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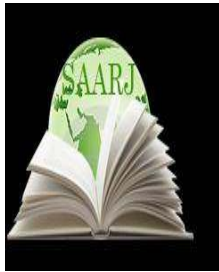
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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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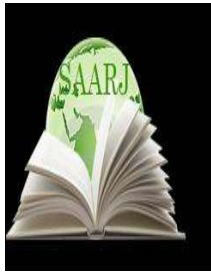
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Research**

(A Double Blind Referred & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.
1.	RELATIONSHIP BETWEEN TELEVISION VIEWING HABIT AND EXPOSURE TO FOOD ADVERTISEMENTS ON CHILDREN'S BEHAVIOR: THE CASE IN SRI LANKA Galdolage B.S	1-10
2.	AN EMPIRICAL STUDY ON CUSTOMER SATISFACTION TOWARDS MICRO BRANDS IN UNION TERRITORY STATE OF PONDICHERY (A SPECIAL REFERENCE TO SELECTED FOOD PRODUCTS) Mr. A. Ananda Kumar, Dr. S. Babu	11-31
3.	"EXPLORING DRIVERS OF CUSTOMER'S CONTENTMENT ON LIC OF INDIA" (WITH SPECIAL REFERENCES TO CUSTOMERS IN BANGALORE) Dr. U. Bhojanna, Leela M H, I. G. Srikanth	32-47
4.	THE EFFECTS OF WORKING CAPITAL MANAGEMENT ON COMPANY PROFITABILITY: EVIDENCE FROM SRI LANKAN LISTED COMPANIES Miss Ravivathani Thuraisingam	48-61
5.	INTER-RELATION BETWEEN HUMAN CAPITAL FORMATION AND ECONOMIC GROWTH: A CASE OF INDIAN ECONOMY Rajni Pathania	62-73



RELATIONSHIP BETWEEN TELEVISION VIEWING HABIT AND EXPOSURE TO FOOD ADVERTISEMENTS ON CHILDREN'S BEHAVIOR: THE CASE IN SRI LANKA

Galdolage B.S*

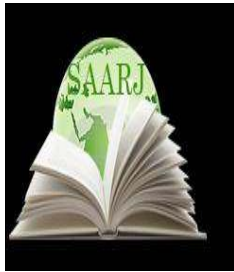
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ABSTRACT

Children are considered as vulnerable and susceptible to the influence of television advertising, since they are seen not having the skills and experience required to process advertising messages in the context of their reality and needs. In the food context the most of the food advertisements that appear in the television is fast foods. Children consuming more 'fast food' are likely to have a lower intake of vitamins, mineral and essential fatty acids, which are vital building blocks for brain function (Lauritzen et al., 2001). Advertisements, have impact on children's food request, yet parents are still the primary gatekeepers to children's food intake and the ones making the final purchasing decision.

This study is mainly targeted to examine the parent's attitudes towards television food advertising and influence of television food advertisements on children's behavior and food purchasing requests. This research is descriptive in nature and based on both primary and secondary data. The data were collected through a self-administered questionnaire and administered to a sample consists of three hundred parents. The data were analyzed mainly by using descriptive statistics and correlation. The study discloses that TV viewing behavior and exposure to food advertisements positively correlate with children's food request and their obesity, brand loyalty and pester power. The implication of the study is that, the government, advertising /marketing bodies and parent/schools should jointly responsible towards the bad influence of television food advertisements on the children behavior.

KEYWORDS: television, food advertisements, purchasing request, behavior.



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**AN EMPIRICAL STUDY ON CUSTOMER SATISFACTION TOWARDS
MICRO BRANDS IN UNION TERRITORY STATE OF PONDICHERRY
(A SPECIAL REFERENCE TO SELECTED FOOD PRODUCTS)**

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ABSTRACT

Customer satisfaction has now-a-days become an integral part of every firm. It's recognized as a catalyst for business success and is regarded as key element for customers' retention & sustainability, customers' attraction, promoting sales, profitability, marketability, business diversification & expansion and fulfilling customers' needs and desires according to their expectations. The present research paper empirically examines the level of customer satisfaction in case of food products by micro brands and to find which of these factors has greater influences to buy micro brands product in Union Territory of Pondicherry. The data is collected from various users of micro brands' in Union Territory of Pondicherry. A Sample of 350 is selected to analyze the level of satisfaction towards micro brands. The respondents were taken from the place of various Retails Outlets, Streets Vendors, Super Markets and Petty Shops, etc. On the basis of their responses, Cross Tabulation, Data Matrix Street, Weight Average Method, Two-way Anova and Percentage Analysis was applied. Finding shows that the customers are satisfied with micro brands.

KEYWORDS: *business, customer satisfaction, food products, micro brands.*



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**“EXPLORING DRIVERS OF CUSTOMER’S CONTENTMENT ON LIC
OF INDIA” (WITH SPECIAL REFERENCES TO CUSTOMERS IN
BANGALORE)**

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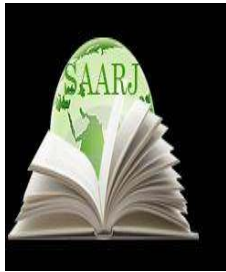
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ABSTRACT

Life insurance corporation of india (lic) a term that is almost synonymous with life insurance today. In india, LIC has been one of the pioneering organizations, most trusted brand and enjoyed almost a monopoly status in life insurance till the last decade. however, there is no taking away credit from it no matter how many new private companies make their entry into the insurance market. even though lic reigns supreme in terms of market share, private companies are gearing up to woo the consumers. this study is an exploratory where the target population is the customers of lic operating in bangalore. the sampling method used for selection of the respondents is convenience type non-probability sampling method. the sample size considered for the research is 250 customers. personal survey method was used for data collection. the data collection instrument used for the research is structured questionnaire. as a result, there is a continuous increase in customer expectations and customers’ successive demands within the improvement of the quality of service, lic should cater all the customer’s needs and wants to survive in intense competition and increase the market share.

KEYWORDS: *life insurance, customer service, customer satisfaction, customer expectation, competition.*



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THE EFFECTS OF WORKING CAPITAL MANAGEMENT ON COMPANY PROFITABILITY: EVIDENCE FROM SRI LANKAN LISTED COMPANIES

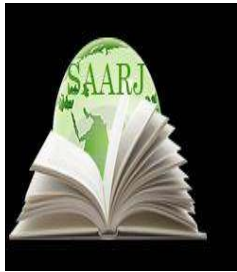
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ABSTRACT

The purpose of this study is to investigate the relationship between working capital management and firm profitability and also to evaluate the impacts of working capital components on firm's profitability. ICP, DCP, CCP and CCC are used as measure of working capital management. This study is used panel data of 47 firms, year for the period of 2008-2011 that consist of six different business sectors which are listed in Colombo stock exchange. In order to find out the results of this study, the researcher has used Correlations and regression analysis. The researcher also has used some variables in this study such as Gross profit ratio, Net profit ratio, Return on Assets and Return on equity as dependent variables (profitability). The coefficient and Correlations results showed there is a significant positive relationship between working capital components and Gross profit ratio and Net profit ratio. But, the results of the study provide evidence that the working capital management is not significantly correlated with ROE and ROA as the performance measures.

KEYWORDS: *Gross Profit Ratio, Net profit ratio, Return on Equity, Return on Assets, Working Capital Management, Sri Lanka.*



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**INTER-RELATION BETWEEN HUMAN
CAPITAL FORMATION AND ECONOMIC GROWTH: A CASE OF
INDIAN ECONOMY**

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ABSTRACT

The work presented here examines the causal relationships that exist between Human capital formation and Economic growth. The applied part of the analysis is performed using time series data for India within the 1990-2011 time-frames. The data used in this study were collected from the period of 1990 to 2011. The two variable regression analysis techniques is used to identify the significance of different variables. The model for the study was estimated using the ordinary least square (OLS) technique. For checking the long run equilibrium and causal relationship between economic growth and human capital formation unit root, Johansen cointegration and Pair-wise Granger Causality test is utilized using the time series data. The results of the co-integration show that the variables are co-integrated. They have long run stable equilibrium relationship. The results of the causality test show that there is bidirectional causal relationship between economic development and human capital formation.

KEYWORDS: *Human capital formation, Economic growth, two variables regression, ordinary least square, Pair-wise Granger Causality, unit root.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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