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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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EXPLORING THE LINK BETWEEN MARKET ORIENTATION AND PERFORMANCE OUTCOME OF THE SUPERMARKETS IN JAFFNA DISTRICT

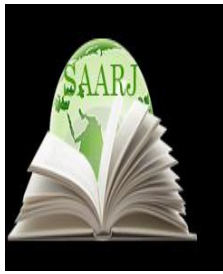
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ABSTRACT

Today in dynamic and competitive environment customers are highly informed and more demanding than before, it creates more challenges to the business institutions. Success and survival of Institutions depends on the innovation, which espouses market orientation. The purpose of this study is to gain a better understanding the market orientation that influences the performance outcome of Institutions. The concept of marketing orientation was examined by with the construct of the customer focus, competitor orientation and inter-functional coordination. Data was collected from the major super markets in the Jaffna district. Structured questionnaires were sent through the mail and given to the manager of the firms. Factor analysis is used to validate the measures of market orientations and firm performance outcome. Correlation and regression analysis are performed to determine whether market orientation is associated with firm performance. ANOVA test was made to identify the difference in market orientations and Performance outcomes among firms. Result of this research is that there is positive association between above three market oriented variables and firm performance outcome. The finding suggests market orientation can lead to firm higher performance. ANOVA result suggested that there are significant differences among supermarkets in market orientations and Performance outcome. By studying these facts organization understand that the market orientation influence the performance outcome.

KEYWORDS: *customer orientation, competitor orientation, inter-functional orientation, Market orientation, Performance outcome.*

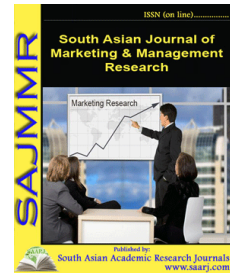


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AGE VARIANCES OF CHILDREN AND CONFLICT WITH THEIR PARENTS INSTIGATED BY TELEVISION ADVERTISEMENTS

Dilogini.K*; S.Shivany**

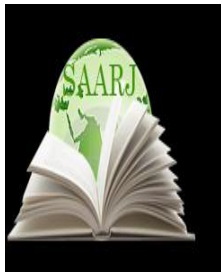
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ABSTRACT

Absence of research on television advertisement and parent – children conflict and differences in conflict between their children have different age, and the extant research on children & television advertising lacks in theory based frameworks that explicate what managerial implications are appropriate for Age variances of children and conflict with their parents instigated by television advertisements in the post war marketing context. Present study explored managerial implication for Advertisement in Jaffna market. Using qualitative exploratory approach, data were collected from 10 parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve by using preset question based on a primary interview question as open- ended question format and codes were developed by the researcher. Through the concepts development, the researcher has found that differences in conflict between Jaffna parents' children have different age.

KEYWORDS: *Television advertisement, Parent – children conflict, Younger, Coding.*



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A STRUCTURAL REVISIT AT ACADEMIC – INDUSTRY INTERACTION IN ICT FRAMEWORK

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ABSTRACT

Most of the Developed Countries like in USA, Asia and South East Asia have realized the need for I.I.I., and implemented it successfully, thereby they are enjoying its fruits of being the “global leaders” in many areas. In order to make our graduating Engineers ready for industries, there ought to be an interaction between the two, i.e. interaction between the institute & the industry.



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HUMAN RESOURCE MANAGEMENT PRACTICES: A THEORETICAL REVIEW

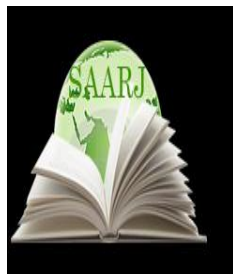
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ABSTRACT

Human Resource is the set of individuals who make up the workforce of an organization, business sector, or economy. Human Resource is considered as an important asset for any organization and is the source of achieving competitive advantage. "Human capital" is sometimes used synonymously with human resources, although human capital typically refers to the knowledge the individuals embody and can contribute to an organization. Managing human resources is very challenging as compared to managing technology or capital and for its effective management, organization requires effective HRM system. HRM system should be backed up by sound HRM practices. HRM practices refer to organizational activities directed at managing the pool of human resources and ensuring that the resources are employed towards the fulfilment of organizational goals. This research study is an effort to review the existing literature available on human resource management practices and how it is practically applied in different organization. After evaluating the existing literature available on human resource management practices it is found that HRM practices get affected by external and internal factors and directly or indirectly affect other variables such as employee's attitude, employee employer relations, financial performance, employee productivity etc. and ultimately contribute to overall corporate performance.

KEYWORDS: *Human Resource Management, HRM practices, Organisations, Innovative practices, Employees performance.*



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A STUDY ON WOMEN CONSUMER BEHAVIOR TOWARDS DURABLE GOODS IN KARIMNAGAR TOWN

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ABSTRACT

“Many things that were considered as luxuries till about ten years ago have become necessities for more people today”. And in case of durable goods consumption it has happened also as which were luxury at once becomes necessity now. Consumer centric marketing style is predominant in durables which in turn revolve round the consumer purchase attitude. Today women's are chief purchase officer controlling 85% of all purchase decision. In India women hold more than 25% of the white collar jobs in sector like IT, ITES, Pharmaceutical, Biotechnology, market research, financial services, advertising, marketing and media. The new Indian women are hard working professional women. The research paper deals with the study of urban working women purchase attitude with special reference to consumer durables. This has been evaluated on the basis of a comparative study of facets with special reference to consumer durable with sample frame of middle class working women families of Karimnagar.

KEYWORDS: Women Consumer, Consumer Behaviour, Durable Goods, Purchase Decision.

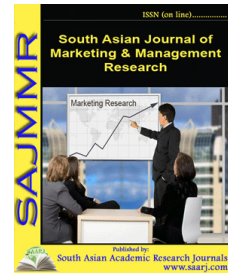


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A STUDY ON CONSUMER BEHAVIOUR AND IMPACT OF CONSUMERISM TOWARDS HOUSEHOLD GREEN PRODUCTS WITH A SPECIAL REFERENCE TO CHENNAI CITY

R. Aravindhahamodaran*; Dr. D. Venkatramaraju**

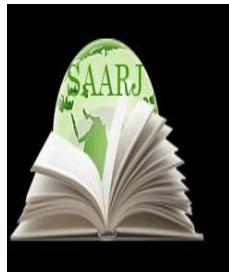
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ABSTRACT

This paper is an attempt to explore the consumer attitude towards the environment and green products and to investigate the relationship between attitude towards the environment and green products. The objective of the study is to understand the awareness level of the consumers on household Green products in Chennai and to evaluate the customers attitudes towards the Green Products. Primary data was collected through the questionnaire from 100 respondents. Secondary data was collected from various published sources. The first section gives an over view on the importance of environmental awareness, the second section analyzes the awareness level of the consumers third section deals with the factors influencing green purchase followed by the findings of the study and conclusion. It is found that the consumers in Chennai are aware of environmental problems and green products in the market but the attitude and behavior towards the green purchase is not improved

KEYWORDS: *Green Product, Buying Intention, Green Consumerism, Environment, Awareness.*

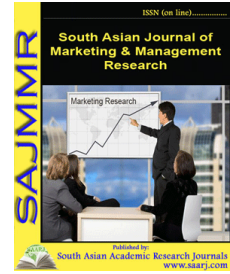


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PROBLEMS OF RURAL WOMEN TOWARDS ENTREPRENEURSHIP: WITH SPECIAL REFERENCE TO KALE VILLAGE IN MAHARASHTRA

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ABSTRACT

Women today have been identified as key areas of sustainable development and women equality is the central to a more holistic approach towards establishing new patterns and processes of development that are sustainable. Growing cognizance has previewed, that if operation of social and economic change has to be guaranteed, it is the woman who has to be mobilised, to lead the nation towards progress and prosperity.



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TEMPERATURE DEPENDENT GLYCOGEN METABOLIC ACTIVITY OF FRESHWATER CULTIVABLE FISH, OREOCHROMIS MOSSAMBICUS FROM NANDED DISTRICT (MS) INDIA

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ABSTRACT

The biochemical and physiological activities including food consumption, growth rate, body temperature and other body functions which is influenced by the temperature of surrounding water bodies. The growth and survivability in fish are dependent on defined optimum temperature range. The present work deals with the temperature dependent activity of glycogen metabolite in freshwater cultivable fish Oreochromis mossambicus. The fishes were exposed to different temperatures such as 20°C, 25°C, 30°C 35°C and 40°C for 96 hr exposure. The result reveals that the amount of glycogen activity in the tissues like liver and muscles of fish were steadily decrease at increased temperature as compared to control due to excess energy utilized as anaerobic glycolysis enhanced due to temperature stress as well as at gradual low temperature also showed decreasing trend of glycogen activity because lower temperature slow down the cellular activity

KEYWORDS: *Temperature, Glycogen, Oreochromis mossambicus.*

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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.
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