

SAJMMR

ISSN (online) : 2249-877X

## South Asian Journal of Marketing & Management Research



Published by  
**South Asian Academic Research Journals**  
A Publication of CDL College of Education, Jagadhri  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Editor-in-Chief : Dr. B.C.M. Patnaik

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.  
EBSCO Discovery, Summon(ProQuest),  
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: [sajmmr@saarj.com](mailto:sajmmr@saarj.com)

### **VISION**

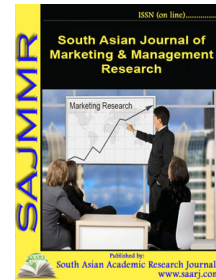
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing,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



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



SR. NO.	PARTICULAR	PAGE NO.
1.	<b>GROWTH OF INDIAN RURAL MARKET: WITH REFERENCE TO FMCG SECTOR</b>  VENUKUMAR.G	1-10
2.	<b>AN INVESTIGATION ON THE ROLE OF KNOWLEDGE MANAGEMENT AND INTELLECTUAL CAPITAL ON COMPETITIVE ADVANTAGE ACQUISITION (CASE STUDY: AN IRANIAN COMPANY)</b>  DR. MANSOUREH ALIGHO LI, DR. GHASEM'ALI BAZAEI, SAEEDASKARI MASOULEH, NIMASAEEDI	11-30
3.	<b>QUALITY OF WORK LIFE EFFECTIVENESS WITH SPECIAL REFERENCE TO EMPLOYEES OF ASHOK LEYLAND, CHENNAI</b>  A. PALANI	31-39
4.	<b>A FEASIBILITY EMPIRICAL STUDY ON BUSINESS OPPORTUNITIES FOR ACCESSORIES, VALUE ADDED PRODUCTS AND CUSTOMIZATION FOR MAHINDRA AND MAHINDRA (AUTOMOTIVE SECTOR), MUMBAI</b>  SIMEON S. SIMON	40-61
5.	<b>A STRATEGIC APPROACH TO RURAL MARKETING IN INDIAN SCENARIO</b>  DR.SARITAB AHL	62-72
6.	<b>KNOWLEDGE MANAGEMENT: OPPORTUNITY TO INDUSTRY</b>  PROF. MRS. MINAKSHI DATTATRAY BHOSALE, PROF. DR. K.M. NALAWADE	73-86
7.	<b>A STUDY ON CUSTOMER RELATIONSHIP MARKETING WITH REFERENCE TO DISTRIBUTOR OF CALTEX LPG PRODUCT</b>  MR. N. AKBAR JAN	87-97
8.	<b>CUSTOMER RELATIONSHIP MANAGEMENT IN INDIA:AN EMPIRICAL ANALYSIS ON IMPLEMENTATION OF SELECTED INDUSTRIES</b>  DR. M.V.S.SRINIVASA RAO	98-106
9.	<b>CHANGE MANAGEMENT IN STEEL INDUSTRY: ISSUES &amp; CHANLLENGES</b>  CHANDAN D N	107-114
10.	<b>A STUDY ON CUSTOMER PERCEPTION TOWARDS PRODUCTS AND SERVICES OF MOBILE NETWORK</b>  DR.N.SANTHI	115-122

11.	<b>TRENDS IN WORKING CAPITAL MANAGEMENT AND ITS IMPACT ON SME WITH REFERENCE TO MANUFACTURING FIRMS</b> MR.A. PALANI, DR. A. PEER MOHIDEEN	123-141
12.	<b>A CUSTOMER SURVEY &amp; PERCEPTION TOWARDS BANCASSURANCE (WITH REFERENCE TO LIFE INSURANCE INDUSTRY)</b> DR. ANSHUJA TIWARI, MS. BABITA YADAV	142-164
13.	<b>REGULATING AND REFORMING THE PHARMA CURRICULUM IN INDIA</b> MRS. OJHA RAJASHRI, DR. PUTHLI SHIVANAND, DESHMUKH ONKAR	165-169
14.	<b>CUSTOMERS PERCEPTION REGARDING PURCHASE BEHAVIOR TOWARDS MALLS: A STUDY OF NOIDA AND GHAZIABAD</b> PROF. ARPITA SRIVASTAVA, DR MITTU MATTA	170-179
15.	<b>A STUDY ON SMALL BUSINESSMEN ATTITUDE TOWARDS USING MICRO FINANCE PRODUCTS</b> DR.P.ANBUOLI	180-196
16.	<b>EFFECT OF INFLATION ON INDIAN MARKET</b> DR. BHUVNENDER CHAUDHARY, MR. NIKHIL MONGA, AMIT SARKAR	197-213



Published by: South Asian Academic Research Journals

**SAJMMR:****South Asian Journal of  
Marketing & Management  
Research**

## **GROWTH OF INDIAN RURAL MARKET: WITH REFERENCE TO FMCG SECTOR**

**VENUKUMAR.G\***

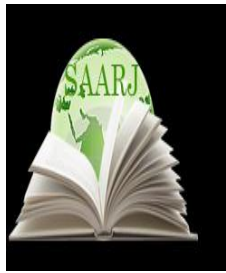
\*Assistant Professor, Department of MBA,  
Jayamukhi Institute of Technological Sciences,  
Narsampet, Warangal, Andhra Pradesh, India.

---

### **ABSTRACT**

*The Fast Moving Consumer Goods (FMCG) sector is a corner stone of the Indian economy. This sector touches every aspect of human life. The FMCG producers now realize that there is a lot of opportunity for them to enter into the rural market. The sector is excited about the rural population whose incomes are rising and the lifestyles are changing. There are as many middle income households in the rural areas as there are in the urban. Thus the rural marketing has been growing steadily over the years and is now bigger than the urban market for FMCGs. Globally, the FMCG sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70% of sales is made to middle class households today and over 50% of the middle class is in rural India. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. Also with a near saturation and cut throat competition in urban India, many producers of FMCGs are driven to chalk out bold new strategies for targeting the rural consumers in a big way. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. Many companies including MNCs and regional players started developing marketing strategies to lure the untapped market. While developing the strategies, the marketers need to treat the rural consumer differently from their counterparts in urban because they are economically, socially and psycho-graphically different to each other. This paper covers the attractions for the FMCG marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable example of companies and their experience in going rural.*

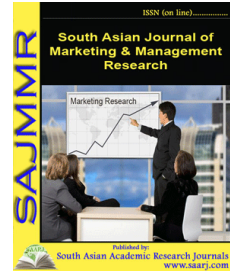




Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### AN INVESTIGATION ON THE ROLE OF KNOWLEDGE MANAGEMENT AND INTELLECTUAL CAPITAL ON COMPETITIVE ADVANTAGE ACQUISITION (CASE STUDY: AN IRANIAN COMPANY)

DR. MANSOUREH ALIGHO LI\*; DR. GHASEM'ALI BAZAEI\*\*;  
SAEEDASKARI MASOULEH\*\*\*; NIMASAEEDI\*\*\*\*

\*Faculty of Management, Islamic Azad University,  
Central Tehran Branch, Tehran, Iran.

\*\*Faculty of Management, Islamic Azad University,  
Central Tehran Branch, Tehran, Iran.

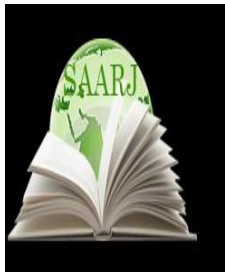
\*\*Faculty of Management, Islamic Azad University,  
Central Tehran Branch, Tehran, Iran.

\*\*\*\*Faculty of Management, Islamic Azad University,  
Central Tehran Branch, Tehran, Iran.

#### ABSTRACT

*In a scientific economic system, the lives of products and organizations strongly depend on knowledge and the most successful organizations are those who use this intangible property in a faster and better- managed approach. Studies have shown that knowledge is a genuine resource which leads to business performance increase, in contrary to occasional inefficiency of traditional resources (money, land, machinery equipment, and etc.) Today, from a strategic point of view, intellectual capital is used to create and improve organizational values. This study investigates the role of knowledge management and intellectual capital on gaining competitive advantage in 'Saipa' Company. The results – obtained through the Pierson correlation and regression – represent the positive effects and meaningful aspects of knowledge management and intellectual capital in gaining competitiveness. Then, applying Friedman test, two main categories of variables were ranked in knowledge sharing, knowledge acquisition and knowledge storage were the most important sub-scales in knowledge management dimensions; while among intellectual capital components, relational capital and human capital were the most powerful variables. Finally, the 'mean' test results showed that among all variables considered in this study, organizational learning is the only one, which is not at a satisfactory level in the studied organization.*

**KEYWORDS:** Knowledge management, intellectual capital, competitive advantage.



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### QUALITY OF WORK LIFE EFFECTIVENESS WITH SPECIAL REFERENCE TO EMPLOYEES OF ASHOK LEYLAND, CHENNAI

**A. PALANI\*, IRSHAD AHMED\*\***

\* Assistant Professor, Department of Management Studies,  
Aalim Muhammed Salegh College of Engineering,  
Avadi - Iaf, Chennai - 55, Tamilnadu, India.

\*\*Assistant Professor, Department of Management Studies,  
Aalim Muhammed Salegh College of Engineering,  
Avadi - Iaf, Chennai - 55, Tamilnadu, India.

---

#### ABSTRACT

*Dissatisfaction with working life is a problem, which affects almost all the workers at one time or another, regardless of position or status. The frustration, boredom and anger common to employees, is a complex problem which affect the quality of working life. The sustained vitality and profitability of any company is clearly linked to the satisfaction of its workforce. This is intuitively obvious and the research is compelling. A company that does not measure or improve employee satisfaction may quickly face increasing turnover and declining productivity. The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. The newest technologies, most innovative management practices and state-of-art office buildings are of no value without the talent, commitment and contribution of a quality workforce. Therefore, organizations are required to adopt a strategy to improve the employee' quality of work life (QWL) to satisfy both the organizational objectives and employee needs. Strategies that help the employees balance their personal and business goals.*

**PROBLEM:** *To find out the Quality of Work Life with special reference to Employees of Ashok Leyland.*

➤ *To find out the employees experience of work life in terms of work load, stress and work life balance.*

➤ *To find out the employees satisfaction in the effectiveness of Quality of Work Life.*

**PROPOSED METHODOLOGY:** *The methodology adopted is survey method.*

**TYPE OF DATA:** *Primary and Secondary data are used.*

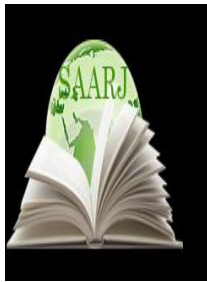
**TOOLS FOR DATA COLLECTION:** *The data are collected through Questionnaires and by Observation.*

**FRAME WORK FOR DATA ANALYSIS:** *Percentage Analysis is used for analysis.*

**EXPECTED DELIVERABLES:** *Attitude of the employees towards the work, the work environment and their level of satisfaction in job.*

**KEYWORDS:** *Quality of work life, Ashok Leyland.*

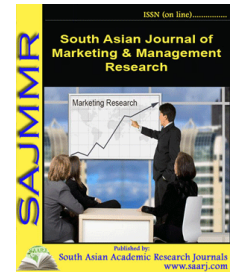




Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### A FEASIBILITY EMPIRICAL STUDY ON BUSINESS OPPORTUNITIES FOR ACCESSORIES, VALUE ADDED PRODUCTS AND CUSTOMIZATION FOR MAHINDRA AND MAHINDRA (AUTOMOTIVE SECTOR), MUMBAI

**SIMEON S. SIMON\***

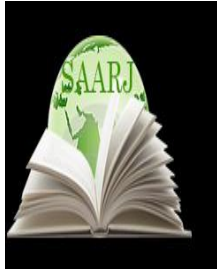
\*Assistant Professor,  
School of Management,  
Karunya University, India.

---

**ABSTRACT**

*This research identifies the potential opportunities of accessories in the automotive market so to maximize Mahindra's sale and to analyze the dependency of value added products in various market segments and to measure the level sustainability for Mahindra. Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant global presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image. Mahindra is the only Indian company among the top tractor brands in the world. It is today a full-range player with its presence in almost every segment of the automobile industry, from two-wheelers to CVs, UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), thereby strengthening its position in the Electric Vehicles domain. The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company Satyam Computer Services. The company is now known as Mahindra Satyam. Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008- 09. Mahindra & Mahindra Limited (M&M) is engaged in financial services, tourism, infrastructure development, trade and logistics. It operates in nine segments: Automotive-which consists of sales of automobiles, spare parts and related services; Farm Equipment- which consists of sales of tractors, spare parts and related services; Financial Services- which consists of services relating to financing, leasing and hire purchase of automobiles and tractors; Steel Trading & Processing- which consists of trading and processing of steel; Infrastructure- which consists of operating of commercial complexes, project management and development; Hospitality, which consists of sale of timeshare; IT Services, which consists of services rendered for information technology (IT) and telecom; Systech, which consists of automotive components and other related products and services, and others, which consists of logistics, after-market,*

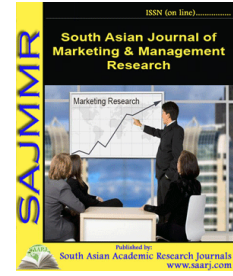
*two wheelers and investment. Mahindra & Mahindra grew from being a maker of army vehicles to a major automobile and tractor manufacturer. It has acquired plants in China and the United Kingdom and has three assembly plants in the USA. M&M has partnerships with international companies like Renault SA, France and International Truck and Engine Corporation, USA. M&M has a global presence and its products are exported to several countries. Its global subsidiaries include Mahindra Europe based in Italy, Mahindra USA Inc., Mahindra South Africa and Mahindra (China) Tractor Co. Ltd. M&M is one of the leading tractor brands in the world. It is also the largest manufacturer of tractors in India with sustained market leadership of over 25 years. It designs, develops, manufactures and markets tractors as well as farm implements. Mahindra Tractors (China) Co. Ltd. manufactures tractors for the growing Chinese market and is a hub for tractor exports to the USA and other nations. M&M has a 100% subsidiary, Mahindra USA, which assembles products for the American market. With the growing income levels and availability of more disposal income in India, the trend of acquiring cars is on the rise. Keeping the above facts in to account, the main objective of the research has been initiated to investigate the opportunity for Accessories, VAP and customization of commercial and Passenger vehicles. This research focuses to find out the potential market in different places like Mumbai, Pune, Hyderabad and Delhi and another module of this study namely VAP and customization help us to find the current trend in car customization and how well VAP can play a vital role to increase company profit per vehicle. India holds huge potential in the automobile sector including the automobile component sector owing to its technological, cost and manpower advantage. Furthermore, India has a well developed, globally competitive Auto Ancillary Industry and established automobile testing and R&D centers. The Indian automobile industry today boasts of being the second largest two wheelers manufacturers in the world, second largest tractor manufacturer in the world, and fifth largest commercial vehicle manufacturer in the world and fourth largest Car market in Asia. Car accessories have always been an added value for the automobile industry through which automobile are having a higher profit margin and growth rate. The accessories of the passenger car of Mahindra and Mahindra mainly deal bull bars, rack carriers, Fog lamp, Scuff plates etc. Many car companies provide these accessories separately and not along with the car. Nor are they in active production of these accessories. But in Mahindra and Mahindra there is an active plant that produces these accessories and sell it through accessories shop and other local dealers, there is also potential market for GPS and reverse parking sensors. Hence through this project we are trying to find the potential market in different places like Mumbai, Pune, Hyderabad and Delhi. Further value added products are those which are having an active market growth, and potential. Mahindra and Mahindra is planning to have their own customized vehicle with added value in their product. Customization is the current market trend and a potential field for research in the automobile industry. Hence similar research has been carried out in different places like Pune, Delhi, and Hyderabad apart from Mumbai.*



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### A STRATEGIC APPROACH TO RURAL MARKETING IN INDIAN SCENARIO

**DR. SARITA BAHL\***

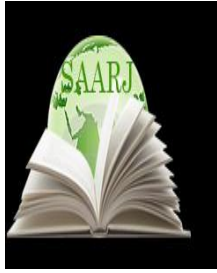
\*Associate Professor,  
Arya College,  
Ludhiana, Pb. India.

---

**ABSTRACT**

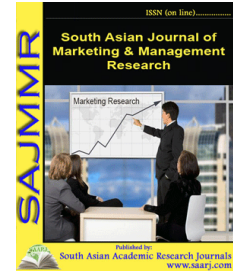
*The rapid economic growth of any developing country is mainly governed by three factors: increasing food production and other major inputs of industry; increasing the income levels of middle and lower strata of the population and most importantly provision of basic infrastructure and planning a national marketing system and thereby increasing the size of the national market is also essential to integrate the marketing systems with the needs and wants of the consumer with available resources. This is hallmark of economic development. The present paper aims to highlight the reasons to make rural marketing imperative of economic growth. Further, efforts have been made empirically to enlist significant strategies for the growth of rural marketing on the basis of segments of marketing mix i.e. Product, Price, Physical distribution and Promotion.*

**KEYWORDS:** Market Intelligence Network, Contract Marketing, Value Addition, Regulated Markets, Social Marketing.



Published by: South Asian Academic Research Journals

**SAJMMR:**  
**South Asian Journal of**  
**Marketing & Management**  
**Research**



## **KNOWLEDGE MANAGEMENT: OPPORTUNITY TO INDUSTRY**

**PROF. MRS. MINAKSHI DATTATRAY BHOSALE\*;**

**PROF. DR. K.M. NALAWADE\*\***

\*Head, Faculty of MCA,  
Yashoda Technical Campus,  
Wadhe, Satara. India.

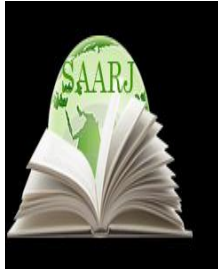
\*\*Head, Department of BCA,  
D.G. College, Satara, India.

---

### **ABSTRACT**

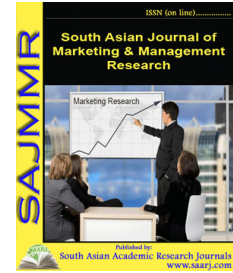
*Knowledge is largely cognitive and highly personal, while management involves organisational processes. Many knowledge workers do not like to be managed in the traditional sense. However, knowledge is increasingly recognized as a crucial organisational resource that gives market leverage. Its management is therefore too important to be left to chance. Knowledge management has generated much interest in recent years and has become the latest management buzz in town. The purpose of knowledge management is to adapt business logic in response to environmental changes to sustain the ability of the business to value add. Now a day's knowledge management is very important to sustain business in competition hence knowledge of this technology is essential. This paper outlines the concept and types of knowledge. Why knowledge management is required, Motivations, roles and responsibilities of knowledge management, what are the tools essential for Knowledge management. Finally implementation of Knowledge management in Industry has significant opportunities to apply Knowledge management practices to support every part of their mission.*

**KEYWORD:** *KM- Knowledge Management, Industry, Motivations, Roles, Responsibilities, Implementation.*



Published by: South Asian Academic Research Journals

**SAJMMR:**  
**South Asian Journal of**  
**Marketing & Management**  
**Research**



**A STUDY ON CUSTOMER RELATIONSHIP MARKETING WITH  
REFERENCE TO DISTRIBUTOR OF CALTEX LPG PRODUCT**

**MR. N. AKBAR JAN\***

\*Assistant Professor, Department of Management Studies,  
Vel Tech Dr. RR & Dr. SR Technical University,  
Avadi, Chennai, India.

---

**ABSTRACT**

*This report is based on the views of customers in LPG Distributor sons about CRM practice followed in company. The LPG Distributor sons were one of the successful distributors of caltex LPG product .The data were collected by means of schedule interview and personal interview. This report reveals that it is possible to achieve sales target through relationship marketing. The consumer profiles are important source for company to make relationship with the customers. In LPG Distributor sons, they use SCRM simple database software for maintaining the profile of every customer. The customer life time value and satisfaction level are calculated on basis of information collected from the customer. This report also shows the continuous improvement in sales due to CRM practice followed by the company.*

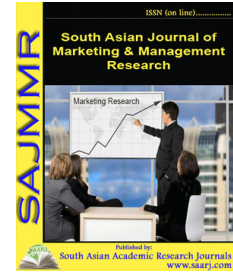




Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### CUSTOMER RELATIONSHIP MANAGEMENT IN INDIA: AN EMPIRICAL ANALYSIS ON IMPLEMENTATION OF SELECTED INDUSTRIES

**DR. M.V.S.SRINIVASA RAO\***

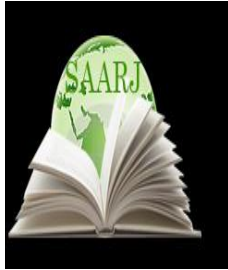
\*Associate Professor, Department of Commerce and Management Studies,  
Maharajah's Post Graduate College, Phool Baugh,  
Vizianagaram – 535002, Andhra Pradesh, India.

---

#### ABSTRACT

*CRM implementation differs from organization to organization but there are a few common steps one needs to follow to ensure a successful implementation. There are many factors that could influence the success of CRM implementation. Goals of the CRM implementation and how it supports organization goals should also be intimated to employees. In most cases the technology will have less to do with the CRM success. Therefore it is important to focus as much importance on communication training and other aspects as much as the technology involved. However, the entire objectives of the CRM process are hampered if the CRM choice is difficult to use. It is highly essential to ensure that the system speaks of ease of usage and the ability to be easily customizable. Employees implementing CRM and forming a part of the CRM process range from the mediocre level right to management and to the employee at the very forefront. It is imperative that the business ensure that the CRM software chosen is easy to use and implement not only by a few employees but by everyone using the system. This is a step that needs to be taken at the time of choosing the CRM technology. Hence this paper has selected some of the Indian industries and discussed how the CRM practices are implementing for the benefit of their customers.*

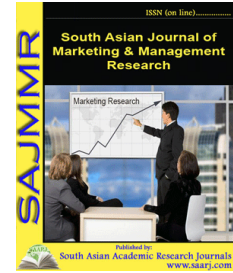
**KEYWORDS:** Customer Acquisition, Customer Retention, Customer Value, Integrated CRM, Symbiotic Relationship, Customer Churn.



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### CHANGE MANAGEMENT IN STEEL INDUSTRY: ISSUES & CHALLENGES

**CHANDAN D N\***

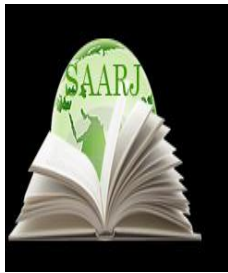
\*Ph.D Research Scholar in Management,  
Dravidian University, Kuppam AP, India.

---

**ABSTRACT**

*The business environment is a dynamic one. Constant developments are taking place in the internal as well as external business environment. Some organizations face greater federal regulation, while others experience deregulation. Some find their markets shrinking, while others thrive into the global marketplace. Many organizations face mergers, hostile takeovers or downsizing problems which have severe psychological and economic effects on their employees. One of the survival and winning business strategies is to bring organizational changes which can cope up with such critical issues. However, in most of the cases, whenever the organization introduces change mechanisms, people in the organization resist such changes. Therefore, such organizational changes need to be effectively managed and implemented which ultimately aims at organizational growth and development. Managing changes, thus, becomes an integral part of the manager's job. Constant assessment of where the system is, as contrasted with where it should be, alerts managers to the changes that need to be embedded in it. This paper discusses the issues and challenges faced by the steel industry, and to combat it a set of suggestions to manage it more successfully. It also discusses the different strategies and their relative effectiveness that managers commonly use to introduce change.*

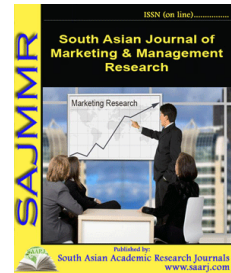
**KEYPOINTS:** *Organisational Change, HRM, Globalization, Management of Change, Steel.*



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### A STUDY ON CUSTOMER PERCEPTION TOWARDS PRODUCTS AND SERVICES OF MOBILE NETWORK

**DR.N.SANTHI\***

\*Associate Professor, Department of Management Studies,  
R.M.D. Engineering College, R.S.M. Nagar,  
Kavaraipettai, Gummidipoondi Taluk,  
Tiruvallur District, Tamil Nadu, India- 601206.

---

#### ABSTRACT

*In today's globalising economy, competition is getting more and more fierce. That means it becomes more difficult for products and services to differentiate themselves from other offerings than ever before. The Telecom service providers due to intense competition are now entering into a new phase of development i.e., shifting the emphasis towards improvement in quality of customer service and thereby achieving operating efficiency and profitability. So, in today's competitive marketplace, customer perceptions are becoming much more important for gaining sustainable competitive advantage which in turn compels the marketing department to know the reason for gradual decrease in their customers.*

*The full paper focuses on the perception of the customers towards the leading mobile network providers in the country by getting the customers view on their usage and satisfaction of the product which is provided by the company. The research design for the study is descriptive in nature with the sample size of 115. Primary data is collected by structured questionnaire method. The data is analyzed using weighted average, Percentage Analysis and Chi-Square Test. The major objectives of this study are to measure the perception of the customers, level of service offered by the company and to study the promotional measures offered by the company that satisfy the customers.*

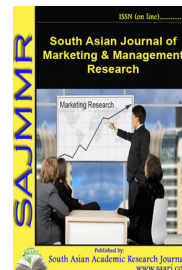
**KEYWORDS:** Customer, Perception, Satisfaction, Mobile Network, Sustainable, Competitive Advantage, loyalty.



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### TRENDS IN WORKING CAPITAL MANAGEMENT AND ITS IMPACT ON SME WITH REFERENCE TO MANUFACTURING FIRMS

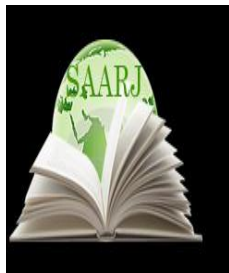
MR.A. PALANI\*; DR. A. PEER MOHIDEEN\*\*

\*Assistant Professor, Department of Management Studies,  
Aalim Muhammed Salegh College of Engineering,  
Avadi - IAF, Chennai - 600 041, India.

\*\*Associate Professor, Post Graduate and Research Department Commerce,  
Khadir Mohideen College, Adirampattinam, Tanjavur, India.

#### ABSTRACT

*A well designed and implemented working capital management is expected to contribute positively to the creation of a firm's value. The purpose of this paper is to examine the trends in working capital management and its impact on firms' performance. The trend in working capital needs and profitability of firms are examined to identify the causes for any significant differences between the industries. The dependent variable, return on total assets is used as a measure of profitability and the relation between working capital management and corporate profitability is investigated for a sample of 58 small manufacturing firms, using panel data analysis for the period 2003 – 2009. The regression results show that high investment in inventories and receivables is associated with lower profitability. The key variables used in the analysis are inventories days, accounts receivables days, accounts payable days and cash conversion cycle. A strong significant relationship between working capital management and profitability has been found in previous empirical work. An analysis of the liquidity, profitability and operational efficiency of the five industries shows significant changes and how best practices in the paper industry have contributed to performance. The findings also reveal an increasing trend in the short-term component of working capital financing.*



Published by: South Asian Academic Research Journals

**SAJMMR:****South Asian Journal of  
Marketing & Management  
Research**

## **A CUSTOMER SURVEY & PERCEPTION TOWARDS BANCASSURANCE (WITH REFERENCE TO LIFE INSURANCE INDUSTRY)**

**DR. ANSHUJA TIWARI\*; MS. BABITA YADAV\*\***

\*Assistant. Professor,  
Department of Commerce,  
Barkatullah University, Bhopal, India.

\*\*Research Scholar,  
Faculty of Commerce,  
Rani Durgawati University, Jabalpur, India.

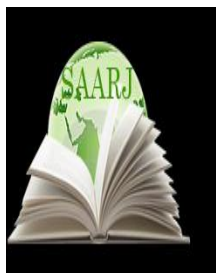
---

### **ABSTRACT**

*The banking and insurance industry have changed rapidly in the changing economic environment through out the world. Together Banking and Insurance Industry contributes about seven percent GDP of our economy. The increased pace of market competition due to liberalization and privatization forced life insurers to be competitive by cutting cost and serving in a better way to the customers. In view to reach huge untapped market, the concept of Bancassurance was introduced by the IRDA. Banc assurance is a new and an emerging model of channel of distribution adopted by almost all the life insurance players to increase the market share and insurance penetration. The present empirical based study was conducted with an objective to understand the role of banc assurance in Indian life Insurance Industry and to measure customer awareness, satisfaction and perception towards buying life insurance products from banks. The study was based on both primary and secondary data and simple percentage method was used for data analysis. The area of study confined to selected areas of Jabalpur district and total sample size was 100 selected through random and convenience sampling method. The various concepts related to banc assurance have been discussed in this paper. Banc assurance would accelerate the growth of life Insurance business, reduce cost, Low awareness of banc assurance among customers and second preferred distribution channel by customers are some of the main findings of study. The research findings will be useful for all the three segments including banks, life insurers and customers. The paper concludes that there is a tremendous scope and growth opportunity available for banc assurance in future in the Indian life Insurance market*

**KEYWORDS:** Banc assurance, Customer Awareness, Customer Satisfaction, Customer perception, Distribution channel, Market Penetration, Life Insurance Industry.





Published by: South Asian Academic Research Journals

**SAJMMR:****South Asian Journal of  
Marketing & Management  
Research****REGULATING AND REFORMING THE  
PHARMA CURRICULUM IN INDIA****MRS. OJHA RAJASHRI\*; DR. PUTHLI SHIVANAND\*\*;  
DESHMUKH ONKAR\*\*\***

\*Ph.D Scholar, JYT University,  
Zhunzhunu, Rajasthan – 33301, India.

\*\*Panacea Biotech Ltd,  
Navi-Mumbai, India.

\*\*\*RA-Officer,  
Raaj GPRAC, India.

---

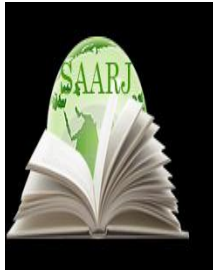
**ABSTRACT**

*It is about time the inclusion of drug regulatory affairs in pharmacy seminaries was pioneered for taking a turn for the better. After following a line of investigation, the inference was that there is hardly any attentiveness towards the alpha and omega of regulatory affairs which can be alleged as the crux of the matter. It goes without saying that the pharmaceutical organizations are surrounded by the high regulation in as much as it is the part and parcel of one's life. Interestingly, India is reckoned to be at a stage of newly advanced economic growth and single pharmaceutical business plays an imperative part in the same and that is why it calls for effectual regulatory affairs professionals to release the up to date wants of industries in order to live to tell the tale.*

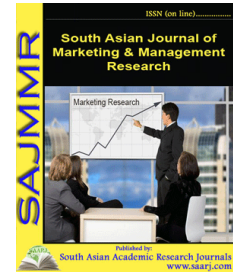
*Now is the time to encompass the in-progress requisites in the syllabus of pharmacy colleges at under graduation and on the national level with the intention of formulating students with the newest advances. Colleges should mull over orchestrating workshops/seminars that will help boost the interest and attention of students towards this electrifying field and so the overall growth of pharmaceutical trade globally. Fresh talent should be provided with such kinds of trainings for which effectual methodologies can be put together.*

*As for the recent trends in regulatory affairs, I need to put an example of the concept of CTD and e-CTD. Regulated markets are all tagging along this notion and welcoming the rest of the world to phase in the same in respective regions. In the long run, if new genius is not at all aware of such advances while they are in their academics, they will be unable to hack it with the current global requirements and this will certainly begin to hit home.*

**KEYWORDS:** curriculum, drug regulatory affairs, regulations, pharma.



Published by: South Asian Academic Research Journals

**SAJMMR:****South Asian Journal of  
Marketing & Management  
Research**

## **CUSTOMERS PERCEPTION REGARDING PURCHASE BEHAVIOR TOWARDS MALLS: A STUDY OF NOIDA AND GHAZIABAD**

**PROF. ARPITA SRIVASTAVA\*; DR MITTU MATTA\*\***

\*Associate Professor,  
Graduate School of Business and Administration (GSBA),  
Greater Noida, India.

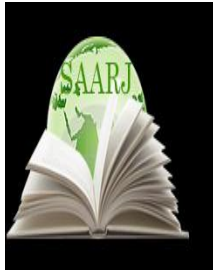
\*\*Research Guide,  
Graduate School of Business and Administration (GSBA),  
Greater Noida, India.

---

### **ABSTRACT**

*The retail sector is one of the fastest emerging sectors in India. The researcher has endeavoured to judge the differences in customers' perception regarding purchase behaviour towards across different locational points and suggest appropriate measures for developing effective market strategies with local orientation. The outcome of the study undertaken in NOIDA and Ghaziabad (NCR) reveals that there is no significant difference in urban and suburban areas in case of grocery purchase. In the case of apparel proximity, there is no importance attached to the two different location points. For grocery the customers' perception have given weightage to nearby stores whereas for apparel they prefer to travel some distance.*

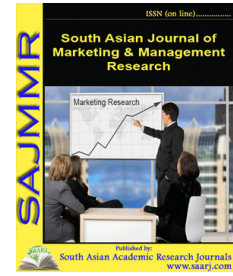
*Retail format has to be Indianized in terms of assortment, ambience and service. People are still price sensitive. Regarding ambience of the store, people prefer western format. The retailers have to redesign the retail format strategies on the basis of customized regional approach. The analytical corpus of the research makes it amply evident that exclusive showrooms of branded companies and goods (viz. Wal Mart) are not feasible in the Indian scenario and they have to reframe their strategies.*



Published by: South Asian Academic Research Journals

# SAJMMR:

## South Asian Journal of Marketing & Management Research



### A STUDY ON SMALL BUSINESSMEN ATTITUDE TOWARDS USING MICRO FINANCE PRODUCTS

**DR.P. ANBUOLI\***

\*Anna University of Technology Madurai,  
Alagar Koil Road, Madurai – 625002,  
Tamilnadu, India.

---

**ABSTRACT**

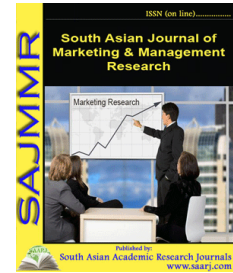
*Micro finance is the means of support to poor and small business owners. Small business provides the friction to industrial growth in an economy. Existence of small business can bring employment opportunities along with revenue generation to its owners. Provision is smaller credit and accepting small savings is the function of micro finance. Now it offers plenty of services to its clients like poor, small businessmen, self-help groups and so on. This study investigates the small businessmen attitude towards using micro finance products. This study based on the objective of financial factors behind in the use of micro finance products, non-financial factors behind in the use of micro finance products and personal factors on the use of micro finance products. A detailed questionnaire has been circulated among the target sample group of 100 respondents; the data can be collected after the completion of pretest. The questionnaire consists of personal profile of the respondents, financial factors, non-financial factors and personal factors associated with the use of micro finance products. Simple percentage analysis and Kendall's Co-efficient of Concordance have been adopted to test the worthiness of data collected. Suitable hypothesis can be framed to test the concordance among the different businessmen on the use of micro finance products. This study concludes that there is no relationship among the businessmen motives on the use of micro finance products.*

**KEYWORDS:** *Micro Finance, Small Businessmen, Financial Factors, Non-financial Factors, Micro Credit, Micro Savings.*



Published by: South Asian Academic Research Journals

**SAJMMR:**  
**South Asian Journal of**  
**Marketing & Management**  
**Research**



**EFFECT OF INFLATION ON INDIAN MARKET**

**DR. BHUVNENDER CHAUDHARY\*; MR. NIKHIL MONGA\*\***  
**AMIT SARKAR\*\*\***

\*Dean,  
Phonics Group of Institutions,  
Roorkee, India.  
\*\*Research Scholar and Assistant Professor,  
Phonics Group of Institutions,  
Roorkee, India.  
\*\*\*Research Scholar,  
Singhania University,  
Rajasthan, India.

**ABSTRACT**

*The need of this research is to understand the overall scenario of the Indian Economy during the past couple of decades till date. The study includes the various aspects related to Past, Present and Future of Indian Economy with respect to other economies of the world. Along with this, there are a lot of national as well as global factors affecting the Indian stock market. The purpose of the paper is to establish and validate the long term relationship of stock prices with Exchange rate and Inflation in Indian context. The study has covered a very large area for survey purpose. It shows the performance of Indian Economy with the other developing and developed nations of the World.*

**KEYWORDS:** *Inflation, Sensex, Stock Marke*

## Editorial Board

**Dr. B.C.M. Patnaik**, Editor in Chief

Associate Professor (Accounts & Finance)  
KSOM, KIIT University,  
Bhubaneswar, Odisha, INDIA.

**Dr. Victor Sohmen**

Professor  
Department of Management and Leadership  
Drexel University Philadelphia, Pennsylvania,  
USA

**Dr. Anisul M. Islam**

Professor  
Department of Economics University of  
Houston-Downtown, Davies College of Business  
Shea Street Building Suite B-489  
One Main Street, Houston, TX 77002, USA

**Shyam Lal Kaushal**

Professor  
School of Management Studies  
Himachal Pradesh University, Shimla, INDIA.

**Dr. Zachary A. Smith**

Professor  
Public Administration, Northern Arizona  
University, USA.

**Dr. Celaledin Serinkan**

Professor  
Business Management, Pamukkale University,  
TURKEY.

**Dr. Liliana Faria**

Faculty  
Vocational Psychology,  
ISLA Campus Lisboa - Laureate International  
Universities, PORTUGAL.

**Dr. Marko Olavi Kesti**

Faculty  
Administration, University of Lapland, FINLAND

**Dr. Kapil Khanal**

Associate Professor  
Department of Management, Shankar Dev Campus,  
Ram Shah Path T.U. Kirtipur, NEPAL

**Dr. Sunil Kumar**

Associate Professor  
Faculty of Economics, South Asian University (SAU),  
New Delhi, INDIA.

**Dr. Dalbir Singh**

Assistant Professor  
Haryana School of Business,  
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,  
Haryana, INDIA

**Dr. Sonia Sharma Uppal**

Assistant professor,  
P.G Department of Comm. & Mgt. Arya College,  
Ludhiana, INDIA

**Poongothai Selvarajan**

Lecturer  
Department of Economics and Management  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, SRI LANKA

**Mrs. S. Dinesh Kumar**

Assistant Professor  
Faculty of Mgt. Studies and Comm.  
University of Jaffna, SRI LANKA,

**S. Anandasayanan**

Senior Lecturer  
Department of Financial Management  
Faculty of Management Studies & Commerce  
University of Jaffna, SRI LANKA

**Poongothai Selvarajan**

Lecturer  
Department of Economics and Management,  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, SRI LANKA



## *Categories*

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

## *Review Process*

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.

## *Published by*

### **South Asian Academic Research Journals**

A Publication of CDL College of Education, Jagadhri (Haryana)  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422