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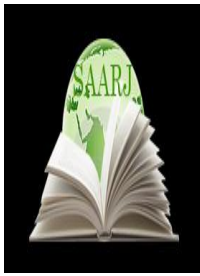
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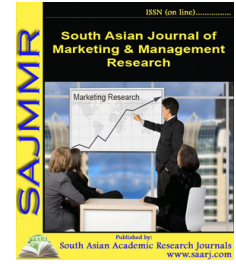
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**THE IMPACT OF PERCEIVED BRAND EQUITY ON CUSTOMER  
SATISFACTION: WITH SPECIAL REFERENCE TO EMERGING  
TOURISM DESTINATIONS**

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**ABSTRACT**

*Destination marketing is an area which has not well addressed and understood, specially in developing countries. Therefore, this study has aimed to conceptualize the customer based brand equity in the tourism industry with respect to its effect on customer satisfaction. A sample of 385 tourists who have visited Sri Lanka for recreational purpose was used to test the relations which are in the proposed model of the study. Structural Equation Modeling was used to confirm the relationship of the dimensions of brand equity towards perceived brand equity and perceived brand equity on customer satisfaction. Findings have shown that brand salience, brand performance, brand imagery, brand feelings, brand judgments, brand resonance are influential factors of perceived brand equity that enhances customer satisfaction of tourism industry in Sri Lanka. Destination marketing managers would get insight to implement branding strategies, so these findings could help them to prioritize and allocate resources across important dimensions based on the proposed model. In this context customer based brand equity concept is very much important. Because customer perception towards the destination depend on what consumers have experienced about the over time (Keller, 2003) and to measure what extent consumers have identified the brand.*

**KEYWORDS:** *Destination Marketing, Perceived Brand Equity, Structural Equation Modeling, Sri Lanka, Tourism Industry*

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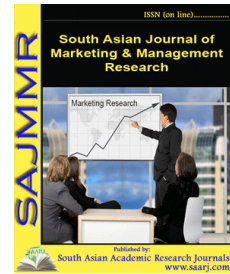


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## **SCENARIO OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

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### **ABSTRACT**

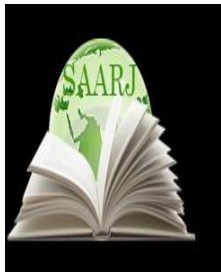
*Corporate social responsibility (CSR) is gaining more and more importance day by day. Corporate social responsibility (CSR) is the commitment to improve community wellbeing through discretionary business practice and contribution of corporate resources. Business today have realized that in order to continue thriving they have to adopt more holistic and inclusive business model which has direct correlation with business performance. The present article reviews the concept of Corporate Social Responsibility, initiatives taken by prominent corporations towards CSR, and it also highlights the provisions of CSR in Companies Act 2013. In the words of Mr. Agarwal chairman Vedanta group corporate social responsibility is "To secure our future, we must make sure that no child in India is malnourished and deprived of basic amenities health, education, and nutrition, moreover, whatever you have earned a portion of it should go back to the society." In a country like India, where 70% of the population resides in rural areas, doing a bit of good to them makes a big business sense as huge volumes and large potential exist there. Mitigating environmental hazards caused due to intense industrial activity is a notable feature of CSR. Thus, there is an urgent need to initiate proactive measures in this regard at least not to harm the society. A company committed to Corporate Social Responsibility will often support projects that will do things like lower pollution, or lower energy output, or in some cases, companies will even give portions of their profit to charities, or will have their employees volunteer for community-building non-profits.*

**KEYWORDS:** *Corporate Social Responsibility, Corporate Citizenship, Companies Act 2013.*

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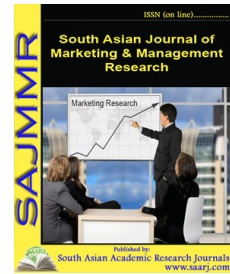


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**WORK-FAMILY CONFLICT AND FAMILY-WORK CONFLICT AMONG  
EMPLOYEES ACROSS FIVE BUSINESS SECTORS IN INDIA-  
EXAMINING THE ROLE OF INDIVIDUAL DIFFERENCES**

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**ABSTRACT**

*In today's modern dynamic business environment, work family conflict is on the rise, ensuing in negative consequences especially in Asian collectivistic societies like India. This research study is aimed at measuring the level of Work-Family and Family-Work conflict, among employees across five different industry sectors in India. Data was collected from 150 sample respondents consisting of 30 employees each, from five different sectors- Banking, IT (Software Development), IT Enabled Services, Insurance and Telecom. Carlson's Measure of Work-family Conflict, with 18 items, which showed high reliability (Cronbach alpha= .904) with the sample, was used to collect data. Results revealed insights into different dimensions of conflict- time, strain and behavior, with ITES sector employees experiencing the highest level of Work-Family Conflict and Family-Work Conflict. Inter-industry sector comparisons were done and time based conflict and behavior based conflict was found to be highest among employees between 26 - 30 years of age. Strain based conflict was found to be highest among employees aged 20-25 years. Gender didn't emerge as a significant factor affecting Work-Family conflict, but married employees scored high on Family-Work conflict. The study highlights the need for ensuring intervention techniques to reduce Work-Family Conflict and on Family-Work conflict among*

*employees, as to improve organizational outcomes like job satisfaction, organizational commitment and lower turnover intention.*

**KEYWORDS:** *Banking, Family-Work Conflict, IT and ITES, Insurance and Telecom, India, Work-Family Conflict.*

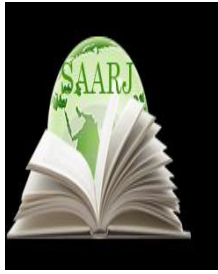
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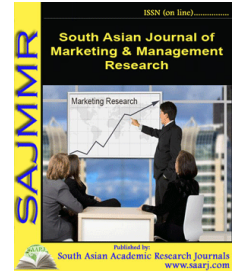


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## **ROLE OF THE PRICE DISCRIMINATION FOR DETERMINING THE DEMAND: A SPECIAL REFERENCE FOR TV ADVERTISEMENT BROADCASTING INDUSTRY**

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### **ABSTRACT**

*Advertising revenue contributes a significant share of the funding for television networks. Advertising revenue or profitability of television networks can be enhanced through optimal utilization of the advertisement timing slots. Advertisement time slots are classified into three time slots prime time band and; mid prime time band and non- prime time band to enhance advertisement revenue. Broadcasters set their advertisement price for the different time band on the basis of product versioning (second-degree price differentiation) and group pricing (third-degree price differentiation). On the other side advertisement demand of any TV channel is the function of television rating point (TRP) of the program, target rating points and price of the advertisement. This paper proposed a demand model based on consumer utility, price discrimination that incorporates second-degree & third-degree price discrimination and target rating points.*

**KEYWORDS:** *Price discrimination; Television rating point (TRPs); Target rating points; Demand Model; Utility choice model; Television Advertisement Industry.*

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