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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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**JOB SATISFACTION, JOB STRESS & PROFESSIONAL DEVELOPMENT AMONG
COLLEGE TEACHERS: A STUDY WITH REFERENCE TO GOVERNMENT COLLEGES
IN SHIMOGGA REGION**

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ABSTRACT

In the present scenario Job stress is becoming the harmful physically, mentally and emotionally. Stress happening due to mismatch between the capabilities, resources or needs of the worker. Job stress spoils health and work. It reduces concentration and efficiency of the employee. Job stress reduces satisfaction towards job and the development will be reduced. Present research related to the college teachers in Government colleges in Shimogga Region, Karnataka. This paper tries to identify the factors related to stress and the professional development.

AN ANALYTICAL STUDY OF CUSTOMER'S BUYING BEHAVIOUR TOWARDS LIFE INSURANCE PRODUCTS

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ABSTRACT

The Life Insurance industry in India is growing with number of national and global players in the form of Joint ventures are excelling with the tremendous growth in business. With Government of India framing several rules and regulations, Life Insurance industry has been experiencing exponential growth in terms of increasing number of policy holders with considerable number of new entry of companies into the insurance sector. At present, there are 24 numbers of domestic and foreign players operating in the life insurance sector. In India, insurance still has been considered as a tax saving tool instead of an investment option for future. The present study analyzes the factors that are influential in choosing a particular life insurance company when he needs an insurance policy. The study was conducted among the respondents of the city of Ambala.

**A STUDY ON THE VARIOUS PRODUCTS, SERVICES AND PERCEPTION OF POLICY
HOLDERS OFFERED BY LIC FOCUSING ON NILAMBUR BRANCH OF
MALAPPURAM DISTRICT**

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ABSTRACT

In today's competitive environment, different kinds of investment avenues are available to the investors. All investment modes have advantages and disadvantages. An investor tries to balance these benefits and shortcoming of different investment modes before investing them. Among various investment modes LIC is the most suitable investment mode for the common man, as it offers various kinds of policies to the policy holders. Life insurance Corporation of India is the largest insurance group and Investment Company in India. It is a state owned company. LIC provides insurance plans, pension plans, unit plans, special plans, health plans, children plan etc. Insurance agent approaching the people but they don't ready to take policy. So some factors affect the policy holders to take such policy. Lot of people opted different policies, but marketers need to know the level of satisfaction and it will meet the expectation or not. In this research an attempt is made to study investor's perception of LIC focusing on Nilambur Branch.

DEMONETIZATION AND ITS IMPACT ON MSME SECTOR IN INDIA

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THIRTHAHALLI**

ABSTRACT

The MSME sector constitutes a vast network of over 63 million units and employs around 111 million people, contributing around 30% to the GDP, accounting for about 45% of manufacturing output and around 40% of total exports. The MSME sector has witnessed two major recent shocks, demonetization and introduction of goods and services tax. After that contractual labor in both the wearing apparel and gems and jewellery sectors reportedly suffered as payments from employers became constrained after note ban. Similarly, GST led to increase in compliance costs and other operating costs as most of MSMEs were brought into the tax net as over 60 per cent of them were not ready for the new tax regime. Credit growth fell significantly and turned negative during November 2016-February 2017. Therefore, it seems that demonetization accentuated the slowdown in credit growth, particularly to industrial sector. However, credit growth to the sector recovered after February 2017 to reach an average of 8.5 per cent in January-May 2018.

EFFECTIVENESS OF EMPLOYEE WELFARE FACILITIES AT PRIVATE CHEMICALS ORGANIZATION

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ABSTRACT

In any organization, welfare facilities are important that directly reflects on employees' productivity. The main purpose of the study is to examine effectiveness and factors effects on welfare facilities. The research design of the study is descriptive in nature. The research based on primary as well as secondary data. The research is based on non-probability judgmental sampling method. The sample size is 100 employees. The data are collected through the employee of organization by using questionnaire. The data analysis, frequency and T-test have been used. It is found that welfare facility is effective in the organization. The study is indicating that employees are satisfied with the present welfare facilities provided at the organization.

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Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

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