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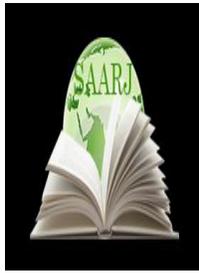
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### **VISION**

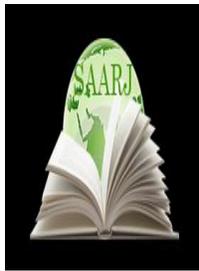
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SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	<b>HOLT'S EXPONENTIAL SMOOTHING METHOD FOR FORECASTING SILVER PRICES</b>  M.Ramesh, M.Sunitha & Prof.M.Venkataramanaiah	1-12	<b>10.5958/2249-877X.2016.00006.0</b>
2.	<b>IDENTIFYING FACTORS THAT INFLUENCE THE PRICE ADAPTATION STRATEGIES IN INDIAN LEATHER INDUSTRY: A STRUCTURAL MODEL EXAMINATION</b>  Dr. D. MadhavaPriya	13-21	<b>10.5958/2249-877X.2016.00007.2</b>
3.	<b>STUDENT POLICE CADETS – AN EFFECTIVE KERALA BASED ROLEMODEL FOR NEW ZEALAND SCHOOLS</b>  Jacob Joseph.P & Dayana Sajjanan	22-26	<b>10.5958/2249-877X.2016.00008.4</b>
4.	<b>STUDY OF URBAN LAND MANAGEMENT TECHNIQUES IN INDIA: AN OVER VIEW</b>  Dr. Sangappa V.Mamanshetty	27-32	<b>10.5958/2249-877X.2016.00009.6</b>
5.	<b>MARKETING OF TOURISM SERVICES: PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN TELANGANA.</b>  Dr. S. Chandramouli	33-45	<b>10.5958/2249-877X.2016.00010.2</b>
6.	<b>PRODUCT INNOVATION: DIMENSIONS AND KEY ANTECEDENTS</b>  Ankita Singhal	46-58	<b>10.5958/2249-877X.2016.00011.4</b>



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## **HOLT'S EXPONENTIAL SMOOTHING METHOD FOR FORECASTING SILVER PRICES**

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### **ABSTRACT**

*In this paper, it is suggested that for forecasting the silver prices, the optimum technique is the Holt's exponential smoothing method. For getting this conclusion we have collected the data on average monthly silver prices for period of 7 years from Jan2008 to Dec2014 obtained from World Silver Council and applied Single Exponential Smoothing Method, Holt's Exponential Smoothing Method and Auto Regressive Moving Average (ARMA) Methods. By comparing the above techniques basing on measures of accuracy say, Mean Absolute Percent Error(MAPE) measure, it was found that MAPE is minimum for Holt's method. Using this method to forecast the silver prices for the succeeding period.*

**KEYWORDS:** *Silver Prices, Forecasting, Forecast accuracy and Holt's Exponential Smoothing Method*

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## **IDENTIFYING FACTORS THAT INFLUENCE THE PRICE ADAPTATION STRATEGIES IN INDIAN LEATHER INDUSTRY: A STRUCTURAL MODEL EXAMINATION**

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### **ABSTRACT**

*In a context of globalization, the role of international pricing strategies has been increasingly recognized in the literature, but there is little research in the leather industry examining the factors that are important and play a role in determining the degree of adaptation of international pricing strategy. The main aim of this research paper is to evaluate the extent to which the Indian Leather manufacturing firm adapts the international marketing strategies (i.e. price, product, promotion, and distribution) depending on the characteristics of the foreign environment. The results further signposted that the degree to which these firms adapt their pricing strategy depends on the degree of standardization or adaptation of the remaining marketing-mix elements (product, promotion, and distribution).*

**KEYWORDS:** *Marketing Strategies, International Pricing, Foreign Environment*

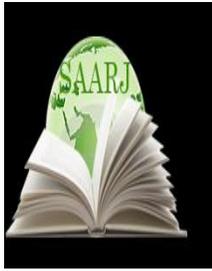
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## **STUDENT POLICE CADETS – AN EFFECTIVE KERALA BASED ROLEMODEL FOR NEW ZEALAND SCHOOLS**

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### **ABSTRACT**

*Although Kerala and New Zealand can't be weighed in one balance, there are certain striking similarities between the two. Firstly both Kerala and New Zealand have exceptionally high rates of school literacy. Secondly the geographical diversity of both lands which comprises of rivers, lakes, mountain ranges, beaches and the long stretch of coastal belt and last but not the least ferns and rainforests. Besides the above a relatively zero discrimination for education based on gender and global recognition on the tourism map are some of the other commonalities between the two. Having said that either parties have a lot of opportunities to replicate each other's success stories and one among them is the school based initiative by Kerala police called Student Police Cadet or in short SPC.*

**KEYWORDS:** *student police cadet, literacy.*

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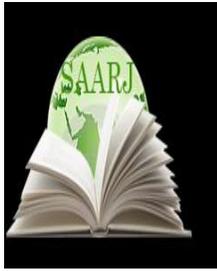
<http://studentpolicecadet.org/>

[https://en.wikipedia.org/wiki/Student\\_Police\\_Cadet\\_Project](https://en.wikipedia.org/wiki/Student_Police_Cadet_Project)

"Student Police Cadet project to go National" The Hindu 24-03-2012

"Rajasthan police team visits school to study SPC", The Hindu 30-06-2012

"Biggest bullying problem in NZ schools revealed", New Zealand Herald 12-06-2015



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## **STUDY OF URBAN LAND MANAGEMENT TECHNIQUES IN INDIA: AN OVER VIEW**

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### **ABSTRACT**

*Land is a resource and at the same time, it is non-renewable. So it should utilize very carefully. The constitution of India grants the right to acquire hold and dispose of property to every Indian citizen. It, however, allows the state to impose restrictions on property and its acquisition in public interest. Different states like Haryana, M.P., U.P., Punjab and Tamil Nadu have formulated Land Supply Models Keeping in focus the land requirements for urban poor. In this paper, different urban land management techniques used in different region of India are study by urban land management models.*

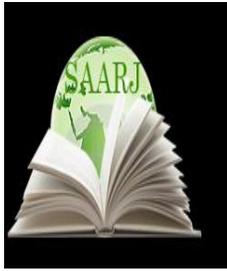
**KEYWORDS:** *Urban land, Land Policy, Land Banking, Land Assembly, Land Acquisition..*

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**MARKETING OF TOURISM SERVICES: PROBLEMS AND PROSPECTS  
OF TOURISM INDUSTRY IN TELANGANA.**

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**ABSTRACT**

*The rationale for a separate treatment of services marketing centres on the existence of a number of characteristics of services which are consistently cited in the literature: intangibility, inseparability of production and consumption, heterogeneity, and perishability (V.A. Zeithaml et al). In this day and age tourism has emerged as one of the fastest growing service industry in the world, in India and also in Telangana and registers its importance in not only developing the country and state economically but also in providing a source of income, employment, and it also brings needed infrastructural improvements which may help in regional development. It may also help in socio-cultural linkages at the national and international level. It is a multi-disciplinary subject and touches almost every aspect of human activities. It is an industry induces more employment opportunities, but also generates a further multiplier effect through a successive chain of transactions that occur. Therefore the specified significances of tourism when considered alongside the paradigm change in the concept of the term tourism, and the many linkages to different services, impelled the researcher to undertake a conventional study on the problems and prospects of Telangana Tourism Industry in the current period of rapid globalization. The paper also makes some policy suggestions to address the constraints in promoting sustainable tourism in Telangana.*

**KEYWORDS:** Marketing, Service, Tourism, International, Globalisation, Telangana,

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## **PRODUCT INNOVATION: DIMENSIONS AND KEY ANTECEDENTS**

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### **ABSTRACT**

*Changes in the consumer's needs, desires, habits, standard of living and income levels have brought about a drastic change in the thinking of marketers and business firms. With the rise of consumer-oriented marketing, product is developed to satisfy the needs of the consumers. And as the needs of the consumer changes, business firms will have to reshape their products to suit the changing consumption patterns. As a result, business firms resort to product innovation. They either create a new product to satisfy the changed set of needs or they improvise their existing products to better satisfy their target market. Hence, an attempt has been made in this paper to understand the conceptual framework of product innovation, its meaning, types, dimensions and the key antecedents to firm's innovativeness by reviewing the previous studies conducted in the related subject matter.*

**KEYWORDS:** *product innovation, radical innovation, incremental innovation, market orientation, learning orientation, entrepreneurial orientation.*

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