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E-mail id: [sajmmr@saarj.com](mailto:sajmmr@saarj.com)

### **VISION**

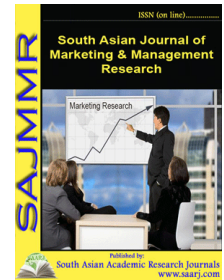
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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## **ANALYSIS ON THE EFFECT OF CSR (CORPORATE SOCIAL RESPONSIBILITY) OF TAX ON THE CORPORATE PERFORMANCE IMPROVEMENT**

**AYU FURY PUSPITA\*; M. KHOIRURUSYDI\*\***

\*Faculty of Economics and Business,  
University of Brawijaya, Malang, Indonesia.

\*\*Faculty of Economics and Business,  
University of Brawijaya, Malang, Indonesia.

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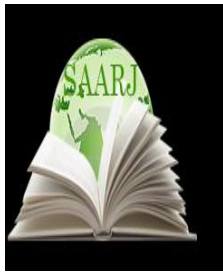
### **ABSTRACT**

*The objectives of this research were to know the effect of CSR (Corporate Social Responsibility) of tax on the corporate performance improvement, the effect of social contribution on the corporate performance improvement, the effect of non-cost on the corporate performance improvement and the effect of ethics on the corporate performance improvement.*

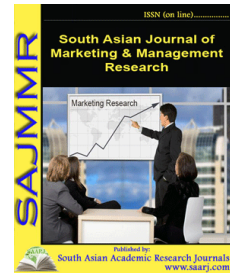
*The research conducted was a survey research with qualitative data analysis using multiple linear regression method. The multiple linear regression method was used to identify the effect of independent variables (X) which covered social contribution (X1), non-cost (X2) and ethics (X3) on the dependent variable (Y) representing corporate performance improvement.*

*The result of the research showed that social contribution had a significant effect on the corporate performance improvement. CSR contributed to a substantial improvement to the society, especially the one around the company. Non-cost had a significant effect on the corporate performance improvement since the cost of CSR was considered a part of investments to provide better condition to the society. Ethics significantly influenced the corporate performance improvement. Ethics was applied to the society around the company. The result of this research, therefore, proved that CSR (Corporate Social Responsibility) of tax had a significant effect on the corporate performance improvement.*

**KEYWORDS:** *Corporate Social Responsibility (CSR), Tax, CSR of Tax, Corporate Performance.*



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## **AN ANALYSIS OF CASH AND RECEIVABLES MANAGEMENT WITH REFERENCE TO GREEN PARK HOTELS, CHENNAI**

**A. PALANI\*; P. RAJA\*\***

\*Assistant Professor,  
Department of Management Studies,  
Aalim Muhammed Salegh College of Engineering,  
Avadi - IAF, Chennai-55, Tamilnadu, India.

\*\*Assistant Professor,  
Department of Management Studies,  
Aalim Muhammed Salegh, College of Engineering,  
Avadi – IAF, Chennai – 600055, Tamil Nadu, India.

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### **ABSTRACT**

*Finance is the science of funds management. The general areas of finance are business finance, personal finance, and public finance. Finance includes saving money and often includes lending money. The field of finance deals with the concepts of time, money, risk and how they are interrelated. It also deals with how money is spent and budgeted. Cash management is one of the key areas of working capital management. A part from the fact that it is the most liquid current assets, cash is the common denomination to which all current assets can be reduced because the other major liquid assets that are receivables and inventory get eventually converted into cash.*

*Accounts receivable is one of a sequence of financial accounting transactions dealing with the billing of a customer for goods and services he/she has considered. In most business entities this is usually done by generating a statement and mailing or automatically delivering it to the customer, who in turn must pay it within a recognized time-frame called "creditor expense terms." The study is under taken to evaluate a business organization on the basis of its performance in terms of Revenue & profit. The study is based on last 5 years Annual Reports of Hotel Green Park. The study comprises of the cash & Bills Receivables of five consecutive financial years of the firm.*

*From this Study, One can know or plan about the day-to-day income and to know the optimum level of Cash and Bills Receivables as a good significance for the progress of the organization.*



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## **BPO AND CALL CENTER INDUSTRIES RETENTION STRATEGY TO REDUCE EMPLOYEE TURN OVER**

**G. SRI DEVI\*; DR. N. PANCHANATHAM\*\***

\*Associate Professor,  
Department of Management Studies,  
A.V.C.College of Engineering,  
Mayiladuthurai, Mannampandal - 609305.

\*\*Professor & Head,  
Department of Business Administration,  
Annamalai University, Chidambaram.

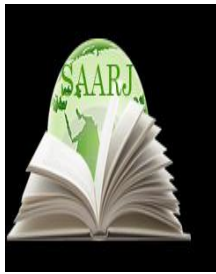
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### **ABSTRACT**

*Business Process Outsourcing (BPO) is likely to be the next big thing for services in this decade. The industry is very diverse, with several sub-segments, each displaying its own unique characteristics. The BPO players need to be excellent in every facet of operations as the market is highly competitive at every level and re-defining itself every day. Being a People-Centric industry what are the people issues that, the HR will have to handle?*

*In today's economy, more so in knowledge based industry...IT, ITES/BPO, the biggest task in front of a HR Manager is to motivate and retain employees. All the attempts made in this direction are big failure and no one knows what a route to employees' heart is. Here in this article, I have made an attempt to list some of the innovative ways to motivate an employee. Applying or implementing the below mentioned ideas is not an assurance that an employee will stick to you but still if done in a proper way...in a long run...these will surely be of benefit to the organization. The Innovative strategy here the author identified as – Employee Motivation. Motivation is an organization's life-blood; yet "motivation," as a business subject, is largely ignored. Even when not ignored, it certainly is not a focal point for strategic thinking. In this paper we are going to see the various innovative practices used by the BPO firms.*

**KEYWORDS:** Attrition, Employee motivation, innovative strategies.



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## **A REVIEW OF INFORMATION AND ITS NEED IN AGRICULTURE MARKETS**

**DR .MUKUND CHANDRA MEHTA\*; ASHUTOSH MISHRA\*\***

\*Assistant Professor,  
University Department of Commerce & Business Management,  
Ranchi University, Ranchi, Jharkhand, India.

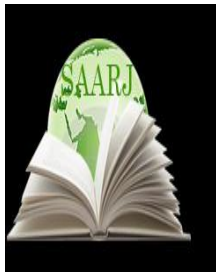
\*\*Assistant Professor,  
Department of Management,  
BIT Mesra, Ranchi, Jharkhand, India.

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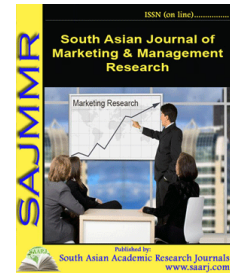
### **ABSTRACT**

*Based on the particulars and analysis, the agriculture sector is being seen by the majority of the development economists as the most necessary and focused element of development process. Economic development needs industrialization, but, in many economies, especially in the developing economies, industry also requires the development of agriculture sector. For several years the organizations, engaged in the improvement of agriculture, have advocated the formation of Market information System as a mechanism for increasing the competence of this sector and encouraging the orderly marketing structure in agriculture. Based on this suggestion, the aim of the paper is to draw attention to the needs of agriculture market information.*

**KEYWORDS:** *Agriculture Market, Market Information System.*



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## **ROLE OF FINANCIAL DERIVATIVES AND ITS IMPACT ON INDIAN CAPITAL MARKET: A CASE STUDY OF NATIONAL STOCK EXCHANGE (NSE) SINCE 2000**

**SUMBUL KABIR\*; SANA IKRAM\***

\*Research Scholars,  
Department of Commerce,  
Aligarh Muslim University, Aligarh, India.

\*\*Research Scholars,  
Department of Commerce,  
Aligarh Muslim University, Aligarh, India.

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### **ABSTRACT**

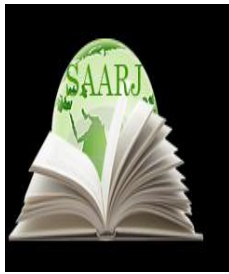
*Any country's economy performance is partly based on the strength and success of financial or capital markets. The important financial markets which are responsible for the development of any country's economy includes capital market consisting of stock market and bond market, commodity market, money market, derivatives market, Insurance market and foreign exchange market.*

*In the last few years, a series of widely publicized losses related to derivatives activities has focused public attention on derivatives risks.*

*Since the introduction of derivatives in India there has been tremendous growth along with this the risk factor on trading is also growing the market. With the assessment of financial derivatives it is concluded that these markets contributed a lot in managing the economic and financial risks.*

*This paper focuses and analyzes the role of financial derivatives in the Indian Capital Market. The efforts are also made by the researchers to test its impact on Indian Capital Market.*

**KEYWORDS:** *Financial Derivatives, Capital Market, Future Index, S&P CNX Nifty, NSE etc.*



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## **CUSTOMER SATISFACTION TOWARDS TATA MOTORS – A STUDY ON PASSENGER CARS IN WARANGAL DISTRICT OF ANDHRAPRADESH**

**VELDANDI RAMCHANDER RAO\*; R.VEERIN KUMAR\*\***

\*Assistant Professor,  
Department of Business Management,  
Jayamukhi Institute of Management Science,  
Moqdumpuram, Narsampet, Warangal, 506332, Andhra Pradesh.

\*Assistant Professor,  
Department of Business Management,  
Jayamukhi Institute of Management Sciences,  
Moqdumpuram, Narsampet, Warangal – 506332, Andhra Pradesh.

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### **ABSTRACT**

*Exceptional customer service results in greater customer retention, which in turn results in higher profitability. Customer loyalty is a major contributor to sustainable profit growth. To achieve success, a company must make superior service second nature of the organization. A seamless integration of all components in the service-profit chain – employee satisfaction, value creation, customer satisfaction, customer loyalty, and profit and growth – links all the critical dynamics of top customer service.*

*“Satisfying the customer is a race without finish.”– Vernon Zelmer*

*Many companies forget that satisfying customer needs and continuous value innovation is the only path to sustainable growth. This creates opportunities for new, smaller companies to emulate and improve upon what made their bigger competitors successful in the first place and steal their customers. **It's a well known fact that no business can exist without customers.** Organizations are increasingly interested in retaining existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. In this paper I would like to emphasis on Customer Satisfaction Towards Tata Motors – A Study on Passenger Cars in Warangal District of Andhrapradesh.*

**KEYWORDS:** *Satisfaction, Loyalty, Sustainable Growth, Customer Retention, Profit and Growth.*



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## ORIGIN AND EVOLUTION OF PILGRIMAGE TOURISM MANAGEMENT

**S.VIJAYANAND\***

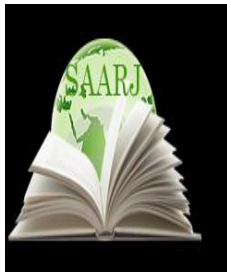
\*Research Scholar,  
School of Management, Department of Tourism,  
Pondicherry University, Pondicherry, India.

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### ABSTRACT

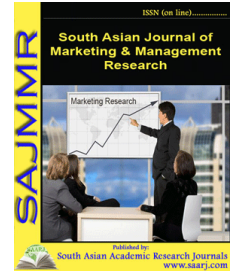
*At the beginning of this century, tourism was turning into a business, although it slackened in the first half of the century, owing to the two world wars. After these difficulties, tourism came to signify the personal transfer from one place to another for income, for the purposes of consumerism as the result of economic well being and technological progress. pilgrimage Tourism has led to the creation of new habits and different behavior and life models as well as a different conception of time. This article posits that pilgrimage tourism is a manifestation of the increasing acceptance of individuated formations of personal identity, evolution of pilgrimage tourism and the roles of pilgrimage tourism a way to explore concepts of truth, morality, and belief that are typically either ignored or not accepted. Some further insights can be gained by looking at the places visited by pilgrimage tourists. To further identify the pilgrimage tourists and analyze his/her purchasing behavior, there is a need to build a typology of pilgrimage tourists. The data for this study was collected from host population engaged in pilgrimage tourism activities. The extent of involvement of Pilgrimage tourists in pilgrimage tourism of Tamil Nadu is elucidated in this study. This research is mainly based on secondary data. Secondary data required for this study was collected from different authentic sources.*

**KEYWORDS:** *pilgrimage Tourism, evolution, tourists, environment, issues.*



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## **SOCIAL MEDIA: CHANGING BRANDING STRATEGIES**

**PUNEET KUMAR\***

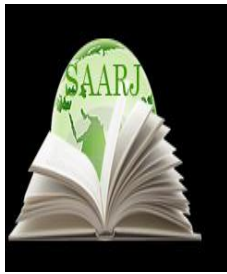
\*Assistant Professor,  
Institute of Management Studies,  
Makkawala Greens, Mussorie Diversion Road,  
Dehradun, UK, India.

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### **ABSTRACT**

*The evolving consumer culture is challenging the traditional definition and practice of branding. Brand managers now-a-days face a context where brand value increasingly is created outside the company in a co-creation with other constituencies and social networks. Increasing cynicism towards the commercial messages and power of consumers to communicate online are increasingly allowing consumers the power to dictate when, where and how they want to be reached. Consequently, there seems to be a wide gap between conventional branding models and the way in which modern consumers use brands. New branding theories advocate for a consumer-centric approach to branding, where branding is the process of adding new value to customers' identity. With the point of departure in this altered 'Brandscape', this newly generated problem has made it necessary for brand managers to questions how companies can incorporate consumer culture in their branding efforts. The social media now-a-days is producing a brand loyalty for the various products & services. For the same reason as stated the companies are now implementing a new practice of the branding (i.e. engaging with consumers in digital, social communities).*

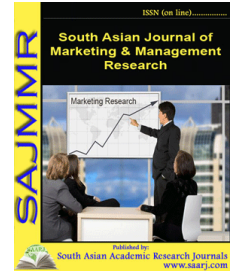
**KEYWORDS:** Brand Perception, Brand Equity, Social Media, cultural branding model.



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### E-COMMERCE IN DEVELOPING COUNTRIES WITH REFERENCE TO SERVICE SECTORS

PROF. USHA V BHANDARE\*; PROF.DARSHANA D. KADWADKAR\*\*

\* Professor,  
Department of Commerce,  
K.B.College of Arts and Commerce for Women,  
Kopri, Thane (E), India.

\*\*Professor,  
Department of Accountancy,  
K.B.College of Arts and Commerce for Women,  
Kopri, Thane (E), India.

#### ABSTRACT

*The use of electronic commerce by business in developed countries has grown considerably in the past few years. While the private sector appears to be benefiting from this low-cost means of reaching consumers worldwide, the question remains: can e-commerce be used effectively by other sectors to generate revenue? The Services Sector constitutes a large part of the Indian economy both in terms of employment potential and its contribution to national income. The Sector covers a wide range of activities from the most sophisticated in the field of Information and Communication Technology to simple services pursued by the informal sector workers, for example, vegetable sellers, hawkers, rickshaw pullers, etc. It is very important to know about the position of e-commerce in developing countries. How it is very important in the development of the entrepreneurs and also different sectors. E-commerce is now a days benefited in all field like Human Resources. E-commerce cuts a virtual contact with one another. It offers a win-win platform to both customers and businessmen and provides a way to instantly satisfy demand for products, services and information of each customer individually. Customers gets the convenience, variety, cost saving and anonymity. Our paper aims to examine the importance of e-commerce in developing country like India and also it's important in the growth of different service sectors. our research paper also tries to review the present situation and prospects of e-commerce.*

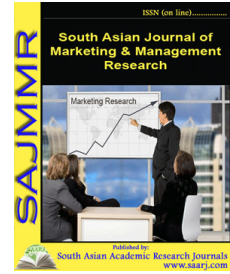
*Methodology applied in doing my study is collecting secondary data and articles in esteemed newspaper and different sites on e-commerce in the net.*

**KEYWORDS:** E-commerce, B2B, SME, Security, challenges and opportunity.



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**INDIAN FAMILIES- USE OF ICT AND ITS IMPACT ON MAJOR  
FAMILY DECISIONS**

**SWAMINATHAN RADHAKRISHNAN\*; KS CHANDRASEKAR\*\***

\*President and Head,  
Maatraat Mudra Communications P Ltd. ,  
SCSVMV University,  
Enathur, Kanchipuram, India.

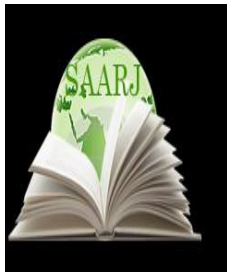
\*\*Professor Incharge of Registrar,  
University of Kerala,  
Trivandrum, India.

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**ABSTRACT**

*ICT has heralded a paradigm shift in India. An explosive growth in Internet access, with more than 100 million users on the web, the nature of transactions, consultations and decisions are being affected within a family. Based on data from respondents in a series of qualitative interviews and observations done as also work by other researchers, it appears that the Internet has created a new space for generating some level of closeness and transaction. This has opened up the family to a higher level of transparency; and is seen impacting decision making in tightly controlled areas. Making it more participative and consultative. It has also led to co-ownership of decisions. This is true even where the family itself is not geographically displaced. Elements of individualism suddenly existing in absolute harmony with group control are by itself revealing. This probably is a powerful manifestation of culture being aided by technology in bringing people together. This paper discusses a specific area of manifestation of culture and tradition being aided by technology in decision-making, bringing closeness in an area otherwise marked by anxiety.*

**KEYWORDS:** *ICT Impact, Family consensus building, Decision-making, ICT mediation, Connectedness.*



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## **ROLE OF EMOTIONAL INTELLIGENCE IN WORK/LIFE BALANCE OF WOMEN EMPLOYEES**

**RAMANITHILAGAM V\*; DR.C.S.RAMANIGOPAL\*\***

\*Research Scholar,  
Faculty of Management Studies,  
V.M.K.V Engineering College,  
Salem, Tamilnadu, India.

\*\*Dean and Supervisor,  
Faculty of Management Studies,  
V.M.K.V Engineering College,  
Salem, Tamilnadu, India.

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### **ABSTRACT**

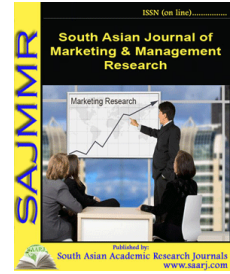
*The term work/life balance has become a buzz word of globalized era. This article provides an insight on the work life balance of Indian women employees where their lives become a juggling act that included multiple responsibilities at work and daily routine responsibilities of life and home. This helps to illuminate the work-life imbalance of women employees and their role ambiguities — into a positively, the benefits of a healthy work-life balance and a job commitment that is personally fulfilling and engaging. Perhaps this article explores how female workers utilize emotional intelligence competencies in their leadership styles are evaluated highly.*

**KEYWORDS:** *work/life balance, work-life imbalance (WLB), emotional intelligence competencies.*



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**RETAILING IN RURAL INDIA: AN OVERVIEW OF MARKETS AND OPPORTUNITIES**

**DR. RAJESH KESARI\*; ABHISHEK KUMAR SRIVASTAVA\*\***

\*Associate Professor, Director & Head,  
Faculty of Management & Commerce,  
Nehru Gram Bharti University,  
Jamunipur, Kotwa, Allahabad, India.

\*\*Research Scholar,  
Department of Commerce,  
Nehru Gram Bharti University,  
Jamunipur, Kotwa, Allahabad, India.

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**ABSTRACT**

*A debate continued for a long time amongst the Indian marketers, both practitioners & academicians, on the justification for the existence of the distinct discipline of rural marketing. Consequently, two schools of thought emerged. The first school believed that the products/services, marketing tools & strategies that are successful in urban areas, could be transplanted with little or no more modifications in rural areas. However, the second school saw a clear distinction between urban & rural India, & suggested a different approach, skills, tools & strategies to be successful in rural markets.*

*With a population already in excess of one billion people, India has caught the eye of multinational corporations across the globe as a place of opportunity for exploring new markets. Hub and spoke model involving engagement with farmers in rural India. A rural shopping mall where farmers can sell their commodities and can buy almost everything including cosmetics, garments, electronics, appliances and even tractors. It serves as an agri-sourcing centers, shopping centers, and facilitation centers*

**KEYWORDS:** Rural Retailing, Urban & Rural India, Retailing Services, Market.



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**JOB STRESS IN PRIVATE BANKS: A STUDY WITH RESPECT TO  
CAUSES AND CONSEQUENCES**

**DR. KANAGALURU SAI KUMAR\***

\*Professor,  
Department of Management,  
Narayana Engineering College,  
Nellore – 524001(AP), India.

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**ABSTRACT**

*The study has been designed to analyze the causes and consequences of job stress among the employees working in the private sector banks. A sample of 150 employees working at different positions in private banks have been selected and studied with reference to various factors of job stress such as task demands, physical demands and role demands. Based on the opinion of the respondents on various causes of job stress, opinion scores are calculated and relative importance for each of the variables is established. Job is stressful than others, unhealthy environment prevailed in the banks and frequent changes in the policies and procedures of the banks are identified as the major causes of job stress. Increased consumption of tea or coffee, frustration, anxiety, boredom, headache, fatigue and backache are identified as the major consequences of job stress. The study also focused on whether the importance given to different causes vary across gender. The t- test has been employed to analyze the data. The study reveals that there is no difference of opinion between gender and various causes of job stress.*

**KEYWORDS:** *Causes and consequences, job stress, physical demands, private sector banks, role demands, task demands.*



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## **ERP SYSTEMS IMPLEMENTATION & ICT**

**DR. VAHID RANGRIZ\***

\*Economics and Co-operation Department,  
Mysore University, Mysore, India.

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### **ABSTRACT**

*Current Enterprise Resource Planning (ERP) Systems are used to path companies' finances, human resources, and logistics. Future market-driven requirements emphasis on outside connectivity and informed information supply, including business-to-business support, e-commerce, and virtual enterprises. How can these requirements be met by applying emerging information and communication technologies (ICTs)? This paper focuses on future growth of ERP systems emphasizing on technical aspects of ICT application as enabler. It briefly discusses existing research approaches and potential research and growth issue.*

**KEYWORDS:** *Component ware, enterprise resource planning (ERP), information and communication technology (ICT), multimedia, XML, workflow.*

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