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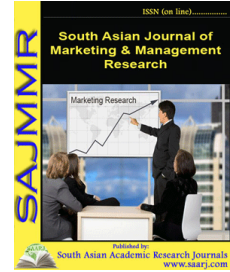
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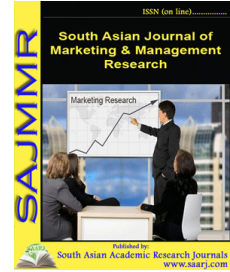
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## **ENVIRONMENTAL SUSTAINABILITY IN RESTAURANTS: A STUDY OF CUSTOMERS**

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### **ABSTRACT**

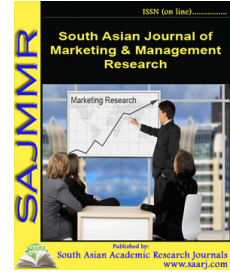
*We have become habitual for overutilization and exploitation of our limited resources that ways of deployment and production are not everlasting in our society. Topic of Sustainability is of immense importance for holistic growth of business and society. Purpose of the study is to explore important sustainable practices of restaurants for environment conservation in customers' view. Influence of demographic profile on understanding about the ecological sustainability was also identified. The study is exploratory in nature. Conclusions of the study indicate that Energy and Water Conservation are the most important factors in customers' view and understanding about environmental sustainability was dependent on demographic profile of the customers.*

**KEYWORDS:** *Customers' views, Environmental Sustainability, Restaurants, Sustainable Development.*





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## **CREATING LIFE TIME VALUE FOR CUSTOMERS THROUGH CUSTOMER RELATIONSHIP MANAGEMENT**

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Karnataka, India.

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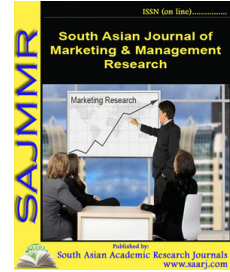
### **ABSTRACT**

*The value creation is the process it applies to management of customer relationship in the business with a view to providing practical shape for enhancing, creating and building customer value and in terms of stakeholder's value in a competitive world. Value creation is a business strategy and frame work for the purpose of achieving organizational goals through customer relationship management by delivering superior value to customer and consequently value is to be delivered to suppliers of the organization. To achieving sustained customer satisfaction and retaining the existing customers are becoming more challenging as the expectations of customers are increasing. Therefore, using innovative tools like customer value creation and customer value management not only satisfy customers but also make loyal customer and in turn profitable customer and finally lifetime value customer. This article focuses on strategic customer relationship management tools used in improving customer satisfaction and loyalty and also how to create the customer lifetime value for the customers through Customer relationship management. This research article attempts to understanding of the CVC, CVM and CLV and its value and benefits, through Customer Relationship Management.*

**KEYWORDS:** *Customer Relationship management (CRM), Customer Value Creation (CVC), Customer Value Management (CVM), Value Proposition, Customer Lifetime Value (CLV).*



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## **IMPACT OF MACRO-ECONOMIC VARIABLES ON GOLD PRICES IN INDIA**

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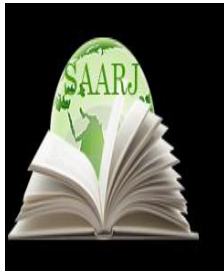
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### **ABSTRACT**

*Gold's appeal as an inflation hedge has been one of the primary reasons for the rise in prices in many instances in history. Gold is no doubt a preferred asset during times when investors fear sustainable inflation to erode their wealth; the reverse scenario, particularly in the presence of a strong equity market, renders gold less attractive to investors. However, the relationship between macro economic variables and gold prices has been historically unsystematic.*

*A historical post mortem shows how gold prices soared on the back on high inflation in the early 1980s. As inflation slowed down, gold prices did not immediately retrace to lower levels. Gold continued to be strong under the impact of opposing factors Investors who had kept away from the stock markets returned to stocks. The interest in the stock markets dried up investments in gold; however, concerns about sustainability of the lower interest rates endured investor confidence in gold's safe haven attribute eventually. The love of gold in India goes far beyond a simple source of future profits. It is an expression of wealth, financial security and family stability. It also carries religious overtones. The paper presents the brief description of macroeconomic variables and after extensive survey we arrived at a conclusion that the macro variables mentioned played major role in the economy .using these variables we try to find out the relationship between gold price( as dependent variables) and macro variables (as independent variables) Macroeconomic variables used in this study are, BSE rate, dollar rate , inflation rate, crude oil and gold price a multiple regression model is employed to test for the effects of macroeconomic factors on stock .*

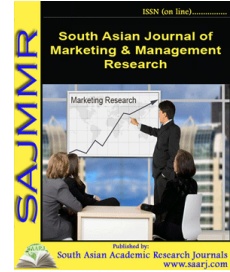
**KEYWORDS:** gold rate, inflation, dollar rate, BSE stock prices.



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## **THREE DIMENSION: VALUE, TARGET RATES OR RETURN**

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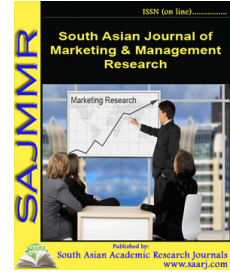
### **ABSTRACT**

*Institutional investors, globally look forward to extra ordinary return. Now in these days they start to use scientific approach with the desire of maximum return with less risk. For this value, target rate and return are the three dimension which influence the decision of investment. An assured return and value are responsible for the performance of business. In this paper Sharpe portfolio model is used to study best combination of different security combination. And also predict how much dependency between value and return.*





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## **CONSUMER AWARENESS AND SATISFACTION TOWARDS ELECTROMAGNETIC INDUCTION STOVE (EMIC)**

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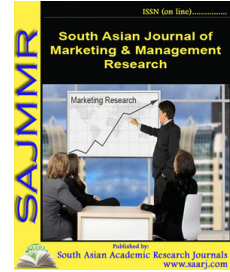
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### **ABSTRACT**

*Energy Conservation and Environmental protection have today emerged as pressing issues and being recorded top most priority by the companies all over the world. Having the responsibility to hand over a cleaner, safer, and green Environment to the next generation, it is high time we switched over to induction heating for cooking. Induction cooking is not some radical new technology: it has long been widely used around the world, both by professionals and homeowners. But in the last few years the technology has improved so much--and the costs have dropped so much--that a new wave of equipment, for both commercial and residential uses, has become available. As lifestyles have become more hectic and environmental concerns have risen, the introduction of induction heating in regards to cooking has brought a great sense of relief to many kitchens. Not only are they more economical and environmentally friendly, but the science behind the electric induction stove provides a safer cooking environment for the family. There are so many benefits to induction cooking that it is becoming increasingly popular in both residential and commercial kitchens. This study covers an analysis of the extent of awareness and satisfaction among the customer of usage of Electromagnetic induction stove. (EMIS).*



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## **A STUDY ON THE INFLUENCE OF PARENT BRAND IN BRAND EXTENSION EVALUATION (SPECIAL REFERENCE TO CONSUMER DURABLES)**

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### **ABSTRACT**

*The commonly accepted fact in marketing is that acquiring new customers is relatively more complex than retaining the available pool of customers. Strategies are inevitable for organizations which are planning to rope for success and launching new products in the market irrespective of Consumer durables or non-durables. The usage of brand extension to be precise “using established brand names for launching new products” is increasingly popular and influence on new product starters (Volcker and Sattler, 2006). The majority gamut’s up to 95% of novel product offerings in the marketplace are some form of brand extension. Brand extensions also control a firm’s most precious unknown asset, brand equity (Tauber, 1981). Here the study is intended to check the impact of Brand extension on parent brands image. Since the expense incurred on new product development goes through the roof, many companies will not stab to take the risk and in turn will go for brand extension. Line extensions are items launched within similar product category, while brand extensions are initiated in different categories from the present business. (De Pelsmacker et al., 2007). Companies extensively implement brand extension strategies with a belief that these establish and convey strong brand positioning, develop awareness, quality associations and ultimately increase the prospect of trial (Chen and Liu, 2004). Successful extensions supportively influence choice of the parent brand and further extensions (Swaminathan, 2003).*

*Brand Colgate-Palmolive (India) was selected for this study as parent brand and for extension of Colgate-Palmolive (Colgate dental cream, Palmolive-Moisturizing Body Wash, Palmolive-Axion Dish Washing Paste and Colgate GEL-KAM) was selected as extended brands. A hypothesis was developed and surveyed among 80 consumers. Moreover it has been observed that a further extension similar to the parent brand was more accepted.*

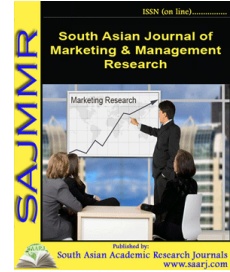
**KEYWORDS:** Brand Extension, Brand Similarity, Consumer Durables, Marketing, Parent Brand.



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## **ADVERTISING SELF-REGULATION AND COMPLAINTS: A COMPARATIVE STUDY IN PORTUGAL AND SPAIN**

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---

### **ABSTRACT**

*This paper aims to make an analysis of the present situation of advertising self-regulation in Portugal and Spain. For such we compared data provided by the Portuguese institute of advertising self-regulation (ICAP) with data from AutoControl (Spanish self-regulatory body) of Spain. We also conducted an in-depth individual interview. Portugal shows fewer complaints, which may indicate less informed or demanding consumers, and which clearly demonstrates that the Spanish consumer associations resort to their self-regulatory body to solve cases of illegal advertising. Official entities should be awake for the research results in order develop campaigns to raise awareness among consumers for the negative consequences of the illegal and no ethics advertising in the consumer's life.*

**KEYWORDS:** *advertise, self-regulation, complaint, ethics, communication.*



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## **AN EMPIRICAL INVESTIGATION INTO UNDERSTANDING WHETHER THE PORTFOLIO PERFORM BETTER IN BUBBLE PERIOD IN INDIAN STOCK MARKET**

**Dr. Abhijit Dutta\***

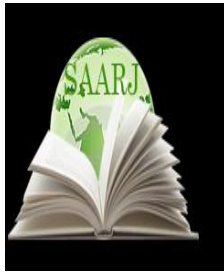
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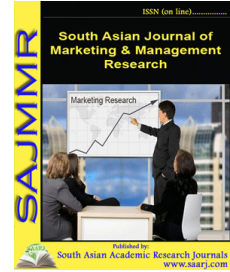
### **ABSTRACT**

*This paper tries to understand the effect of the steady bubble and bubble bust scenario by constructing optimal portfolio through application of Sharpe's Single Index Model. The study uses data from National stock exchange of India has been taken through a period of March 2008 to March 2012. The end of 2008 saw a rise in price bubble in Indian stock markets. BSE went up by 12000 and NSE gained 300 points in a period of ten days. Post October 2009, the bubble had bust which lead to a dip in the stock indices. Thus two period that is data from March 2005 to 2008 has been taken for the rise in price bubble and the subsequent period of March 2009 to October 2012 has been taken as the post price Bubble bust period. This period also saw a dip in the international economy with the subprime crisis in September 2008. Using NSE as the market index and daily indices from the period mentioned above, the study formulates a cut-off point and selects stocks having excess return of their expected return over the risk free rate of return surpassing this cut-off point. The study uses the average repo rate of 7.25 during the period of the study as the risk free return. Percentage of an investment in each of the selected stock is decided on the weights assigned to each stock depending on the respective beta value. The stock movement variable represent unsystematic risk, return on stocks and risk free return vis-à-vis the cut –off rate of return. Pre bubble and post bubble single index model for the same stocks that entered the optimum portfolio were judged. It was found that the stocks failed to pass the single index criteria during the post bubble period.*

**KEYWORDS:** Sharpe's Single index model, price bubble, optimal portfolio selection.



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## **IMPACT OF CASH CONVERSION CYCLE ON THE PROFITABILITY OF SMEs IN TANZANIA**

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Tanzania, Africa.

\*\*Assistant Lecturer,  
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Tanzania, Africa.

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### **ABSTRACT**

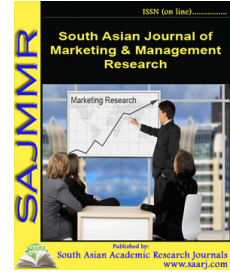
*The purpose of this article is to examine the relationship between the length of the Cash Conversion Cycle (CCC) and the Small and Medium Enterprises (SMEs) profitability. A trend analysis of cash conversion cycle of 38 SMEs and their gross operating profit has been fluctuating with higher standard deviation and variance over a period of 2006 to 2011 showing signs of association. This study employs Regression analysis to determine the impact of cash conversion cycle over gross operating profit taking current ratio, size of the firm, financial debt ratio as control variables. The results indicate that there is a significant negative linear relationship between cash conversion cycle and profitability. The relationship between two control variables viz; current ratio, financial debt ratio and gross operating profit indicate the expected negative relationship whereas the firm size indicate unexpected positive relationship. This may be due to managerial failure*

**KEYWORDS:** *Cash conversion cycle, SMEs Profitability.*





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## **THE VOLATILITY OF VIET NAM LISTED BANKING, INSURANCE AND FINANCIAL SERVICES COMPANY GROUPS DURING AND AFTER THE FINANCIAL CRISIS 2007-2009**

**Dinh Tran Ngoc Huy\***

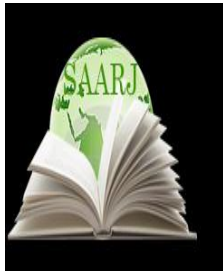
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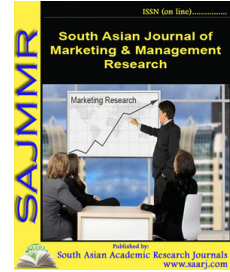
### **ABSTRACT**

*The Viet Nam economy and especially, the stock exchange has been influenced by the global crisis during the period 2007-2009. How much risk for a typical industry in an emerging market such as Viet Nam? For specific industries, such as banking, insurance, investment and security industries, the risk re-analysis and estimation for the listed firms in these industries become necessary. Firstly, by using quantitative and analytical methods to estimate asset and equity beta of four (4) groups of 32 financial service listed companies in Viet Nam banking, insurance, investment and security industries with a proper traditional model, we found out that the beta values, in general, for most companies are acceptable, excluding a few cases. There are 69% of listed firms with lower risk, among total 32 firms, whose beta values lower than ( $<$ ) 1. Secondly, through comparison of beta values among four (4) above industries, we recognized there are still 19% of total listed firms in the above group companies with beta values higher than ( $>$ ) 1 and have stock returns fluctuating more than the market index. Finally, this paper generates some outcomes that could provides both internal and external investors, financial institutions, companies and government more evidence in establishing their policies in investments and in governance.*

**KEYWORDS:** equity beta, financial structure, financial crisis, risk, asset beta, financial service industry.



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## **THE EFFECT OF RETAIL FORMAT ATTRIBUTES ON RETAIL FORMAT CHOICE AND CONSUMER PATRONAGE BEHAVIOUR IN FOOD AND GROCERY RETAILING IN INDIA - A STUDY**

**Dr. Y. Ramakrishna Prasad\***

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Department of Management Studies,  
GRIET, Hyderabad, India.

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### **ABSTRACT**

*Store format selection and consumer patronage behaviour has also been seen in the context of the risk reduction strategies of the shoppers. Food and grocery is the most promising area for setting up retail business in India. An understanding of shopper retail format choice behaviour will enable retailers to segment their market and target specific consumer groups with strategies premeditated to meet their retail needs. The purpose of this paper is to make a detailed study to test the functional relationship between retail format attributes and retail format selection, customer patronage behaviour in the food and grocery market environment. The literature concerning major retail format attributes was systematically reviewed. After assessing the construct validity of the store attributes based on confirmatory factor analysis, a path model specifying the relationships between store attributes and customer patronage behaviour was estimated. Descriptive research design is adopted applying mall intercept survey method using structured questionnaire for data collection. Both descriptive and inferential statistical tools are used to analyze the data collected from 580 food and grocery retail customers from neighbourhood kirana stores and supermarkets in Secunderabad and Hyderabad in Andhra Pradesh in India. On appraising the store customer's characteristics variables like demographic, geographic and psychographic were identified. While four of the six considered store attributes appear to be significant determinants of customer retail format choice and patronage decision, when examined for the degree of invariance between the consumer attributes and store attributes like location, merchandise, customer service, price and promotion, store ambience and store facilities were equally significant in both the retail formats. The affect of determinant store attributes such as location, merchandise, customer service, price-promotions, store ambience and store facilities on retail format choice decisions were examined using stepwise forward multiple linear regressions analysis (MLRA). The results facilitate the comprehension of the role that specific store attributes have on retail format choice and patronage behaviour. In addition, the results expand the retail manager's knowledge on consumer behaviour, with rational motives (product and price-related). The results expand one's knowledge on this relationship, propounding interesting empirical evidence of the model invariance among different consumer profiles.*

**KEYWORDS:** Retail format, Store attributes, Consumer patronage, Consumer characteristics.

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## Categories

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- ❶ Management and Economics
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- ❸ Industrial and Business Management
- ❹ Entrepreneurship Management
- ❺ Marketing Management
- ❻ Banking and Insurance Studies

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Each research paper/article submitted to the journal is subject to the following reviewing process:

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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