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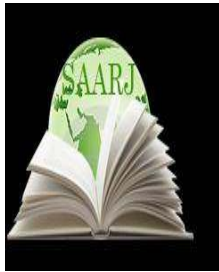
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VISION

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.

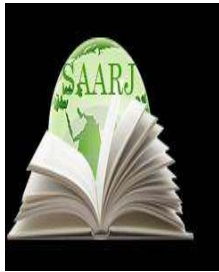


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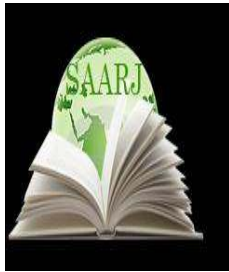
**SAJMMR:****South Asian Journal of
Marketing & Management
Research****E- MARKETING IN INDIA- THE POTENTIAL AND CHALLENGES OF
INDIAN E-MARKETING INDUSTRY****VIJAYAKUMAR THOTA***

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ABSTRACT

Marketing is a vital thing for any business to venture into; Internet marketing is truly a tool which will make any business grow. The better you become at this, the more sales you will get. The rapid growth of the Internet, the popularity of personal computers and the broadband all over the world has been making marketers scramble to determine how best they can use information technology profitably and to understand what technology means for their business strategies. The Internet has grown exponentially over the past few years due to major developments like the development of user- friendly interfaces such as Netscape's navigator and Microsoft internet explorer, the explosion of the Internet and easy accessibility to computers due to the crash in system prices e-marketing evolves from the company's overall e- business strategies and selected business models. This paper attempts to provide a clear picture about the E-Marketing in India and its various issues, opportunities. It also attempts to draw an effective E-marketing strategy in India.

KEYWORDS: *Internet, E-Marketing, Issues, Challenges and Advantages, Web,E- Business, B2C transactions etc.*



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WORK – LIFE BALANCE: BENEFITS, FACTORS AND INITIATIVES

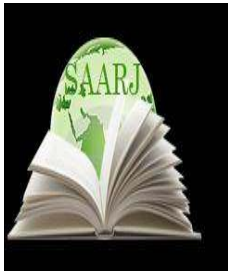
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ABSTRACT

Work –life balance (WLB) is a common challenge throughout the industrialised world. During the second half of 20th century, with work demands increasingly influencing on family and personal time at a faster pace, employers acknowledged the need of work-life balance programmes to facilitate employees maintain a healthy balance between the conflicting demands of their work and personal life. Work-life balance is a concept that supports the efforts of employees to split their time and energy between work and the other important aspects of their lives. Because many employees experience a personal, professional, and monetary need to achieve, work-life balance is challenging. Employers can assist employees to experience work-life balance by offering such opportunities as flexible work schedules, paid time off (PTO) policies, responsible time and communication expectations, and company-sponsored family events and activities. Organisations should undertake work-life balance programmes, as in their absence both men and women will be exposed to stress, depression and anxiety whereas their presence will make employees happier, more productive and loyal. There is a definite challenge for employees in India in handling work-life balance.

KEYWORDS: *Flexible time, Work – Life balance, Stress, Conflict, Telecommuting.*

**SAJMMR:****South Asian Journal of
Marketing & Management
Research****PROBLEMS AND PROSPECTS OF AGRICULTURAL PRODUCE
MARKETING COMMITTEES (APMC) IN INDIA:
A CASE STUDY OF APMC BELLARY, KARNATAKA****DR. H.RAMAKRISHNA*; AJJAPPA.V****

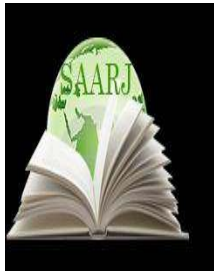
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ABSTRACT

Agriculture is the backbone of Indian economy. Agriculture and allied sectors accommodates substantial number of people. However, despite of diversion of the considerable amount for the development of agri and allied sectors, but we could not expect the growth as per the estimation. Due to lack of post harvest infrastructure, poor utilization of land, low value addition, poor facility of packaging and presentation are the major reasons for the underdevelopment of this sector. The day-by-day increase in middlemen in the way of marketing of agricultural goods resulted into decrease in the final payment of the farmers. As a result, the debt of Indian farmers is rolling year by year. The labour forces in the Agricultural Produce Marketing Committee are suffering from the adequate knowledge about the organisation structure and the schemes of the Government. Whereas the dealers and commission agents are well organized and they have an abundant knowledge about the operations of APMC. This has resulted into inevitable dependence of the farmers and labours on the commission agents and dealers with regard to operations of APMC. Thus, in this study, an attempt has been made to know to what extent the farmers, labours and dealers are aware about the government schemes for the welfare of the labours force working in APMC. This is an empirical study conducted in Bellary APMC, Karnataka.

KEYWORDS: agriculture, APMC, dealers, Farmer, hamalas, shemes.

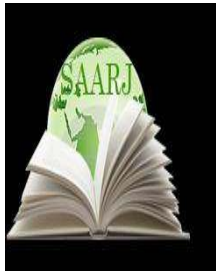
**SAJMMR:****South Asian Journal of
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Research****POPULARITY OF BRANDED APPARELS AND FACTORS OF
CONSUMER'S PERCEPTION TOWARDS ONLINE SHOPPING IN INDIA****DR. PRAFULLA SUDAME*; MUKTA V DESHPANDE****

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ABSTRACT

This study explores the popularity of branded apparels and aims to find out if youth are attracted towards branded apparels or if they prefer non branded apparels. It also explores into the influential factors that lead to the purchase of a particular brand namely; Brand Name, Product Quality, Design, Store Environment, Price and Promotion. This study also tests if there is any significant difference between the degree of brand preference and the level of agreement with the social status that brands represents. From this survey the most popular brand among the youth is determined and it is Levis which mostly preferred by youth. It was also found out that brands are status symbols and care must be taken to maintain the image of the brand and the most important influential factors that lead to not only the purchase of a brand but also loyalty towards are Product Quality & Design. Hence companies must improve their quality and product design & variety continuously. It is recommended that companies should not invest heavily on celebrities as it has been determined that most of the population is not motivated to buy branded apparels because it is promoted by stardom presence. A sample of 435 was examined and data was collected through questionnaires.

KEYWORDS: Online shopping, Brand, Product Quality and E-Commerce.

**SAJMMR:****South Asian Journal of
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Research****STREAMLINING THE MANAGEMENT EDUCATION IN INDIA –
AN ALARMING ISSUE****MR. S. BALA MURUGAN*; MR. REJISH DAVID JOSE. P****

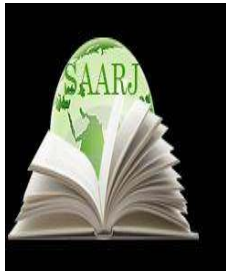
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ABSTRACT

Management education is considered as elitists as it attracts young men and women which are usually motivated by the positive consequences associated with management education. In India higher education especially management education is witnessing a exponential growth in terms of number of institutes imparting management education which are usually termed as Business School but when you look at in the ratio and position of employability is very poor. This paper tries to explore the evaluation and current situation of management education in India. This paper also studies the trends prevailing in management education in India, and tries to find out implication of management education in India on Industry and individuals. Further it tries to study emerging issues of management education, and to find implementation of possible direction and policy towards improvement of management education in India.

KEYWORDS: *Management Education, Employability, Business School, India.*



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USING ASSESSMENT TECHNIQUES FOR MEASURING EMPLOYEE COMPETENCIES: A LIVE STUDY

MS. NEERAJ KUMARI*; DR. RUCHI MALHOTRA**

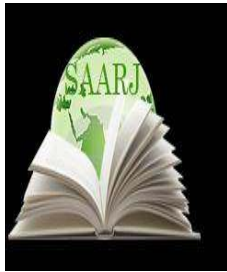
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ABSTRACT

The paper aims to study that how Human Resource department of the organization focuses to provide a definitive road map to understand, design and implement competency models in an organization. Descriptive research design has been followed in the study. The data was collected from 75 employees working at DMRC, barakhamba road with the help of a structured questionnaire. The analysis of the questionnaire has been done through SPSS. It was found that the present system of decentralized manpower planning is working efficiently and does not warrant any change. The company has cost effective system to recruit and select people which is working satisfactorily. DMRC frequently employ some form of competency mapping to understand how to most effectively employ the competencies of strengths of workers. To conclude I would say that DMRC may also use competency mapping to analyze the combination of strengths in different workers to produce the most effective teams and the highest quality work.

KEYWORDS: *Assessment, Competency, Development, Job position, Planning.*



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**WORK-FAMILY CONFLICT AND JOB SATISFACTION: SPECIAL
REFERENCE TO MARRIED WOMEN IN THENMARADCHI
DIVISIONAL SECRETARIAT**

VINASITHTHAMPY SRITHARAN*; MS. SUDHA SRITHARAN**

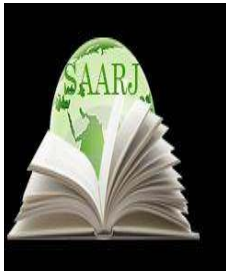
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ABSTRACT

The Current study tests the effect of work/family conflict on the job satisfaction relationship. In contrast to previous studies that have examined the effects of work/family conflict on the job satisfaction, so the present study focused on the work/family conflict on the job satisfaction of Thenmaradchi divisional secretariat. As hypothesized, we found that the use of work/family conflicts were predictive of Job satisfaction. In addition, the present results of the correlation and regression analyses showed that both effects are possible. There is a negative relationship between work/family conflict and job satisfaction. The author observed a direct effect of work/family conflict in the prediction of job satisfaction; according to the result of multiple regressions, family to work conflict and work to family conflict has a significant impact on job satisfaction. Whereas family to work conflict has grater impact on job satisfaction than work to family conflict.

KEYWORDS: work; family; conflict; Job satisfaction.

**SAJMMR:****South Asian Journal of
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PERFORMANCE: A STUDY OF MACHINE OPERATORS IN SRI
LANKAN APPAREL SECTOR****G. D. N. PERERA*; PROF. DR. ALI KHATIBI**; DR.N.NAVARATHNA*****

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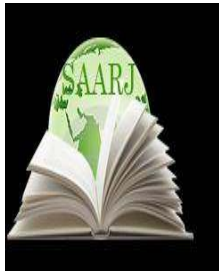
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ABSTRACT

This study was conducted to measure the impact of perceived employee–organization congruence (PEOC) on job performance of machine operators in Sri Lankan apparel sector. It was previously reported that PEOC to have a significant impact on job performance of employees in various business sector. In view of the importance of the apparel sector in the economic development of Sri Lanka, hence the focus of this study is to discover whether similar impact exist among the machine operators of the Sri Lankan apparel sector. A quantitative method was employed and data were collected using structured questionnaire in the five garment factories. Simple random sampling was applied to select a representative sample. There were 175 questionnaires distributed and 160 returned questionnaires were deemed usable for further analysis resulted in 91% response rate. It was found that the measurement scales met the acceptable standards of validity and reliability analyses. Correlation analysis and regression analysis were used to test the research hypothesis. Study confirmed that PEOC is significantly correlated with job performance. Though PEOC is a significant predictor of job performance, it can be concluded that too little or too much of PEOC leads to have low level of job performance and moderate level of PEOC leads to have high level of job performance, in the tested domain.

KEYWORDS: *Apparel Sector, Job performance, Machine operators, Perceived employee organization congruence.*

**SAJMMR:****South Asian Journal of
Marketing & Management
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AN EMPIRICAL STUDY OF SPENCER’S RETAIL OUTLET IN
WARANGAL DISTRICT OF ANDHRA PRADESH****V. RAMCHANDER RAO* ; BHARATH KUMAR. S****

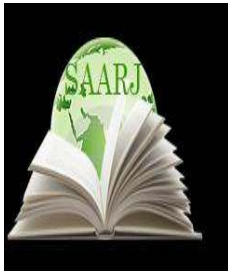
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ABSTRACT

Customer Relationship management is a business philosophy and set of strategies, programs, and systems that focuses on identifying and building the loyalty with retailers most valued customers. Based on the philosophy that retailers can increase their profitability by building relationships with their better customers, the goal of CRM is to develop a base of loyal customers who patronize the retailer frequently. CRM has emerged in recent times because it is easier and more profitable to retain existing customers than to acquire new ones. It is a business strategy to learn more about customers’ needs and behaviors in order to develop stronger relationships with them. The relationship delivers value to customers, and profits to companies. In this I would like to focus on “Customer Relationship Management in Retail Sector – An Empirical Study of Spenser’s Retail outlet in Warangal district of Andhra Pradesh”.

KEYWORDS: CRM, Profitability, loyal, Strategies, Patronize.

**SAJMMR:****South Asian Journal of
Marketing & Management
Research****APPLICATION OF RFID IN THE FRESH FRUIT AND VEGETABLE
SUPPLY CHAIN FOR SUSTAINABILITY AND QUALITY
PRESERVATION****C. BOOPATHY*; DR. NOOR FIRDOOS JAHAN****

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ABSTRACT

Actors in the fresh fruit and vegetable supply chain have to deal with particularities, like sustainability, global sourcing, quality preservation and therefore the optimization of efficiency in their logistic strategies. The consumer demand for fresh fruits and vegetables all over the year is a special challenge of this chain, which strongly impacts all of the particularities. Hence, the adoption of new technologies for improving information logistic can have important benefits to meet these conditions. One important benefit is the collection and provision of information, which can have an impact on the strategies process efficiency of enterprises. Radio Frequency Identification (RFID) is a technology which provides appealing opportunities to improve the management of information flow within the supply chain and security in the fresh fruit and vegetable sector. The first aim of this review is to analyze the current developments in RFID technology in the fresh fruit and vegetable sector, through an operative framework which organizes the literature and facilitate a quick content analysis identifying future research direction. RFID technology seems to be able to bring great opportunities to this sector; nevertheless, several constraints are slowing its adoption. This survey may provide readers with an exhaustive overview of opportunities and constraints for the wide adoption of RFID. The second aim of this review is to provide an updated analysis on the current developments of RFID technology for different product typologies within the fresh fruit and vegetable industry, discussing at the same time its potential in technological and logistical development regarding different sectors of the production/distribution chain. As referenced here, RFID implementations in the fresh fruit and vegetable sector are increasing at a fast rate, and technological advancement follows the applicability opportunities. In this paper Radio Frequency Identification (RFID) for optimizing the logistics strategies in the fresh fruit supply chain are discussed.

KEYWORDS: *Food chain, Logistics, RFID, Supply chain management.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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