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MARKETING STRATEGIES FOR THE VIETNAMESE GEOSYNTHETICS MARKET: A CASE STUDY OF L.COMPANY PROSPECTS

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ABSTRACT

Vietnam, with its high growth economy in South-East Asia and described as an “emerging China” becomes an important destination for foreign investors. It has been recently investing in improving national infrastructures. With so much construction going on, L. Company, a Taiwan-based firm attempts to position itself in Vietnam market including reviewing its brand, opening an office, building long-lasting partnerships, and implementing aggressive marketing campaigns. Using documents analysis along with SWOT analysis, this study examines how L. Company can grasp the many opportunities this country offers with so much construction going on. Our findings show that L. Company should implement a comprehensive and aggressive marketing campaign by diversifying and considering making operations in other fast growing markets such as Africa, the Middle East, Latin America and the Caribbean for new market opportunities.

MILLENNIUM DEVELOPMENT GOALS IN AFRICA, POLICIES AND ACHIEVEMENT STRATEGIES: AN APPRAISAL AND WAYS FORWARD

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ABSTRACT

The major focus of this paper was on the problems associated with the achievement of Millennium Development Goals in Africa. The baseline was that, for over thirteen years of inception of the Millennium Development Goals (MDGs), Africa remains wanting in human development indices, poverty eradication, literate population, health development, economic, political, and social development. These have been the case despite the introduction of a number of strategies aimed at achieving the MDGs and associated cost estimates by the Millennium Project and the World Bank. Our aim was to appraise the extent of achievement of the MDGs in Africa, guided by the question of whether practical policy initiatives for achieving the MDGs can be identified for Africa. We would like to contribute significantly to the policy initiatives. Methodologically, we concentrated on a survey of the policy prescriptions for the achievement of MDGs in Africa and the extent to which these policies had contributed to achievement of the MDGs. The data sources were basically from: (i) the African regional development indicators; (ii) Millennium Development Goals Reports; (iii) the MDG Africa Steering Group; and, other relevant literature. The analysis of data was highly descriptive and appropriate enough for assessment of the extent of achievement of the MDGs in Africa. In a nutshell, our assessments indicate the following constraints to the achievement of MDGs in Africa: (i) discouragingly low human development indices in Africa compared to the global average; (ii) inappropriate policy recommendations for achievement of the MDGs in Africa; (iii) non-applicable predictive models; (iv) the problem of paucity of data in Africa; (v) low level of infrastructural development in rural areas; (vi) high rate of underemployment; (vii) deficiencies in policy implementation processes; and, (viii) lack of research and development culture. Based on these observations, the paper makes the following recommendations: (i) regional partnerships in development projects; (ii) development and application of country-specific strategy models; (iii) country-wide emphasis on availability of relevant data, complemented with research and development activities; (iv) emphasis on infrastructural development especially in the rural areas; and, (v) refined policy implementation processes based on the use of appropriate personnel and other policy implementation instruments, such as monitoring and evaluation.

EMOTIONAL INTELLIGENCE AMONG COLLEGE TEACHERS: AN EMPIRICAL ANALYSIS

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ABSTRACT

Emotional intelligence plays a major role among the well-being of the teachers in current scenario. So keeping this, the study aims in knowing about the EI level of college teachers, which is assessed using the appropriate tools. A model was used to assess the EI level in terms of Burnout, which resulted that the proposed model was good fit. SEM technique was used to test the goodness of the model. The sample size of 500 college teachers from the Coimbatore Municipal Corporation was taken for the study. The study resulted that the Post Graduates have high level of mean emotional index.

IMPACT OF ADVERTISEMENTS ON CONSUMPTION PATTERN OF SOFT DRINKS: A STUDY OF SELECT RESPONDENTS

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ABSTRACT

Soft drinks industry, one of the leading beverage sectors is estimated to grow at 5% p.a, touching approximately 600 billion liters creating great opportunity to Indian market. India, having 1000 million potential customers since Indian middle class is growing rapidly in its strength, is displaying great potentiality in soft drinks turnover. Consumers are cautious about healthy beverages though there is hike in their income power and including soft drinks in their daily shopping menu. This study is about analyzing the consumption patterns of the soft drinks of select respondents and the impact of advertisements on the buying behavior of the consumers. The sample size of 410 was studied and analyzed in the areas of age wise behavioral pattern of the consumers with regard to different parameters and male – female comparison and as well correlation between educational professions. The findings of the study explored that there is a relationship between age and consumption pattern as well gender differences and education qualification differences exist.

BUYING BEHAVIOUR OF REFRIGERATOR BUYERS: A STUDY WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT IN ANDHRA PRADESH

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ABSTRACT

Refrigerator buying has become a major challenge for many of the buyers especially whose family income is awfully limited. Within such limited income the families have to meet their obligatory needs and find ways to purchase refrigerator which has become more essential in the present day context. We could found such type of phenomenon in small towns and villages. Moreover, in many of such families both men and women are going for jobs. Time available for them in the morning and evening is very limited. During that limited time they may not be in a position to visit vegetable markets and eatable shops to buy their vegetables and eatables on daily basis. Possession of refrigerator enables wife and husband who are employed to buy and keep eatables and vegetables which are highly perishable in nature. In the refrigerators buying such an essential good would naturally influencing the behaviour of the buyer. The main purpose of this study is to examine the buying behavior of consumers of those who possess refrigerators in Chittoor district. For doing so, a sample of 360 respondents, Tirupati revenue division (180), Chittoor revenue division (100) and Madanapalli revenue division (80) have been selected on the basis of convenience sampling. This paper presents a detailed analysis pertaining to buying behavior of select sample buyers who possess refrigerators in Chittoor district of Andhra Pradesh.

ANALYSIS OF ALCOHOL CONSUMPTION IN RAIPUR DISTRICT (CHHATTISGARH)

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ABSTRACT

Data on alcohol related problems are scarce in India, with a very few scientific comparable studies conducted so far. Data relating to alcohol production and sale are difficult to collect and assemble as these are not centrally compiled. Alcohol consumption has been in existence in Chhattisgarh for many centuries. The present study analyses the consumption of alcohol in Raipur district and addresses certain vital issues related to the same. Substantial cultural, regional, gender, social class differences exist in the state which limits the generalization of results which are based on small cross sectional samples. Despite these short comings this study attempts to analyze the consumption of liquor in Raipur District of Chhattisgarh.

A GAP ANALYSIS OF THE ACTUAL LEVEL OF PERFORMANCES AND THE STANDARD LEVEL OF PERFORMANCES OF NEW GENERATION BANKS WITH SPECIAL REFERENCE TO HDFC BANK, AXIS BANK AND INDUSIND BANK

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ABSTRACT

The gap analysis process involves determining, documenting and approving the variance between business requirements and current capabilities. Sometimes there is mismatch between what the company offering to its customers and what the customers actually expects from them. Gap analysis naturally flows from benchmarking and other assessments. Once the general expectation of performance in the industry is understood, it is possible to compare that expectation with the level of performance at which the company currently functions. This comparison becomes the gap analysis. Such analysis can be performed at the strategic or operational level of an organization. Gap analysis is a formal study of what a business is doing currently and where it wants to go in the future. Gap analysis provides a foundation for measuring investment of time, money and human resources required to achieve a particular outcome. This outcome may be achieving high level of customer satisfaction, maximizing profit and minimizing costs etc. The mass affluent segment offers a treasure trove for many banks: a strong and growing customer base, largely loyal to banks, looking for help while willing to self-serve, etc. If banks fail to "own" this segment, they risk further erosion in profit pools and available growth paths. A handful of segments "belong" to banks for the taking, small business and the mass affluent among them. Particularly today, banks cannot afford to lose share in these segments. If a company or organization is under-utilizing its current resources or is forgoing investment in capital or technology, then it may be producing or performing at a level below its potential. This concept is similar to the base case of being below one's production possibilities frontier. Thus goal of the gap analysis is to identify the gap between the optimized allocation and integration of the inputs, and the current level of allocation. This helps provide the company with insight into areas which could be improved.

WHERE HAS ALL THE GOOD MARKETING GONE: ETHICS

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ABSTRACT

The advent of new economic policy, removal of trade barriers, manpower retrenchment and attrition of employees has shaken the trust of customers. When in today era we talk about customer delightness, the issue of rebuilding the trust becomes a major concern, Instead of thinking on the ground of marketing philosophy the need of the hour shifts the trends to Ethics in Sales and Marketing. The paper encovers the introduction, ethical values, Ethical issues life line of marketing - in specific areas of CRM, CSR and Advertising. The paper concludes with the suggestion that a more detailed study of the Ethics is needed. While many authors think that this is a relatively new concept, Ethics is perhaps as old as business itself and in some societies one cannot do the business without being socially ethical.

PARADIGM SHIFT IN CUSTOMER'S PREFERENCE REGARDING e-SHOPPING

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ABSTRACT

Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different. The purpose of this study is to review the factors felt reservation of consumers in online shopping. The main objective of this research is to study, especially what are factors affecting the consumers directly for online shopping. The replies have been analyzed by means of frequency distribution, average and chart analysis. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. Price was considered to be the most fascinating and affecting factor for the majority of students and the general public. Most of the consumers hesitate not to do shopping online, because of the insecure payment and transactions systems.

AN INTENSIVE RESEARCH ON CUSTOMER BEHAVIOUR IN HEALTH DRINKS MARKET IN TIRUPPUR CITY

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ABSTRACT

India, world's largest malt- based drinks market, accounts for 22% of the world's retail volume sales. The present study attempts to know the buyer behaviour of health drinks. The basic purpose of this paper is to find out the influence of various factors on the buying decision of customers. It also attempts to determine the awareness level and loyalty status of customers. To develop the conclusions exploratory and descriptive, research designs are used. Primary data is collected with the help of questionnaire method and data is analysed with the help of various statistical techniques.

MONOGRAPH ON MATHEMATICAL MODELLING OF C-RAN

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ABSTRACT

In this paper, a multidimensional Markov model has been proposed for Cloud Radio access network (C-RAN) to overcome the efficiency and flexibility issues with the traditional RAN architecture. Traditional model lacks the sophisticated mathematical model to analyse the stochastic multiplexing gain from the pooling of Virtual base stations (VBSs). To determine the pooling gain, a product-form solution for the stationary distribution has been derived and a recursive method has been presented to calculate the blocking probabilities.

REGULATION AND DE-REGULATION OF COOPERATIVES IN CONTEXT OF LEGAL FRAMEWORK

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ABSTRACT

The laws relating to cooperatives have been playing a vital role in the development of co-operative movement in India as well as in Tripura. These laws were enacted in compliance with co-operative principles. In Tripura 'The Co-operative Societies Act' was came into effect in 1974. The aim and objective of the said law is to consolidate and amend regulatory framework relating to cooperatives in the state. Broadly the statute having provisions relating to, registration, members and their rights and liabilities, incorporation, duties and privileges of societies, what kind of government aid could possibly be given to societies, property and funds of societies, how to manage societies, how to carry out audit, inquiry, inspection and suspension, procedure for deciding disputes, aspects to deal with liquidations, insured co-operative bank's, co-operative land development banks, offences and penalties, appeals, review and revision, and other miscellaneous matters. But with careful observation, it could be stated that the regulatory framework to control co-operatives in Tripura is centralized. The reason to say so, is The Co-operative Societies Act allowing co-operatives a very limited scope to be ruled by their own bylaws. Co-operatives should be given liberty to administer their day-to-day work but state enacted law have curtailed their liberty. The present paper is dealing with such provisions to show how cooperative societies liberty are being controlled by state enactments.

A STUDY ON ORGANIZED RETAILING AND ITS CHALLENGES

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ABSTRACT

India is becoming most favored retail destination in the world. Today retail sector contributing 10% to country's GDP. Indian retail industry is ranked among the ten largest retail markets in the world. The change of attitudes of Indian consumers and the emergence of organized retail formats have transformed the face of retailing in India. Organized retailing offers huge potential for future growth of retailing in India. This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and brand consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. It explores the role of the Government of India in the industry and its growth and the need for further reforms. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. The paper includes growth of retail sector in India, strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges. And also focuses on the challenges faced by organized retail sector in India. It also emphasize on major players of retailers in India and customer services provided by the retailers. It also highlights the challenges faced by the industry in near future and also provides some suggestions to overcome the challenges. This paper concludes with the likely impact of the entry of global players into the Indian retailing industry.

WORK LIFE BALANCE OF WOMEN IN UNORGANIZED SECTOR OF VAIKOM MUNICIPALITY

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ABSTRACT

Indian economy is characterized by a large number of people working in unorganized sectors. This article provides an insight on the work life balance of women in Vaikom Municipality. The present study was carried out with women in construction works, agriculture, fish vending, vegetable vending, animal husbandry, tailoring and domestic household working in the unorganized sector. An attempt has been made in the paper to understand the socio-economic condition of women laborers, nature of their work, their working conditions, and difficulties faced by them at their work place. The findings shows that the level of satisfaction of women in unorganized sector is lower and has the presence of hard works, lack of benefits etc.

IS CULTURAL SENSITIVITY REQUIRED BY POTENTIAL LEADERS: EMPIRICAL INVESTIGATION FOR SALES FUNCTION IN IT SECTOR

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ABSTRACT

Cultural sensitivity means being aware that cultural differences and similarities exist and have an effect on values, learning and behavior of an individual. The aim of this study is twofold, first aim is to develop the concept of cultural sensitivity and chalking out its various dimensions. And second aim is to further utilize these dimensions via questionnaire to investigate the extent to which the various dimensions of cultural sensitivity are important to the leaders in sales function, w.r.t. IT sector. After the literature review two questionnaires are adopted from Harris(2004) and Blake and Mouton for Cultural sensitivity and potential leadership respectively. The empirical setting is sales people from first and middle level of management in IT sector across few selected companies. This study proposes a model of the concept as multi-dimensional. Cultural sensitivity is perceived as a competence, held by a person responsible for sales in the export markets experience is viewed as essential to advance a salesperson's cultural sensitivity. The dimensions, and thus the variables composing cultural sensitivity are thus as follows: international experience, country experience, open-mindedness, adaptive business style, and ongoing business expenditure. Growth in the service sector industry internationally has imposed dealings between people from different cultures. As culture relates to norms, values and customs of people it generates behavioral differentiation. This result in expectations during service encounters, this difference has to be understood by IT professionals in order to build the modules for interaction. Cultural differences matter in leadership and the most effective leaders embrace them.

CAREER MOTIVATION OF HIGH SCHOOL TEACHERS

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ABSTRACT

This qualitative study has been conducted on 25 teachers teaching high school students. The objective of this study was to understand the career motivation of teachers in choosing teaching as a career; the altruistic motive of teachers and the perception of teachers about their contribution to the holistic development of students. Every teacher who was part of the research were interviewed in depth and satisfactory answers to the research objectives was received.

BEHAVIOURAL FINANCE: ITS BUILDING BLOCKS

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ABSTRACT

Behavioural finance encompasses research that drops the traditional assumptions of expected utility maximization with rational investors in efficient markets. The growth of behavioural finance research has been fuelled by the inability of the traditional framework to explain many empirical patterns, including stock market bubbles. Behavioural finance is built on three main building blocks. Hence an attempt has been made to understand the concept of 'behavioural finance' by identifying its building blocks. The three building blocks of behavioural finance are sentiment, behavioural preference and the limits to arbitrage (when markets will be inefficient). The result shows that the behavioural finance has great utility and can be put to varied uses.

ANALYSIS OF INVESTMENT OPTIONS

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ABSTRACT

The present paper give a brief idea regarding the various investment options that are prevailing in the financial markets in India. With plenty of investment options like Banks, Fixed Deposits, Government Bonds, Stock Market, Real Estate, Gold and Mutual Funds the common investor ends up more confused than ever. Each and every investment option has its own merits and demerits. Any investor before investing should take into consideration safety, liquidity, returns, entry/exit barriers and tax efficiency parameters. We need to evaluate each investment option on the above-mentioned basis and then invest money. Today investor faces too much confusion in analyzing the various investment options available and then selecting the best suitable one. The comparison of investment options on the basis of returns as well as on the parameters like safety, liquidity, term holding etc. is made, thus assisting the investor as a guide for investment purpose. A survey was made to know about preferences of people regarding various financial instruments.

IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL BUSINESS: A REVIEW OF LITERATURE

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ABSTRACT

The term cultural distance has come to occupy a very important place in international business. While culture conditions the norms and behavior of the people of a particular group the difference in this norms and behavior of people across different cultures has strong implications for international business negotiations. The underlying research attempts to understand the impact of cross border cultural differences on international business, to ascertain whether cultural distance asymmetry exists or not and whether the difference in the cultures across border provide any scope for positive impact on the business negotiations or not. An attempt has also been made to study the factors that influence the investment mode preferences of the different countries and to understand the role of language in international business. Based on the review of literature it has been found that cultural distance is the mixed blessing in case of international business since it can have both positive and negative impact. The research also revealed that cultural distance asymmetry exists that influences the investment preferences of the countries. Also the language has an influence on the pattern of foreign market expansion of the business firms. Overall it is important for the business firms to know the differences in the cultures of different countries so as to avoid extremely risky situations and prevent business failures on account of cultural distance.

PAYMENTS BANKS: A NEW LANDSCAPE FOR INDIAN BANKING SECTOR

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ABSTRACT

Payments Banks present an exciting opportunity for digital financial inclusion in India. Present article provides information about what are payments banks, various guidelines issued by RBI and issues involved in its operation. This article has been written after gathering information from sources like newspapers and RBI website. Several countries like Japan, South Africa, Brazil have created such institutions years ago. Now RBI has initiated for the development of similar institutions which is a welcoming step. But the successful applicants should keep in mind the challenges mentioned here and are willing to learn from the experiences of mobile money in other countries.

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