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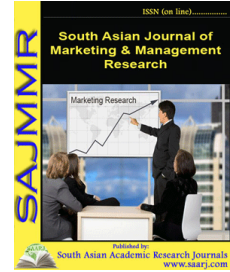
VISION

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.

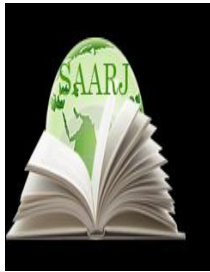


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COMPLIANCE OF SERVICE TAX PROVISIONS BY ADVERTISING AGENCIES

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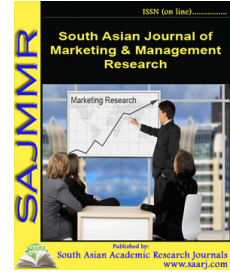
ABSTRACT

With the growing markets and competition, advertising has become an essential tool to reach the target market as well as the target audience. Advertising spending has increased dramatically in recent years. The worldwide advertisement spending has exceeded half-a-trillion dollars by 2010. Advertising agencies offer a full range of advertising services and advice based on market studies, popular culture and advanced sales techniques. The services rendered by these advertising agencies to their clients are liable for taxation under the service tax regime as on 01-11-1996. The study focus on the effective compliance of service tax provisions by advertising agency by entailing certain basic knowledge about tax liability, scope of levy, taxable event, value of taxable service, maintenance of records, submission of returns, e-filing of service tax return, penalty and appeals.

KEYWORDS: *Service tax, taxable income, e-filing, penalty, appeal.*



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AN EMPIRICAL STUDY ON IMPLEMENTING SIX SIGMA IN MANAGEMENT EDUCATION

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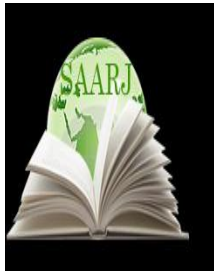
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ABSTRACT

Six Sigma is technique used to control quality. Six Sigma is usually related to magical number of 3.4 defects per million opportunities. It is a disciplined, data-driven approach and methodology for eliminating defects. In too many companies six sigma is used as a tool for measuring the quality with continuous improvement also looking for the perfection in their organization. Main focus of six sigma is to deliver world-class performance, reliability and value to the end customer. In industry mainly six sigma used for the purpose of Quality improvement, Standard cost systems, Performance measurement and Rewards. Six sigma in education are divided into Primary and Secondary factors. The Primary factors included are, Teaching and Researches and then the Secondary factors are Administrative function, University coordination and supporting activities. This study is mainly done for improving overall quality of management education in and around Madurai zone, for this we selected both engineering and arts colleges in and around Madurai. This survey was conducted with Management, Faculty and Students in department of management education to know their service standard and present education quality. The sample size of my project is 150 and researcher selected 1 management staff 4 faculties and 15 students from every college. Two methods are used for analyzing six sigma errors they are DMAIC and DMADV METHODOLOGY used for improve and control the quality of management education. From the analysis made it is being found the majority of members felt that they are having all facilities but institution want to concentrate on instituting e-library, website updating, placement assistance, first aid, interaction between students and faculty, infrastructure, corporate learning etc., Researcher also suggested that the institution can also concentrate with University Collaboration, knowledgeable curriculum, extra transportation facilities with reasonable fees, yearly alumni meets, EDC implementation, maintaining the mentor & mentees relationship with student and faculty for improving the morale for every student.

KEYWORDS: *Six Sigma, TQM, quality control.*



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ORGANIZATIONAL EXCELLENCE – A CONSTRUCTIVE ROLE OF CREATIVE LEADERSHIP

MRS. K. GUNASUNDARI*

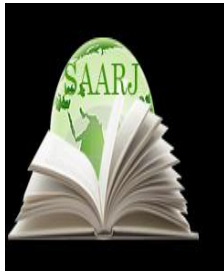
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ABSTRACT

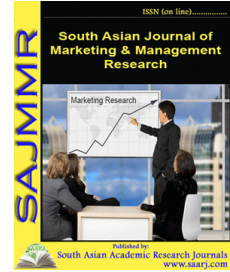
Moving an organization towards excellence improves tremendously its competitiveness in an ever changing marketplace. It requires discipline and commitment. It involves the management of innovation and change and a systematic approach to assess and design excellence into an enterprise. The key to organizational excellence is excellent leadership and at the heart of excellent leadership has four foundational values – joy, hope, peace and love.

Organizational excellence requires leaders to communicate the vision in a way that induces hope. Leaders like Walton - believe that all people have enormous potential waiting to be unleashed, and they use meaningful communication to activate and harness the energy of hope. Information is the vehicle that turns hope into action. Successful organizations require coordinated action, and coordinated action depends on the existence of shared meaning and common interpretations of reality.

KEYWORDS: *Employee performance, Leadership, Organizational excellence.*



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A STUDY ON PREFERENCE OF NATURAL PERSONAL AND HOME CARE PRODUCTS BY CONSUMERS FOR GREEN MARKETING OPPUTUNITY IN TRICHY MARKET

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ABSTRACT

This year 2011 tied with 1997 as the 11th warmest year since records began in 1880. The annual global combined land and ocean surface temperature was 0.51°C (0.92°F) above the 20th century average of 13.9°C (57.0°F). This marks the 35th consecutive year, since 1976, that the yearly global temperature was above average. The warmest years on record were 2010 and 2005, which were 0.64°C (1.15°F) above average. Only one year during the 20th century, 1998, was warmer than 2011. The India Meteorological Department (IMD) announced in 2010 that 2009 was the warmest year in India since 1901 (Attri and Tyagi, 2010). Again in 2011 it was stated that 2010 was the warmest since 1901 (IMD, 2011). The annual mean temperature for the country as a whole is estimated to have risen by 0.56°C over the period. This agrees with the widespread perception that the world is warming. The above climate change and it's impact indicate the imperativeness of "GREEN MARKETING". This research work focuses on green marketing of Natural personal care and home care products that is affordable to many consumers when compared to other product categories there by enabling mass purchase reducing climate change or global warming impact. This research work is carried out in Trichy market, it divides the market into purchasers and non-purchasers of natural personal care and home care products and focuses on non-purchasers. If eco-friendly variants are introduced by regular personal and home care product manufacturers like Unilever, P&G as brand extension of their existing brands whether non-purchasers will buy or not will be a new area for exploration for creating green marketing opportunity in Trichy market. This paper studies

demographic variables of Non-purchasers it's relationship with non-purchaser's willingness to purchase eco-friendly brand variants introduced as brand extensions and other relevant areas.



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CONTROL ENVIRONMENT AND EFFICIENCY OF THE ORGANIZATIONS IN JAFFNA DISTRICT

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ABSTACT

This study was undertaken with the objective of finding out the relationship between control environment and efficiency of organizations in Jaffna District, SriLanka. The study is based on twenty five organizations in Jaffna District, which are private and public organizations in the district. In this study, control environment is measured by Board of directors, Policies & procedures, Policies and Codes of conduct and efficiency are measured by objectives, Mission, Quality and Resources respectively. Control environment and efficiency measured by chi square and regression analysis. The study finds control environment are statistically significant in determining efficiency.

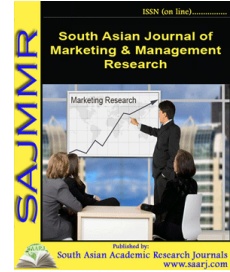
KEYWORDS: *Control environment, Policies & procedures, Policies and Codes of conduct efficiency, Quality.*



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ONLINE ADVERTISING IN INDIA - THE LEGAL ASPECT

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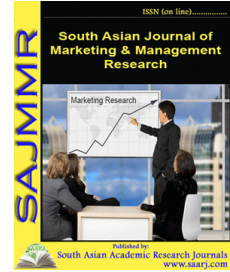
ABSTRACT

Advertising is essentially a thing to induce consumption to make people buy things they do not want. In a developing economy like India, advertising has a profound impact on how people understand life, the world and themselves, especially with regard to their values, choices and behavior. Advertising is considered to be the cornerstone of our socio-economic system. An Advertisement may be defined as paid-for communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed. Any communication which in the normal course would be recognized as an advertisement by the general public would be included in this definition even if it is carried free-of-charge for any reason. In India, advertising, both traditional and online, has grown in a major way. The objective here is to know about the status of online advertising in India and its applicability in Indian context. In this paper we have discussed about the reasons of preference of Indian people regarding the online marketing, history of online marketing, the functioning of various legal agencies on online advertising like Advertising Standards Council of India, CCC Organization etc. The comparative analysis of advertising regulations in select countries is also discussed. Online advertising is said to have contributed greatly to the growth of online shopping in India, which can limit its areas in self or otherwise.

KEYWORDS: Advertising, Advertising Standards Council of India, Consumer Complaints Council, Law Agencies.



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THE IMPACT OF SERVICE RELIABILITY ON CUSTOMER SWITCHING IN TELECOMMUNICATION INDUSTRY JAFFNA DISTRICT, SRILANKA

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ABSTRACT

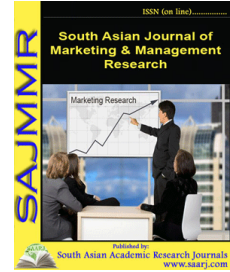
Services are rapidly growing into a major contributor to the Sri Lankan as well as the world economy, providing an ever increasing proportion to their GDPs. The purpose of this study was to find out why customers switch producers in telecommunication industry in Sri Lanka. The objective of this study is to find out how the variable service reliability will leads on customers switching. Telecommunication industry is one of the fastest growing sectors in Sri Lankan Service industry. There are six major industries available in targeted areas. Primary data were collected from the customers through well designed questionnaires. Targeted area is Jaffna district and sample size is 300 questionnaires. Also some decision makers such as Academics teachers, doctors priests and other well-wishers in the area has taken to hold interview and focus group discussion to find out the influences on purchasing. Hypothesis has formed as perceived higher level of service reliability of service provider negatively correlated switching behavior. Collected data has analyzed by quantitative techniques and Ms excel sheet used to interpretation. It has found out there is a negative relationship between Service Reliability and customer switching the producers. Also results expressed that agreed level of Service reliability would increase customer satisfaction leads to less level of switching the same producer. But it can be seen that there are some more factors are influencing in customer switching behavior. Future researches have highlighted as to study additional variable such as empathy, tangibility affect switching behavior.

KEYWORDS: *Reliability, Switching, Customer Satisfaction, Telecommunication.*



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FINANCIAL PLANNING

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ABSTRACT

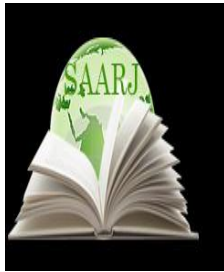
Financial planning may mean different things to different people. For one person, it may mean planning investments to provide security during retirement. For another, it may mean planning savings and investments to provide money for a dependent's college education. Financial planning may even mean making career-related decisions or choosing the right insurance products. In reality Financial Planning is the process of meeting financial goals through the proper management of finances.

It is generally seen that people have a misconception that financial planning is about saving more and spending less but that is not the case, it is more about saving the right amount so that future goals can be met.

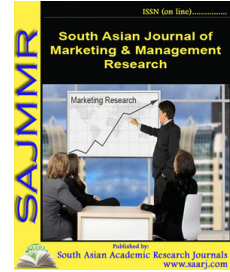
The objective of financial planning is

- *To ensure that the right amount of money is available in right hands at right point of time in the future to achieve the desired goals and objectives. It*
- *Provides direction and meaning to your financial decisions.*
- *It allows you to understand how each financial decision you make affects other areas of your finances.*
- *Financial planning and investments can be undertaken by anyone with a clear assessment of one's inflow of funds and the goals that need to be achieved from time to time.*

KEYWORDS: *Financial planning, wealth management, investment instruments, real estate.*



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KPO A STEP AHEAD OF BPO: A STUDY ON FACTORS FUELLING GROWTH OF KPO AND ITS FUTURE

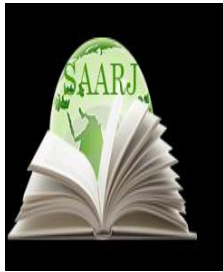
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ABSTRACT

With the advent of specialized and high-quality KPO vendors in India, customers will increasingly go the 'buy' route rather than setting up their captive offshore centers. Setting up a captive takes at least a year to stabilize quality, consumes a very large amount of senior management attention, and often ends up with higher operating costs and less management control than working with one or two vendors. This effect is particularly strong in KPO, since most companies do not want to build in-house capabilities in such fields in India due to the lack of critical mass, which is currently likely to be around 200+ professionals and that too, with an increasing trend. Customers want focus rather than breadth or size. Buyers of offshoring services are increasingly looking for those KPO players, which have the necessary expertise, depth and experience in focused areas of KPO. KPO players need to focus on particular market segments, in terms of services provided, industry verticals, functional skills as well as the type of clients served. Typically, customers look for the skill rather than for the size of a vendor and prefer focused vendors over vendors offering large varieties of BPO, IT and KPO services.

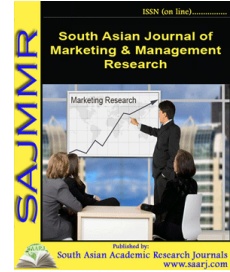
KEYWORDS: BPO: Business Process Outsourcing, KPO: Knowledge Process Outsourcing, APO: Analysis Proves Outsourcing, RPO: Research Process Outsourcing, ITES: Information Technology Enabled Services.



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A STUDY ON DISTRIBUTION CHANNELS IN CEMENT INDUSTRY

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ABSTRACT

“Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.”-Philip Kotler. Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing. There are four P’s of marketing mix namely 1. Product 2. Price 3. Promotion 4. Place (Distribution). A major focus of this article related to channels of distribution in Cement industry. A channel of distribution comprises a set of institutions which perform all of the activities utilized to move a product and its title from production to consumption. This research has focused in cement industries confined with retailers and consumers.

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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.
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