

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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AN EMPIRICAL STUDY ON THE MANAGERS' PERCEPTION ON THE ROLE OF CORPORATE VALUES AS AN ANTECEDENT FOR CORPORATE SOCIAL RESPONSIBILITY IN INDIAN IT INDUSTRY

DR. A.M. SURESH
RESEARCH SUPERVISOR, PRIST UNIVERSITY, TANJORE; &
MANAGING DIRECTOR
DISCIPLES INDIA EDUCATIONAL RESOURCES PVT. LTD.
BANGALORE

VIJAYALAKSHMI. S.
RESEARCH SCHOLAR, PRIST UNIVERSITY, TANJORE
PRACTICE CONSULTANT
DISCIPLES INDIA EDUCATIONAL RESOURCES PVT. LTD.
BANGALORE

ABSTRACT

In the context of Mandatory CSR implemented in India, the authors try to explore the relationship between Corporate Values as an antecedent for CSR in Information Technology companies in India. Survey research is adopted as research method, data collection follows questionnaire design, which is based on standard instruments available in the literature. The study chosen non-probability sample design in which it considers purposive sample technique for collecting the data. The sample size is 327 respondents from both IT and ITES sector of Indian Companies. The key constructs such as corporate values and Corporate social responsibility are measured using 5 point Likert Scale (1=strongly disagree and 5=strongly agree). This study has proved that in the perception of their managers' if the company has a strong Corporate Value system they also do have a Strong CSR. The Managers' perceive that Corporate Value system is the antecedent for CSR i.e the managers of the organizations with good corporate values willingly contribute towards CSR.

INTERNATIONAL TOURISM DEMAND MODELLING: A MULTIVARIATE APPROACH

BALDIGARA TEA
ASSOCIATE PROFESSOR
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
UNIVERSITY OF RIJEKA
OPATIJA

MAJA MAMULA
SR. ASSISTANT
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
UNIVERSITY OF RIJEKA
OPATIJA

ABSTRACT

This study provides an econometric model helpful to analyse and understand international tourism demand in Croatia. Such, more detailed and systematic studies should be considered as starting points of future macroeconomic development strategies, pricing strategies and tourism sector routing strategies in Croatia, as a predominantly tourism oriented country. Tourism represents a significant source of profit for Croatian economy. Croatia is predominantly an international tourist destination, in fact international tourists account for a 88% of total tourists number. The objective of the study is therefore to examine determinants and functional form of international tourism demand in Croatia. The econometric estimates showed that the number of tourist abroad departures, tourism price and tourism seasonal character are significant variables in explaining international tourists' number. The present study emphasizes the necessity of more systematic quantitative tourism demand determinants analysis and researches. Econometric modelling should be considered as a significant Croatia's tourism sector development tool.

ROLE OF NRI REMITTANCE IN ECONOMIC GROWTH OF KERALA

SALIMA K
ACCOUNTANT
KERALA SIDCO RAW MATERIAL DEPOT MANJERI
MANJERI

DR. B. JOHNSON
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
UNIVERSITY OF CALICUT
CALICUT

ABSTRACT

Workers' remittances have become a major source of external development finance, since three decades. A sharp fall in the rupee during the year coupled with rising income levels helped in boosting remittance flows into the country. In different states of India Kerala receives huge remittances from the West Asia. Contribution of remittance to the economic growth of the state is inevitable. This study focused growth of remittance to the state and its role in the economic growth. Mainly secondary data is used for this purpose and the tools like percentage and compound growth rate are used to analyse the trend of remittance and its role in growth.

GREEN MARKETING: AN ATTITUDINAL ANALYSIS OF CONSUMER IN RAJKOT CITY

ANKIT GANDHI
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT
R. K. UNIVERSITY
RAJKOT

DR. ASHVIN SOLANKI
ASSOCIATE PROFESSOR
SAURASHTRA UNIVERSITY
RAJKOT

ABSTRACT

The increasing extinction of the natural resources and the global warming has raised the major concern for the environment. These growing social and regulatory concerns for the environment have lead to an increase in the number of customers to consider eco-friendly products as major criteria for the purchase of electronic products. As the environment continues to worsen, it has become a constant public concern which has resulted into awakening of green movement in developing countries like India. The purpose of the paper is to study the attitude and intention of people having different demographical background, towards the purchase of eco-friendly products. The aim of this research work is to investigate the consumer behaviour and attitude towards the eco-friendly products and see how they take environmental factors in consideration while making choices on buying such products.

A STUDY ON EMPLOYEE WELFARE MEASURES AT ENGINEERING COLLEGES IN ANNA UNIVERSITY, TIRUNELVELI REGION

**PRINCITTA R
RESEARCH SCHOLAR
MANAGEMENT STUDIES
MANONMANIYAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

**AMIRTHA GOWRI P
ASSOCIATE PROFESSOR
MANAGEMENT STUDIES
DR. SIVANTHI ADITANAR COLLEGE OF ENGINEERING
TIRUCHENDUR**

ABSTRACT

In the early days in India, for the provisions of welfare measures for employees, did not receive adequate attention. Employers were not inclined to accept the financial burden of those welfare measures. But in today, organizations and companies are focusing without intervene of any body and they accessing various methods to increase manpower productivity and commitment of employees. The major purpose of this research is to improve the welfare measures provided by the management of Engineering Colleges which will satisfy the employees' basic need and wants and also to improve the carrier growth of employees as well as employer and to control the attrition within the institution. Objective of the research is to find out safety measures and other facilities provided by the organization, to identify the statutory welfare measures and act practicing in the institution and the level of satisfaction of employees towards non- statutory welfare measures and to examine the welfare measures and schemes provided by the organization.

A STUDY OF ONLINE SHOPPING BEHAVIOUR OF INDIAN CONSUMERS

PRIYANKA JOSHI
ASST. PROFESSOR
SRI RAM COLLEGE OF COMMERCE
UNIVERSITY OF DELHI
DELHI

ABSTRACT

The paper attempts to identify and understand the various aspects of online shopping behaviour to help ascertain the issues that further lead to research questions, specifically in context of Indian Consumers' Online Shopping Behaviour. The paper has been divided into five sections that focus on: Size and Nature of Online Consumer in India, Factors Influencing Online Purchase, Customer Satisfaction and Loyalty, Perceived Risk and Privacy Issues and E-Commerce Industry: Categories of Online Shopping. The paper is descriptive in nature and makes use of secondary data and literature review for the purpose of analysis. Five main factors have been identified in influencing online purchase as revealed in the literature review - Role of Price, Convenience/Time Saving, Online Store Attributes, Product Characteristics and Shopping Orientation. Customer Satisfaction and Loyalty is seen to be arising out of the service quality provided by the e-commerce site. There were various conflicts found in literature with respect to importance of prices, influence of product characteristics on consumers' intention to shop, nature and extent to which privacy concerns are relevant for online consumers etc. Very few studies have been conducted on understanding the online shopping behaviour of consumers in India and this paper attempts to fill this gap by providing a holistic view of the various issues that need further attention by researchers.

GENDER PAY BIAS IN IT SECTOR

DR. A.C.PRAMILA
ASST. PROFESSOR OF COMMERCE
MAHARAJA'S COLLEGE
UNIVERSITY OF MYSORE
MYSORE

ABSTRACT

The Indian IT industry has been growing rapidly over the last two decades and it continues to be one of the fastest growing sectors in the Indian economy. Further it is one of the most economically significant industries in India in terms of exports, employment and GDP. The IT industry is one of the biggest creators of employment opportunities for young professionals in India. But the sad state of picture is that though it is one of the emerging service sectors, the share of women is quite low. It is estimated that the share of women employees in IT industry is around 30 per cent even though the number of jobs created in this sector continues to increase annually. This is evident from the fact that gender inequalities prevail in the IT sector and male continue to dominate the sector.

CRIME - A SPECIAL FOCUS ON JUVENILE DELINQUENCY: A CASE STUDY

CH. SUJALA
ASST.PROFESSOR
DEPARTMENT OF SOCIAL WORK
BADRUKA COLLEGE (PG CENTRE)
KACHIGUDA

ABSTRACT

We understand that the whole world is in the grip of crime, Crime which is unlawful act and unpleasant and punishable in the eyes of the law of court, "an intentional act or omission in violation of criminal law committed without defence or justification." There are many types of Crime like Physical, Social, and Domestic Violence etc, and also there are various factors contributing to Crime like Biological factors, Genetical factors, Psychological factors, Environmental factors, influence of peers and mass Media. A Special focus is on Juvenile crime, their deviant behaviour in general and also in Telangana region. A case study has been taken in which the deviant behavior of a juvenile unchecked has given way to the criminal behaviour in the growing years as an adult.

IMPACT OF INTEREST AND OPERATING EXPENSES ON THE PROFITABILITY OF PUNJAB NATIONAL BANK AND STATE BANK OF INDIA: A COMPARATIVE STUDY

**POONAM
ASST. PROFESSOR
S.D.P. COLLEGE FOR WOMEN
LUDHIANA**

ABSTRACT

A bank is a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly by loaning or indirectly through capital markets. A bank links together customers that have capital deficits and customers with capital surpluses. So banks also accept deposit and lend money for the purpose of earning profits. In today's world running business without banking is impossible as every commercial organization run for profits. Banks also have to maintain the liquidity so that customers demand on time is met. Sometime there is contradiction between the profitability and liquidity of the banks. If banks want to increase liquidity their profitability reduces and if want to increase the profitability the liquidity suffers. So ever bank has to maintain the balance between the two. This paper aims at analyzing the profitability of PNB and SBI. A comparative study is made for 10 years by taking the data from 2004-2013 of both the banks. The main parameter of the study are interest earned, other income, total income, interest paid and operating expenses of the banks.

WORKING OF DCCBS IN INDIA: A STUDY

URVI GIRISHBHAI AMIN
ASST. PROFESSOR
DEPARTMENT OF ACCOUNTANCY
R.V.PATEL & V.L.SHAH COLLEGE OF COMMERCE
SURAT

ABSTRACT

A co-operative bank is a financial entity which belongs to its members, who are at the same time the owners and the customers of their bank. Co-operative banks are often created by persons belonging to the same local or professional community or sharing a common interest. Cooperative banks generally provide their members with a wide range of banking and financial services (loans, deposits, banking accounts etc.). Co-operative banks differ from stockholder banks by their organization, their goals, their values and their governance. Present paper attempts to examine the growth of DCCBs in India through selective indicators, it analyzes the Deposits, Credits and C/D Ratios of DCCBs. This paper also studies the growth of investment, working Capital and Cost of Management position in DCCBs. To achieve the objectives of the paper data has been collected from various secondary sources and analyzed by using various statistical tools.

LIFE INSURANCE CORPORATION IN POST PRIVATIZATION ERA

DR. PRIYANK GUPTA
ASST. PROFESSOR
MIT COLLEGE OF MANAGEMENT
MORADABAD

ABSTRACT

In India, when life insurance companies started operating in the middle of 20th century the evil play natural to all business had its sway. There was a lot of cut throat competition as well as profiteering. The avowed social objection of insurance had been totally relegated to background. As a result, Life Insurance Corporation of India (LIC) came into existence on Last September, 1956 after nationalization of all the 245 companies engaged in life insurance business. From its very inception the Corporation has made impressive growth always striving for further improvement-fire. Marine, Motor, Engineering Liability and other Miscellaneous classes, Deliberations on details pertaining to the Business Interruption insurance, Familiarization with the concepts of "All Risks" insurance and specific applications to Industrial All Risks and Mega Risks insurance packages, However, Government made a paradigm shift in the economic policy by adopting the process of liberalization, privatization and globalization at the end of previous decade.

INFLUENCE OF INFORMATION QUALITY, WEB QUALITY AND SECURITY ON TRUST, RISK PERCEPTIONS AND RE-INTENTIONS OF TAKING INTERNET BANKING TRANSACTIONS IN SURABAYA

CHAIRUL ANAM
SR. LECTURER
TRUNOJOYO UNIVERSITY
INDONESIA

BAMBANG SUDARSONO
SR. LECTURER
TRUNOJOYO UNIVERSITY
INDONESIA

ABSTRACT

To meet the global demands in last decade, almost all banks have been changed from manual to automated systems using the internet banking system. The purpose of this study was to determine the effect of information quality, Web quality and safety, trust, risk perceptions and reintentions internet banking transactions in Surabaya. This study includes a survey of research techniques using the Partial Least Square analysis (PLS). Sampling was accidental while using the method of data collection method using a questionnaire. The population of this study is the internet banking customers in Surabaya. The results of this study were: (1) Information of quality is significant to the Trust, (2) Information of quality is significant and negative effect on risk perception, (3) Web Quality significant effect on confidence, (4) Security is not a significant effect on confidence, (5) Safety significant and negative effect on risk perception, (6) Safety significant effect on intentions re internet banking transactions, (7) Perception of risk is not significant and negative effect on intentions re internet banking transactions, (8) Information of quality is a significant effect on intention re internet banking transactions, (9) Trust significant effect on intentions re internet banking transactions.

THE EFFECTS OF BRAND EQUITY ON CUSTOMER LOYALTY TOWARDS SOFT DRINKS AT TUSKYS SUPERMARKET, ELDORET

SIRAI CHEBET SYLVIA
LECTURER
MONUNT KENYA UNIVERSITY
KENYA

ABSTRACT

The purpose of this study was to assess the effects of brand equity on sales performance of soft drinks companies, a case of Tuskys supermarket, Eldoret. The main objective was to assess the effects of brand equity on sales performance whose specific objective were: to assess the effect of brand equity on customer satisfaction, to investigate the effect of brand equity on customer retention and to analyze the relationship of brand equity on customer loyalty. The study will benefit companies producing soft drinks as it will provide a basis for decisions necessary to enable them to carry out product modification aimed at improving the market performance of their products. The research adopted the Keller and Lehmann (2003) model theory of Brand Value Chain which states that consumer mindset consists of multi-dimensional attributes including brand awareness and experiences. Customer mindset is likely to result in the market place performance such as increased customer loyalty and market share. There are three variables in the conceptual framework, the dependent, independent variables and the intervening variable. Brand equity is the independent since it is manipulated to see the effects that it will have on customer satisfaction, customer loyalty and customer retention which are the dependent variables. A descriptive research design was employed to determine the effect of brand equity on sales performance. A target population of 1000 was selected. A sample of 300 was then selected. The questionnaire was used as instruments of data collection. Data was analyzed through descriptive statistics. Data was presented through frequency tables and percentage. The major findings of the study were that Coca cola product is doing well because most customers are aware of its existence and this is as a result of advertising of its products that is done every day through the different media, making the customer prefer its brand as compared to the other. The signs of customers being loyal to a company's product can be exhibited through presence of repeat purchase, increased in sales volume, increased in profits and improved market share. These signs are physical and therefore management can easily know which position it falls among the other brands in the market. The common effects of brand equity on sales performance is that when a product is tailored to suit the needs of customers and the customers become aware of this products through advertising, definitely it will lead to its good performance and beat the other products in the market. The challenges soft drink producing companies face include lack of management goodwill, competition from other soft drink producing companies and ineffective human resource policies. These challenges emanate from the top management and therefore can be addressed effectively if management provides finance to assist in advertising the company's product.



ASSESSMENT OF ACADEMIC STAFF MOTIVATION IN PRIVATE HIGHER EDUCATION INSTITUTIONS: A CASE STUDY OF SELECTED PRIVATE HIGHER EDUCATION INSTITUTIONS FOUND IN ADAMA TOWN

MESSELE KUMILACHEW AGA

LECTURER

DEPARTMENT OF AGRIBUSINESS & VALUE CHAIN MANAGEMENT

ADAMA SCIENCE & TECHNOLOGY UNIVERSITY

ADAMA

ABSTRACT

Academic staffs are key resources to higher education institutions. Even though motivation of academic staff in higher education institutions is as important as the blood for sustaining human life, private higher education institutions are not giving attention to motivate their academic staffs. This is why the study aimed at assessment of academic staff motivation in private higher education institutions and its implication for quality education. Academic staffs in private higher education institutions found in Adama Town were taken as target population for this study. Of seven private higher education institutions found in Adama Town three were selected purposively because of their long term experience in the industry. Of the total permanent academic staff 70 were taken as a sample size and simple random sampling was used in order to select sample respondents for the study. The findings of this study revealed that majority of the academic staffs were not motivated. Amount of salary paid to them was low as compared to other industries; there was no effective performance appraisal system that fosters promotional opportunities and recognition. As a result, their motivational level to perform what have been expected from them in teaching-learning process was low. The researcher recommended for the owners (management) of private higher education institutions to inculcate factors motivating academic staffs to strengthen the quality of education.

STUDY THE RELATION BETWEEN WORKING CAPITAL SYSTEM AND PROFITABILITY IN AUTO MANUFACTURING INDUSTRY IN INDIA

FATEMEH JAFARI
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE & MANAGEMENT
ANDHRA UNIVERSITY
VISHAKAPATNAM

ABSTRACT

The new economic policy adopted in India in 1991 known as Liberalization, Privatization and Globalization (LPG model). This policy has been designed to make the Indian economy progressively market oriented and integrate it with the emerging global economy structure. Therefore, in line with this policy it was very indispensable to analyze the working management and some financial ratios in some selected Auto manufacturing companies. The purpose of the study was to analyze the practice of working capital Management and Asset and liquidity ratios in six selected Indian auto manufacturing companies. For this aforementioned study, a time series data for the years 2003- 2012 has been employed and a secondary data from the annual reports of the six companies was solicited. Both qualitative and quantitative paradigms were employed so as to analyze the research. Regarding the relation between working capital and liquidity analysis, Index of current assets, quick assets and debt equity assets ratios were used. The minimum current ratio chain index among all selected companies was founded in Ashok Leyland that was 50.29 in 2011-2012. The maximum current ratio chain index among all selected companies was founded in Hero MotoCorp that was 145.00 in 2009 -2010. With reference to the above listed companies the minimum quick ratio chain index was founded in Ashok Leyland that was 39.34 in 2011-2012 and the maximum quick ratio chain index was founded in Hero MotoCorp that was 231.04 in 2009 -2010. With reference to the above listed companies the minimum debt equity ratio chain index was founded in Maruti Suzuki that was 6.67 in 2005-2006 and the maximum debt equity ratio chain index was founded in TVS Motor that was 400.00 in 2009-2010.

IMPACT OF BRAIN-COMPATIBLE LEARNING APPROACH ON ACADEMIC ACHIEVEMENT IN BUSINESS STUDIES IN RELATION TO THEIR LEVEL OF ASPIRATION

**DR. PRATIMA
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
CHAUDHARY RANBIR SINGH UNIVERSITY
JIND**

ABSTRACT

Brain-Compatible learning approach holds the idea that learning activities are more effective when they occur in an environment that is compatible with the learning process of brain. Brain based education centers around the principle that learning is more effective if the learner is in a natural, challenging, yet non-threatening environment. Brain based learning is not a method rather it is an approach which provides us to think the structure of brain before planning the teaching strategies for the students. Brain compatible learning is a meta concept that includes an eclectic mix of various techniques like Cooperative group learning, Experiential learning, Role playing, Gaming, Project assignments & Brain storming etc.. The present study attempts to investigate the effect of brain-compatible learning on academic achievement in business studies. It is an experimental study designed as a pre-test post-test control group model. The sample consists of XII class students with two intact class divisions one as experimental group and other as control group. During the research process experimental group was taught through brain-compatible learning approach and control group was administered traditional teaching approach. Analysis of post test revealed a significant impact on achievement of the students taught through brain-compatible learning approach.

INTRODUCTION TO CORPORATE GOVERNANCE

KOMAL CHAUDHARY
ASST. PROFESSOR
COLLEGE OF VOCATIONAL STUDIES
UNIVERSITY OF DELHI
DELHI

ABSTRACT

This research paper provides an insight about the concept and scope of corporate governance. The attention towards corporate governance has been flaring up since last decade. It has received profound and wide acceptance for its relevance and importance to the industry and economy. The prime focus of this paper is to elaborately know the fundamentals and the foundation on which corporate governance is based upon and its auxiliaries.

EVALUATING FINANCIAL HEALTH OF HINDUSTAN PETROLEUM CORPORATION LIMITED THROUGH Z SCORE MODEL: A CASE STUDY

JALPA. H. PANERY

LECTURER IN MANAGEMENT

LT. M.J.KUNDALIYA ENGLISH MEDIUM MAHILA COMM. & B.B.A COLLEGE

RAJKOT

ABSTRACT

Generally the individuals and institutions whomsoever is directly or indirectly connected with Business, Known as Stakeholders like Shareholders, Bank, Government, Financial Institution, creditors, investors, employees etc wants to be aware about the financial health of Business. There are various accounting tools available to know about success and solvency of Business. Out of them Ratio analysis is very easy and widely used tool to measure financial position of Business. But single ratio would not provide proper information about the financial condition of Business and it is not possible to combine different ratios in single measurement. Prof. Edward Altman, Professor of finance at New York University was the first person who made an attempt to combine ratios in single model named Multiple Discriminant Analysis later popularly known as "Z score Model" to evaluate financial health of Business. Researcher has made an attempt to Evaluate Financial Health of Hindustan Petroleum Corporation Limited (HPCL) through K.B.Mehta's model, a modified version of Altman Z score Model. Researcher found very good result of HPCL in terms of Liquidity, profitability, Productivity of Assets, solvency and Sales generating capacity of Assets.

PROSPECTS AND PROBLEMS OF FINANCIAL INCLUSION IN INDIA

PURUSHOTTAM KUMAR ARYA
RESEARCH SCHOLAR
FACULTY OF MANAGEMENT STUDIES
UNIVERSITY OF DELHI
DELHI

HIMANSHU MISHRA
RESEARCH SCHOLAR
DELHI SCHOOL OF ECONOMICS
UNIVERSITY OF DELHI
DELHI

AAKASH UPADHYAY
RESEARCH SCHOLAR
DELHI SCHOOL OF ECONOMICS
UNIVERSITY OF DELHI
DELHI

ABSTRACT

India is one of the largest and fastest growing economies of the world, but what has been the most disturbing fact about its growth is that its growth has not only been uneven but also discrete. The need of the era is thus inclusive growth across the nation keeping in mind all the sections of the society. With respect to inclusive development financial inclusion can play a very important role. Financial inclusion is important for improving the living conditions of poor farmers, rural non-farm enterprises and other vulnerable groups. Financial exclusion, in terms of lack of access to credit from formal institutions, is high for small and marginal farmers and some social groups. Apart from formal banking institutions, which should look at inclusion both as a business opportunity and social responsibility, the role of the self-help group movement and microfinance institutions is important to improve financial inclusion. This requires new regulatory procedures and depoliticisation of the financial system.

WORLD

A STUDY ON THE CONCEPT OF HUMAN RESOURCE MANAGEMENT

AANCHAL JAIN
RESEARCH SCHOLAR
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
DELHI

RAM KUMAR
ALUMNI
DEPARTMENT OF COMMERCE.
DELHI SCHOOL OF ECONOMICS
DELHI UNIVERSITY
DELHI

ABSTRACT

The human resource management (HRM) is a positive centrally planned management activity which is different from conservative personnel supervision. So now a day's Human resource is measured as the back of any economic activity. In recent years the economist has introduced Human resource in addition to land, capital and technology as the key aspect for establishing and developing the economy as a whole. The HRM is a rising concept. Economic circumstances in India are undergoing a fundamental structural modification influencing all phases of life. Physical, behavioral and emotional differences among people have grown with frequent changes occurring in the management process of the companies or enterprises. These have propositions in the plan of recruitment, selection, training & development, compensation, performance appraisal, promotion and transfers, succession planning etc., are becoming complicated for execution due to poor indulgent of staff management by the employees so it symbolize a new model of HRM has been focused on the HR plans and practices adopted in company related to HRP Recruitment, Performance Appraisal, HRA, etc. The achievement of the company is solely based on the Human Resource Policies and Practices.

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With sincere regards

Thanking you profoundly

Academically yours

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