5 point likert scale instrument which yielded reliability coefficients of 0.832 was used to collect data. It was established from this study that more than 50% of public sector units and their functions have experienced ICT interventions. The study also revealed that despite low performance of ICT in the public sector, with its continuous output failures, respondents still prefer ICT to manual processes, demanding that integration of ICT into public service should be pursued. Considering the findings and conclusions drawn from the study it was recommended that public sector managers should adopt a strategic plan for ICT integration in the public service.

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Thanking you profoundly

Academically yours

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