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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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QUALITY OF WORK LIFE AMONG NURSES – A LITERATURE REVIEW

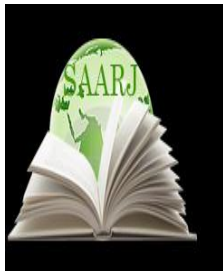
K.Devika*; A.Vardharaj**

*Research Scholar,
Bharathiar University.

**Associate Professor,
MEASI Institute of Management,
Chennai, India.

ABSTRACT

Work is central to human existence, providing the necessities for life, sources of identity, opportunities for achievement, and determining standing within the larger community. Therefore, Quality of work life (QWL) has evolved as an important aspect, which affects an organizational efficiency and productivity (Gorden, Judith R. 1987). The term “Quality of Work Life” has appeared in Research Journals and Press in USA only in 1970’s introduced by Louis Davis. From 1980 onwards QWL was increasingly placed on employee centred productivity programs. A high quality of work life is essential for organizations to continue to attract and retain employees. Changes continue to occur at a rapid pace in health care and organizational redesign is prevalent as hospitals attempt to decrease operating costs while continuing to serve the public. QWL has been found to influence the commitment and productivity of employees in health care organizations, as well as in other industries.

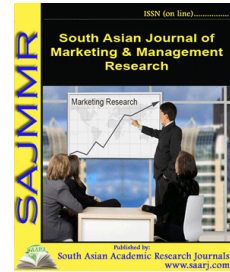


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LIQUIDITY MANAGEMENT POLICIES OF SELECT INDIAN PHARMACEUTICAL COMPANIES IN THE POST-REFORM REGIME

Sumit Kumar Maji*; Dr. Debasish Sur**

*Assistant Professor,
Department of Commerce,
The University of Burdwan,
Burdwan, W.B.

**Professor,
Department of Commerce,
The University of Burdwan,
Burdwan, W.B.

ABSTRACT

With the advent of economic reforms in India in late 1980s, on one hand we have multiple investment opportunities before us and on the other hand our country is exposed to unprecedented challenges emanating from dynamic and volatile nature of socio-political economy. As a result, the earnings trends, cost behaviour pattern, financing strategies, working capital (WC) management policies and other allied issues in the business world have altered notably and to survive in such a competitive corporate world the business houses are forced to rethink about their existing corporate strategies. In the study an effort was made to assess the impact of working capital investment policy and financing policy on overall profitability. The results were obtained from the study were conflicting. The results of the analysis of correlation between DIP and ROCE showed positive relationship in almost all the cases which mismatches with the accepted norm. The outcome derived from the correlation analysis between DFP and ROCE reinforced the generally accepted fact that higher levels of short term funds have positive influence on overall profitability. Regression analysis proved that in ninety per cent cases the ROCE stepped up with an increase DIP whereas in eighty percent cases the ROCE increased due to one unit increase in DFP.

KEYWORDS: *Economic reforms, DIP, DFP, ROCE, working capital management policies.*



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ELECTRONIC WORD OF MOUTH: ANTECEDENTS AND CONSEQUENCES

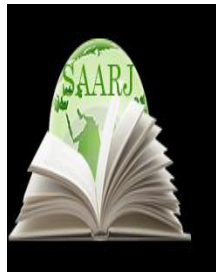
Shanu Jain*

*Research Scholar,
Department of Commerce,
Delhi School of Economics,
University of Delhi,
Delhi, India.

ABSTRACT

It is a well believed fact that the Word of Mouth marketing, is one of the most influential source for information transmission and dissemination, but the traditional WOM has a limited influence because of limited social contact boundaries. But the advancements in technology and proliferation of internet globally, facilitate consumers to share and exchange consumption related information which has a significant impact on their buying behaviors. Electronic word of mouth marketing, popularly called eWOM, has received significant attention from research scholars, academicians and practioners worldwide, who investigate and examine the effectiveness of eWOM communication. The growing interest in this area of research can be attributed to the increasing role and relevance of social media and its tools like blogs, discussion forums, online polls and surveys, feedback mechanisms, social networking sites(facebook, twitter) etc.Many studies have been conducted to look out for the factors that motivate people to share, talk and listen online. In this paper, a systematic review of literature on eWOM research has been done to identify the key antecedents and consequences of eWOM communication. The study has been conducted from the perspectives of two set of people-the senders of information and the receivers. A further attempt is made to explain the impact of eWOM communication on consumers' behavior and implications for managers and firms. It is believed that the framework will provide an important foundation for future researches and related works to eWOM.

KEYWORDS: Word of Mouth marketing, Electronic Word of mouth, online communication, social media marketing.



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AN EMPIRICAL STUDY ON CORRELATION BETWEEN CONTINUED JOBLESS CLAIMS AND NASDAQ

Dr. E.M. Naresh Babu*; Mr. N. Balaji**

*Associate Professor,
Emeralds Advanced Institute of Management Studies,
Tirupati, India.

**Assistant Professor,
Emeralds Advanced Institute Management Studies,
Tirupati, India.

ABSTRACT

In 1932, in the midst of the Great Depression, Wisconsin became the first state in the U.S. to enact an unemployment insurance law. On August 14, 1935, President Franklin Delano Roosevelt signed into law the Social Security Act, which contained provisions for old age insurance, welfare, and unemployment insurance. The Unemployment Insurance program provides temporary cash benefits to individuals who are unemployed through no fault of their own, so that they can meet their basic financial needs and provide for their families while searching for new employment. These benefits help to maintain an individual's purchasing power; they are spent immediately on necessities such as food, fuel and housing, and thus provide an important stimulus for local economies. New unemployment claims are compiled weekly to show the number of individuals who filed for unemployment insurance for the first time. An increasing (decreasing) trend suggests a deteriorating (improving) labor market. Continuing claims refers to unemployed workers that qualify for benefits under unemployment insurance. In order to be included in continuing claims, the person must have been covered by unemployment insurance and be currently receiving benefits. The present article analyses the correlation between the continuing jobless claims and NASDAQ and after analyses it is found that there is a negative correlation between continuous jobless claims and NASDAQ which shows as jobless claims increases, NASDAQ will be affected adversely.

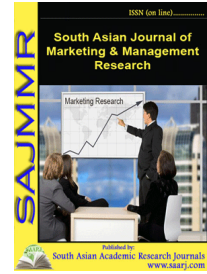


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A STUDY ABOUT MANAGING OF STRESS AMONG WORKING WOMEN IN CHENNAI

Ms. G.Muthulakshmi*; Dr. D. Venkatarama Raju**

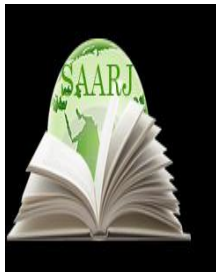
*Research Scholar,
Department of Management Studies,
Bharat University,
Chennai, India.

**Assistant Professor,
Department of Management Studies,
Bharat University,
Chennai, India.

ABSTRACT

Stress is a part of day-to-day living of every individual. Stress is the wear and tear of every individual. The reason for stress differs from person to person. Stress causes physical and emotional changes on us and can create both negative and positive implications.

KEYWORDS: *Distress, Issues and traits, workload, headaches.*

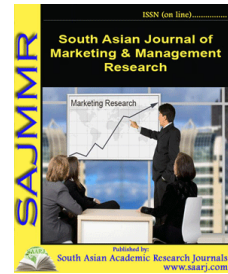


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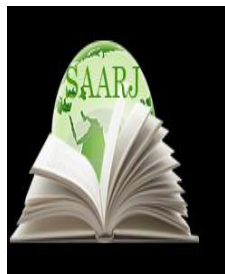
Bhagyalekshmi P.C.*

*Assistant Professor,
Sree Narayana Gurukulam College of Engineering.

ABSTRACT

Enterprise Resource Planning systems (ERP) have become one of the most important developments in the corporate use of information technology. ERP implementations are usually large complex projects, involving large groups of people and other resources, working together under considerable time pressure and facing many unforeseen developments. In order for an organization to compete in this rapidly expanding and integrated marketplace, ERP systems must be employed to ensure access to an efficient, effective, and highly reliable information infrastructure. Despite the benefits that can be achieved from a successful ERP system implementation, there is evidence of high failure in ERP implementation projects. Too frequently key development practices are ignored and early warning signs that lead to project failure are not understood. The study gives a review of the Systems Applications and Products in Data Processing (SAP) Enterprise Resource Planning (ERP) implementation in Sevana Electrical Appliances Pvt. Ltd (SEAL).

KEYWORDS: *Enterprise Resource Planning, ERP, SAP, Implemenation, Design, Module.*



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CONSUMER BEHAVIOR TOWARDS GREEN MARKETING IN TAMILNADU: A REVIEW

Dr. J. Jeyakumari*; M. Vedakumari**

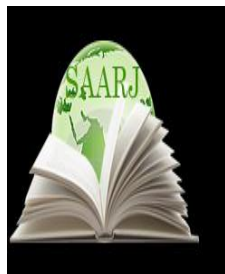
*Assistant Professor,
Kunthavai Naacchiyaar Government Arts College for Women,
Thanjavur, Tamilnadu, India.

**Research Scholar,
Rajah's College,
Thiruvaiyaru, Tamilnadu, India.

ABSTRACT

The study has been carried out keeping in mind the following primary objectives: To understand the awareness of consumers towards green marketing. To assess the attitude of consumers towards green branding. Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Many variables were shown to drive consumer choice in regards to purchasing environmentally friendly products. Green environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. But As far as green branding is concerned the consumers strongly expressed that they are familiar with green brand and shown interest to know more about green branding. In India especially in Tamilnadu, at present situation is concerned the transition from regular marketing to green brand is difficult. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

KEYWORDS: *Green marketing, Marketing environment, Consumers behavior, Tamilnadu, India.*



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A STUDY ON THE EFFECTIVENESS OF FINANCIAL ASSISTANCE PROVIDED BY GOVERNMENT TOWARDS WOMEN EMPOWERMENT (WITH SPECIAL REFERENCE TO MADAVOOR PANCHAYAT, KOZHIKODE DISTRICT)

Saranya. P*; Dr. M. A. Joseph**

*Research Scholar,
Department of Commerce & Management Studies,
University of Calicut.

**Associate Professor,
Department of Commerce & Management Studies,
University of Calicut.

ABSTRACT

The need for women empowerment arises from the fact that women are ignorant about their rights and privileges; one of the main reasons for this is the society which did not give much preference for women's participation in any societal and economic activity. In order to overcome the barriers to women empowerment Government of India introduced several programs in this respect. The Government's continued advocacy for equitable growth opportunities for women are increasingly being reflected in state Government policies and plans. For the advancement of women, Government of India frame programs and grant fund every year. Majority of women are ignorant about such assistances. Even if they are aware of this, there exists a problem whether the fund is effectively allocated or not. If the funds granted are properly utilized, empowerment of women could have a fair result. This paper is an attempt to put forth the effectiveness of such financial assistances disbursed through Panchayat as it is an effective method of governing as well as designing and implementing the developmental schemes at the grass root level.

KEYWORDS: *Effectiveness of empowerment, Empowerment through Panchayat, Financial assistance, Women empowerment.*



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AN EMPIRICAL STUDY OF CUSTOMER CONFIDENCE AFTER BIG BILLION DAY SALE 2014

Dr. Devendra Kumar Pandey*; Dr. Anil Vashisht; Abhishek Sharma*****

*Assistant Professor,
ABS, Amity University,
Madhya Pradesh, Gwalior, India.

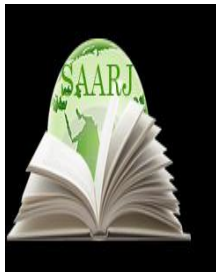
**Dy Director,
ABS, Amity University,
Madhya Pradesh, Gwalior, India.

***Student,
ABS, Amity University,
Madhya Pradesh, Gwalior, India.

ABSTRACT

Online shopping is becoming popular day by day in India but the concept of e-commerce was introduced in the late 20th century. Acceptance of e-commerce on a large scale by Indian people influenced other business players to launch shopping portals in India. Flipkart launched its online service in the year 2007 and soon many websites were launched like Jabong, Myntra, Amazon, Snapdeal etc. E-commerce is a service-oriented business. In India, poor infrastructure leads to poor service quality. Online retailers do not need physical stores or staff to manage them. They invest primarily in technology and inventory. Features like 'cash on delivery' appeal to consumers. Companies like Flipkart focus on delivery and prompt service. The company reported a strong growth in revenue over the past three years. It said it made Rs 6,000 crore or \$1 billion in revenue in 2013-14. Flipkart celebrates its big billion day on Oct 6 every year. In 2014 also Flipkart provided offers on around 70 categories including mobiles, laptops, books, appliances, toys, clothes etc. Flipkart offered deals of the hour, flash sales, lucky draws and many exciting offers. Company was able to create a buzz about the event by continuously advertising on all leading TV channels, sending mails to all its registered customers and a Full page Ad in leading dailies of country. Customers were so excited that they logged-in much before the sale time i.e. 8.00AM. As a result most of the products on offer went out of stock in few minutes. Site was also not able to handle the unexpected heavy customer traffic. This resulted in many error messages and customer dissatisfaction. This also created panic in off-line retailers as the volume of sale was very high. Present study tries to measure the customer confidence shattered due to stock-outs on Big day sale and its status after three months.

KEYWORDS: Online retail, Flipkart, Big Day Sale, E-Commerce.



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THE OTHER SIDE OF DEMAT - AN INTROSPECTION

Kumar Nishikant*; Anil Kumar Dora**

*School of Management,
KIIT University,
Bhubaneswar, Odisha, India.

**School of Management,
KIIT University,
Bhubaneswar, Odisha, India.

ABSTRACT

The present paper makes an attempt to understand the factors responsible to the people for not investing in share market even having DEMAT account. In this regard 60 responses are received. For this purpose 11 various factors considered and survey conducted. Data are collected from Private and Government employees (Male and Female) who are having DEMAT Account. The study finds that the almost all the factor are responsible for the low turnover of the DEMAT account holder toward investing. However we felt that some of the factors like high cost of transaction, Bank providing facilities to saving account consumer to open DEMAT Account, Hidden Fee responsible can be taken care. People perception towards Share Market is required to change. In this direction the initiative need to be taken. For the purpose of confidentiality, we are not mentioning the units covered for the survey; under the special request of the participants. Of course this was the pre-condition for the participation in our survey.

KEYWORDS: Government employee, Private employee, DEMAT Account, Factors, Stock Market.

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University of Jaffna, SRI LANKA

Poongothai Selvarajan

Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

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1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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