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mHEALTH EFFECTIVENESS AND POTENTIAL IN INDIA

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ABSTRACT

Healthcare infrastructure deprived India lack skilled workforce to address healthcare issues in the large part of the county. Rural population in access of 70% living in villages or remote areas have no to little access to healthcare. Often, citizen have to travel long distance even for primary care. However, mobile have no rural – urban divide and most people in remotest areas have access to atleast basic mobile phones. There is enough awareness among the doctors and most doctors believe remote healthcare could be provided. Most consumers surveyed also believe mHealth is the future and willing to use mobile health services. It's very difficult for Government to create appropriate healthcare infrastructure in a short time. But mHealth may be an answer to many infrastructure and skilled workforce related questions. Most doctors and consumers believe mHealth may address the issue of lack of work force but there is a need to create awareness about mHealth to make it an effective service. This study attempts to explore the awareness, potential and effectiveness of mHealth in India.

AN EFFICACY OF IMPACT OF TURNOVER RATIOS ON PROFITABILITY WITH SPECIAL REFERENCE TO INDIAN PHARMACEUTICAL INDUSTRY

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ABSTRACT

The impact of the turnover ratios on profitability has been examined by computing co-efficient of correlation and regression between profitability ratio (PBT to total assets ratio) and turnover ratios (CR, LR, ITR, RTR, TATR and FATR). The study of the impact of turnover ratios on profitability of Indian pharmaceutical industry should both negative and positive impacts. All the turnover ratios have shown positive association with profitability.

5S TECHNIQUE: THE EMERGING CONCEPT OF SERVICE QUALITY

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ABSTRACT

The turn of the century has seen profound changes in the global economy. Services have played a crucial part in these changes, because services are becoming the way organizations meet with their markets. The organizations have already discovered that their survival no longer exclusively depends on the products they offer, but also on the additional offerings they make to their customers that differentiate them from their competitors. Innovative organizations, offering new services as well as unique customer services, are now succeeding in markets where established organizations have failed. This paper provides an overview of the Indian services sector and emerging concept of 5S of Japanese Services. The interaction between customers and service employees is vital for the actual success of service delivery. In Service sector 5S play a crucial role, 5S as a methodology has come out of the techniques within Total Productive Maintenance (TPM) and Toyota Production System (TPS).

**PERCEIVED ORGANIZATIONAL SUPPORT AND AFFECTIVE OCCUPATIONAL
COMMITMENT AS MEDIATING VARIABLES ON THE RELATIONSHIP BETWEEN
ORGANIZATIONAL CAREER GROWTH AND EMPLOYEES PERFORMANCE
(EMPIRICAL STUDY ON EMPLOYEES AND CHIEF STAFF IN 15 KPPN AT CENTRAL JAVA PROVINCE
REGIONAL OFFICE OF DIRECTORATE GENERAL OF TREASURY, THE MINISTRY OF FINANCE)**

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ABSTRACT

This study aims to test and analyze the effect of organizational career growth on perceived organizational support, affective occupational commitment, and employees' performance. This study also aims to test the mediating effect of perceived organizational support on the relationship between organizational career growth and affective occupational commitment, as well as the mediating role occupational commitment on the relationship between organizational career growth and employees' performance. This study is conducted by survey method on vertical institute on the Directorate General of Treasury of the Republic of Indonesia in 15 KPPN (Kantor Pelayanan Perbendaharaan Negara-State Treasury Service Office) in Central Java province, which totaled to 550 employees. The sampling technique used in this study is multistage cluster sampling. There are 260 questionnaires that were distributed; from these number 250 questionnaires were returned. The number of questionnaires that were returned is the minimum number of samples that were usable for further analysis. The questionnaire consists of 33 question items that include items for performance, organizational career growth, affective occupational commitment, and perceived organizational support. This result of this research show that perceived organizational support positively and significantly proved to be a mediator (partial mediation) in the relationship between organizational career growth and affective occupational commitment. Affective occupational commitment has also proved as mediator (partial mediator) on the relationship between organizational career growth and employees' performance.

PUBLIC SERVICE INNOVATION: STUDY OF MASS TRANSPORT SERVICE THROUGH THE MASS RAPID TRANSIT (MRT) IN JAKARTA

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ABSTRACT

Central theme on the study of public administration is changing from time to time. Historically, Public Administration initially focused only on traditional administrative functions such as maintaining security, peace and public order. Focus and locus of public administration in recent years has shifted and evolved into issues such as the broader issue of public service. The issue of public services currently received attention mainly in Jakarta is providing mass transit services where transport services are currently considered to solve the problem of traffic congestion. Government administration through PTM tries to change the patterns of use of private vehicles towards the use of mass transportation through the MRT (Mass Rapid Transit). Jakarta as one of the metropolitan cities in Southeast Asia need alternative transportation mode in order to reduce the using of private vehicles. Provincial Government of Jakarta in 2003 is already prepared a Master Plan for Transportation in Jakarta or better known as the Macro Transportation Pattern (PTM) and in 2007 conducted a review and revision of PTM-DKI (Academic Paper RTRW 2030). This macro transportation pattern is still facing some obstacles where the rate of urbanization is rapidly increasing, the level of traffic congestion is getting worse due to the increasing number of private vehicles both two and four wheels, a limited physical environment of the city and environmental degradation. The main objective of the development of the interface is to ensure smooth pedestrian mobility by ensuring the smooth flow of the MRT station and good integration with centers of activity. By building the MRT at least it would give the people alternatives in transportation mode.

ROLE OF ISO IN IMPROVING QUALITY OF MANAGEMENT EDUCATION IN INDIA

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ABSTRACT

In the 21st C a lot of management institutes have mushroomed on account of the growing popularity of management courses. But the quality of some institutes is suspect; some of them were even ordered to be closed down. Quality in management education is important and determines the reputation of an institute. It is highly prized by corporate. The paper studies the reasons why quality in management education is important and how it needs to be implemented.

REPORTING QUALITY OF SOCIAL SUSTAINABILITY INDICATORS OF INDIAN MANUFACTURING FIRMS: AN ANALYSIS

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ABSTRACT

Corporate sustainability has evolved as a new corporate management paradigm, which is an alternative to the traditional growth and profit maximization model. Indian manufacturing firms are becoming proactive about reporting on social performance indicators as per Global Reporting Initiative (GRI) framework in their Sustainability Reports. In this study method of content analysis has been utilized to design a index for assessing the social sustainability disclosure quality of reporting on these social parameters during a 2 year time frame spanning 2011-13 by Indian manufacturing firms listed on the Nifty. Thereafter ranking of these firms as per scores assigned has been undertaken to find firms which are more conscious about reporting on social performance indicators. The paper examines the change in the quality of social disclosure over the said period. Attempt has been made to see if improvement in quality of social reporting is reflected in the financial performance of these firms in terms of EPS and ROA.

SERVICE QUALITY IN HIGHER EDUCATIONAL INSTITUTIONS: AN EMPIRICAL ASSESSMENT

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ABSTRACT

In higher education, students are the main customers of universities. As such, providing quality services and satisfying students' needs are vital for universities to succeed and sustain from the increasing competitiveness. Highly satisfied students spread a positive word of mouth communication, thus attracting new applicants with lower marketing costs. In view of the growing importance of quality education for an institution's growth and success, present investigations measures service quality in University of Kashmir. Based on data gathered from 425 respondents through a modified and statistically tested research instrument, the study concludes that by and large students are satisfied with the overall quality of educational services provided by the University; however, an overall improvement is needed in all dimensions of service quality to augment the quality educational services.

AN EMPIRICAL STUDY ON PMJDY SCHEME IMPLEMENTATION AT KANEKAL MANDAL OF ANANTAPUR DISTRICT

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ABSTRACT

This study is mainly aimed to assess the level of understanding, awareness and satisfaction on PMJDY Scheme of GoI in Kanekal Mandal of Anantapur District by taking beneficiaries feedback in the form questionnaire. This paper is useful for policy makers and business leader to hone their schemes.

HRM PRACTICES AND ITS CONTRIBUTION TO LEARNING ORGANIZATION: A LITERATURE REVIEW

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ABSTRACT

HRM practices are important for organizational success because managing human resources is very challenging task especially when a comparison is made with technology which is advancing at a faster pace and for its effective management, organization requires effective HRM system. Learning organization provides an opportunity for an individual to grow in his overall personality which is achieved through continuous learning. The objective of this study is to study about the HRM Practices and its contribution towards the learning organization and also the analysis of relationship between HRM practices and learning organization. The linkage between HRM practices and learning organization will enable the HR managers to design plans that will be in the benefit of the Organizational success in future. In this study, after carefully observing that the human resources are important for organizational success and with the help of examples from previous academic research, the impact of HR practices and its linkage with the learning organization is depicted. It can be concluded that the way in which the organization manages its human resources and its various policies, procedures contributes in maintaining an environment of learning among the employees and which ultimately leads to the organization's success as a whole.

KISSAN CREDIT CARD SCHEMES AND FARMERS AWARENESS - INITIATIVES OF KERALA GRAMIN BANK

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ABSTRACT

The important objective of KCC scheme are to provide insurance coverage and financial support to farmers in the event of failure of crops as a result of natural calamities, pests and diseases. To encourage the farmers to adopt progressive farming practices, high value inputs and higher technology in agriculture to help stabilize farm income, particularly in disaster years and to support and stimulate primarily production of food crops and oil seeds. The present is conducted to analyze how far these objectives have been fulfilled and to give valuable suggestions for the improvement of the scheme. These major findings and suggestions are brought out from the study through the structured interview schedule. The scheme of KCC is under implementation by state co-operative banks through District Central Co-operative Banks and Primary Agricultural Credit Societies as also the RRB and Commercial banks under the aegis of NABARD. Co-operative banks have the largest share in implementation of the KCC scheme. The scheme has popular both amongst farmers and bankers.

A CASE STUDY ON CASH MANAGEMENT PRACTICES IN COOPERATIVE BANKS

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ABSTRACT

Inadequate recovery, poor management, lack of deposit mobilization, ineffective cash management procedures are some of the problems which hinder the growth of cooperative banks. In this study cash management with regard to cash holdings and flow of funds between branch level and head office has been studied in relation to a selected cooperative bank. A suggestive approach worked out by the author, if implemented, will streamline the procedure and practices of cash planning adopted by the Bank.

FINANCIAL INCLUSION IN VILLAGES OF INDIA: A CASE STUDY OF VILLAGES OF SHYAMSUNDAR GRAM PANCHAYAT

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ABSTRACT

Most residents of villages under Shyamsundar Gram Panchayat have at least one savings bank account in Burdwan Central Co-operative Bank, or Punjab National Bank, or State Bank of India, or Bank of India or Post Office Savings Bank of Shyamsundar Post Office. The maximum savings bank accounts are opened for getting payment for MGNREGA project, student scholarships from school, college or getting subsidies for LPG. A minimum number of savings accounts are opened otherwise and for micro savings or getting bank loans. If by financial inclusion we mean inclusion of all families in the organised banking network, then financial inclusion has been achieved in this gram panchayat. But the question is: to what extent have the people utilised banking services for their livelihood? Whether their standards of living improved due financial inclusion, or whether they get more loans from banks for meeting their needs or whether their savings have been deposited with the banks-these are some questions which need to be investigated to know the real impact of financial inclusion. In this paper an attempt has been made to investigate the factors that stand in the way of getting the full benefits of financial inclusion in the Shyamsundar Gram Panchayat area of Burdwan district. The information gap regarding banking products and the attitude of bank employees are to be probed for this purpose.

MARKETING STRATEGIES OF RETAIL SECTOR IN INDIA

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ABSTRACT

The Retail bazaar in India is booming beyond everyone's expectation. The Indian Retail sector has caught the world's imagination in the last few years. India's retail growth was largely driven by increasing disposable incomes, favorable demographics, changing lifestyles, growth of the middle class segment and a high potential for penetration into urban and rural markets. The organized retail sector accounts for 5 % which is expected to grow to 10 % by the end of 2016. A number of large corporate houses like Aditya Birla, Reliance, Pantaloons, Vishal, Tata Retail, RPG, Raheja's and Piramals's have diversified to add retail to their sector portfolio. This study revolves around the opportunities and challenges faced by organized retail players in India. It was found that organized retailers see competition from the unorganized sector as their biggest challenge, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage.

YOUTH ENTREPRENEURSHIP DEVELOPMENT

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ABSTRACT

The youth are the major human resource for development and thus key agents of social changes, economic development and technological innovation. Therefore, there is a need for youth involvement and participation in the socio-economic, cultural, and political environment of a country and its development programmers, as well as in activities based on the youth's specific needs, desires and aspiration. If children are the future of a nation, youth are its present resource. The dynamic role of youth constructive and active work culture of the youth lends a nation its integrity and character. But the profile of the youth in India has been rather low and its role is extremely mediocre especially after India achieved independence. Youth constitute an important asset of the society.

A STUDY ON AGRICULTURAL COMMODITY IN TRICHY**K. DHINESHNI****STUDENT****DEPARTMENT OF MANAGEMENT STUDIES****ANNA UNIVERSITY (BIT CAMPUS)****TRICHY****DR. S. P. DHANDAYUTHAPANI****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****ANNA UNIVERSITY (BIT CAMPUS)****TRICHY****ABSTRACT**

Agriculture provides the essential means of livelihood for majority of Indian's population. Agriculture accounts for large export earnings and provides raw material to large number of industries. The general price level of agricultural commodity is affected by a variety of market forces that can alter the current or expected balance between supply and demand. Study on agricultural commodity market in Trichy. The study deals with the commodities such as wheat, cereals, sugarcane, banana and pulses. The purpose of the study is to analyze price fixing method for above mentioned commodities.

PORTRAYAL OF NATURE IN ENGLISH LITERATURE AND CONSERVATION OF NATURE

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ABSTRACT

The essence and importance of nature has been beautifully portrayed in English literature. Nature is depicted as a woman, a person, a child and also through various emotions, to be loving, friendly, inspiring and kind. Nature acts as a gentle guide to man as his association with nature is inseparable. Man connects every emotion of his with nature _ happiness, sorrow, solitude, anger, romance and hatred. His civilization starts from nature and his beliefs are so strongly linked with nature that he even worships it in many forms. Till date there are many writers who convey great messages quoted with nature as the basic theme and have attempted to make man realize various truths and his responsibilities towards protecting the ecosystem for the benefit of all creatures. My paper is an attempt to create awareness by bringing to the fore nature as depicted in literature and remind the importance of nature which people are slowly forgetting. It is an attempt to conserve nature by quoting some prominent writings of eminent writers and their magnanimous portrayal of nature in English literature.

A STUDY ON SUPPLY CHAIN MANAGEMENT IN FMCG IN MYSURU CITY

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ABSTRACT

The FMCG market in Indian is emerging at a quick speed despite of the economic downslide. The raising disposable earnings and lifestyle in most tier 2 and tier 3 cities are having an influence on the Fast Moving Consumer Goods development across the nation. This report examines the supply chain management for FMCG companies in Mysuru city. This starts with an overview of the FMCG sector in Mysuru and goes on to explain how the supply chain in such companies across the city have added value to the industry and how further betterment in the system can add onto the growth of the industry. The report also contains a summary of the key players, including their product portfolio, business operations, and strategies. The report concludes with an industry outlook section.

**ASSESSMENT OF FACTORS AFFECTING PERFORMANCE OF WOMEN
ENTREPRENEURS IN MSEs: THE CASE OF EAST SHOA ZONE OF OROMIA
REGIONAL STATE-ETHIOPIA**

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ABSTRACT

This study was designed to assess the factors that affect the performance of women entrepreneurs in MSEs in East Shoa Zone, Ethiopia. A sample of 203 women entrepreneurs engaged in MSEs was taken for the study using stratified and simple random sampling. Data was collected using a self-administered questionnaire that was distributed to women entrepreneurs who have their own business in selected three towns of East Shoa Zone, Oromia Regional State, Ethiopia. Descriptive research was used to answer the research questions on the current status of the subject of the study and in reference to the objectives of the study. The study findings were able to show that, from the major factors that affect the performance of women entrepreneurs in MSEs, the impact of the economic environment is significant even though the influence of social factors is minimal. The survey result also shows that women entrepreneurs having problem when they enter into the business. The implications of this study are discussed along with some recommendations.

FACTORS AFFECTING ECONOMIC DEVELOPMENT AND GROWTH OF INDUSTRY IN INDIA

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ABSTRACT

Economies, all over the world; either developed or developing face business cycle economic activities. There are booms and blows can hit the industry hard. Although, they can't be evacuated but can definitely be mitigated. This research paper studies all those factors that can be taken into account by the central govt. to reduce the effect of the recession on the overall health of the industrial sector. Factors like interest rate, inflation and strength of the currency have turned out to be major factors determining the growth of the industry. However, the impact of the environment has also played a pivotal role.

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With sincere regards

Thanking you profoundly

Academically yours

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