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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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A STUDY ON CONSUMERS' PERCEPTION ABOUT HERCULES SUPER BAZAR AND A FEW RETAIL OUTLETS IN KOLLAM CITY

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ABSTRACT

India one of the largest emerging markets, with a population of over one billion. It is one of the largest economies in the world in terms of purchasing power. A super bazaar is large form of traditional grocery store. Super bazaars have changed the pattern of the life of customers. A comparative study on the consumer perception of Hercules super bazaar and retail outlets in Kollam town throws light on the factors which influence the customers, satisfaction level and problems faced by customers while shopping in super bazaar and retail outlets. This study has been found that Majority of the customers are visiting Hercules super bazaar for variety, discounts, offers, easy availability, cleanliness, with facility of entertainment for children and convenient parking facility and restaurant etc. still retail outlets are successful in attracting customers, The general customer profile easily reflects that the customers visiting the unorganized store usually visit it for the purchase of grocery products. Moreover such customers do not travel much to visit the retail stores.



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WORK - LIFE BALANCE: THE IMPACT OF PERSONAL RESOURCES AND ITS EFFECTIVE MANAGEMENT

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ABSTRACT

This article conceptualizes the framework surrounding work-life balance of an employee. The previous research and discussions has concentrated mainly on the ways and means to balance the work-life and non-work life and its negative impacts. This article present an alternative point of view that focus on the personal resources and its effective management to attain the work-life balance of an individual employee. The work-life balance of an employee depends on getting adequate resources and its management that are most important to him. The personal resource, one of the most important resources, is discussed in this article of the work-life balance of an employee. The effective management of personal resources has a positive impact on employee's performance at work place and at home. This article describes the effect of personal resources and its effective management to understand the potential of personal resource management to enhance the work-life balance of an employee.

KEYWORDS: *Organization, Performance, Personal resource, Time, Work-life balance.*



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WOMEN RETAILERS IN DOIMUKH, NAHARLAGUN AND ITANAGAR CIRCLES OF ARUNACHAL PRADESH - ANALYSIS OF SOME FACTS

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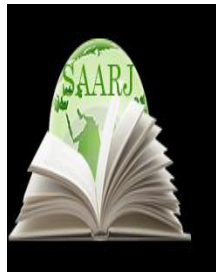
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ABSTRACT

The concept of women entrepreneurs is of recent development in Arunachal Pradesh. The present study unveiled that most of the women retailers are earning between Rs. 40,000-60,000 per month in garment, vegetable and meat sectors in the Naharlagun, Itanagar and Doimukh Circles of Arunachal Pradesh. However, sector wise analysis shows that most of the women retailers that constitute 72 percent of total sample under garment sector earn monthly gross income between Rs 40,000-60,000. The study has also revealed that 83 percent of the respondents are self driven and self directed to start off with the retail business. Beside this, family members, relatives and friends also are also found to have motivated them to take up retail business as a career. Further, it is revealed that the primary reason for selecting entrepreneurs as career by women of the study area is to earn money. 100 percent of the sample women respondents under the present study are found to have opted entrepreneurship to earn money. In addition, the study has unveiled that most numbers of women retailers which constitute 37 percent of the sample respondents have self financed them self. On the contrary, only 23 percent of the women retailers under present study are found to have taken financial supports from formal financial institutions.

KEYWORDS: *Arunachal Pradesh; Itanagar; Retail Business and; Women Entrepreneurship.*



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THE DEPTH OF INDUSTRIAL ORGANISATIONAL PSYCHOLOGY IS THE EXTENT OF WORK EFFECTIVENESS

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ABSTRACT

Industrial and Organizational (I/O) Psychology is the application of psychology to the workplace. In other words, the scientific study of thinking and behavior at work. I/O psychologists study and help implement behavior in organizations, such as selecting employees, training them, appraising their performance as well as programs that help improve the motivation and work attitudes of employees. In spite of a long history, Industrial and Organizational (I/O) psychology appears to be relatively unknown beyond those who teach or practice it. I/O psychology considers not only people, but also the context within which those people work. The focus on individuals is a unique perspective in an environment where management is primarily concerned with the success of the organization as a whole. Instead, I/O psychologists try to understand people within the context of the place they work. Thus, this paper involves the basic understanding of I/O psychology, its key areas & top known psychologists working & implementation to prove its importance.

KEYWORDS: *Psychology, individual behavior, organizational behavior, key areas of I/O psychology.*



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THE CLICK OF MONEY - A STUDY ON VIRTUAL SHOPPING

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ABSTRACT

PURPOSE

The growing trend in online shopping has led to the consideration of this paper which aims to explore the role of individual income as a predictor of internet consumer shopping behavior.

DESIGN/METHODOLOGY/APPROACH

This study is descriptive in nature with a primary survey of customers belonging to different individual income levels. It has respondents with no income to above 8 lakhs individual income per annum. It investigates the influence on income as a demographic factor on shopping experiences of users of the major shopping websites of India.

FINDINGS

The research results reveal the following issues: first, level of income doesn't have an effect on online shopping for necessary items like computer accessories.; second, customers of all income level shopped mostly during discounts and offers; third, cash on delivery and convenience of delivery of the product at doorstep were motivating factors for e-shoppers; and fourth website service quality can positively influence customer shopping rates e-satisfaction and e-loyalty.

ORIGINALITY/VALUE

This paper studies the gap in literature on predictor of individual income on online shopping trend. It further draws on the research domino effects for implications for shopping website management and design, then suggests some ways to enhance performance for the website shopping industry.



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ENTREPRENEURIAL LEADERSHIP AND STRATEGIC MARKETING AS A TOOL FOR CUSTOMER SATISFACTION: PRACTICES FROM GONDAR CITY TOURIST RECOMMENDED HOTELS, ETHIOPIA

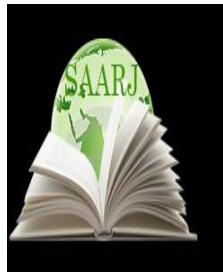
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ABSTRACT

Hotel industry has become one of the most profitable industries in the world and customer satisfaction has been identified as a key performance indicator in the industry. Therefore, the overall objective of this study was to examine the current status of customer satisfaction and major determinants contributing to customer satisfaction in the major tourist recommended hotels of Gondar City. SERVQUAL model was employed in the assessment of customer satisfaction and its determinants of the hotel. The data were collected using a questionnaire containing 7 questions based on 22 variables of the five dimensions of Tangibility, Reliability, Responsiveness, Assurance and Empathy. Fifty both domestic and foreign customers of the hotel were randomly selected. The questionnaire also prepared for among hotel staffs that were on operational level and the interview with managerial level staff were conducted to enrich the findings. Data were analyzed using simple table, percentage, pie chart and bar chart. Customers seemed to have perceived the same service differently. Customers' expectations had been influenced by their knowledge about general standards of hotel practices. Majority of the customers expressed their satisfaction with the overall service they received from the hotel regarding all dimension Tangibility, Responsiveness Reliability, Empathy and Assurance. It was note-worthy that a minority that is 13% of customers felt overall dissatisfied with the service of the hotel. Findings also revealed that the most significant determinants of the customers' satisfaction were service quality, fairness of price and customers perceived value, while customers' expectations and service features are less significant determinants of customers' satisfaction.

KEYWORDS: *Customer Satisfaction, Strategic Marketing, Leadership, Service Quality, Fairness of Price, Customers Perceived Value.*

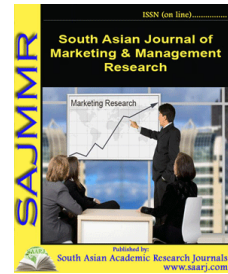


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EXPLORING SOCIAL CRM AND ITS FUTURE TRENDS

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ABSTRACT

Social CRM is an ideology and a business strategy that is designed to involve and fruitfully engage customers in collaborative conversation that offers value in a climate of trust and openness in the company environment. In such a scenario, the customer is in charge of the conversation and the company rightfully acknowledges and responds to this ownership in an appropriate manner. With this increasingly social and interactive approach, Social CRM is the latest development in customer relationship management tools. In this paper Social CRM dimensions have been examined from the various researches. Additionally, the benefits of Social CRM along with the future emerging trends are discussed.

KEYWORDS: *customer; CRM; CRM; experience; loyalty; Social CRM ; Social media.*

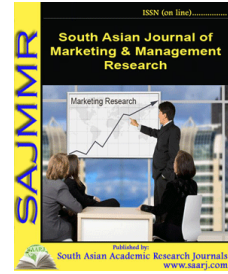


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EXPLORING FOUR DIMENSIONS OF ORGANIZATIONAL JUSTICE IN THE MALAYSIAN HOSPITALITY INDUSTRY

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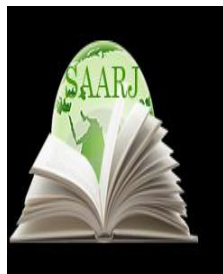
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ABSTRACT

Malaysia is planning a rapid growth of the tourism industry as this industry plays an important role to the sustainability of its economy. In achieving the plan outlined in the 10th Malaysia Plan, it is significant to understand that justice is an important tool in developing most effective environment in organization. Exploring all dimensions in justice is important to assist organization in understand the strengths and weaknesses of management and none of Malaysia studies have proven the existence of four dimensional justice to present. SPSS version 18.0 and AMOS version 19.0 were used to analyze this study's data. Research result shows and proven that the Four Dimensions of Organizational Justice exist from a Malaysian perspective by taken 609 respondents from hospitality industry. Evaluations of justice in services organization are significant to enable to help managers in identifying the best methods to motivate employees best.

KEYWORDS: *Organizational justice, distributive, procedural, interpersonal, Informational.*



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THE ROLE OF ONLINE SOCIAL MEDIA ON CUSTOMER BRAND ENGAGEMENT CASE STUDY: COMPANY KALLEH ON FACEBOOK

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ABSTRACT

A great interest in the concept of customer brand engagement has emerged along with the rise of online social media during the past few years. However, because of lack experimental support and scientific interest, nature of customer brand engagement has reminded relatively uncertain and vague. The aim of this research is the role of online social media on customer engagement. In order to collect data and test the proposed model of customer brand engagement on online social media, an online research has been performed using compliance pattern of who has facebook account. Present research is practical and is performed through survey method. The method of collecting data is a kind of library. Statistical community in this research are dynamic users and members of facebook social media(including male and female) following the page of kalleh company in this social media and their accurate number hasn't been declare. Result of research showed that involvement and participation variable influence on customer brand engagement but telepresence and ease of use don't influence on it.

KEYWORDS: Customer Brand engagement, Online Social Media, Kalleh Company, Iran.

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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.
4. The review process may take three/four working days.
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