

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)

SAJMMR

ISSN (online) : 2249 –877X

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

Impact Factor : SJIF = 4.748

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

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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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TECHNIQUES FOR COMBATING THE PROLIFERATION OF SMALL ARMS AND LIGHT WEAPONS IN SUB-SAHARAN AFRICA: LEGAL ASPECTS

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ABSTRACT

The aim of this paper is to analyze the techniques for combating the proliferation of small arms and light weapons in Sub – Saharan Africa by looking at the legal aspects. Armed conflicts and the illicit proliferation of small arms and light weapons are becoming a grave threat to the peace and security of most African countries. These proliferations are too great to be ignored. Conflicts today in Sub-Saharan Africa have become far too easy due to the availability of arms. Trade in arms has become a well-established and prosperous industry. Like other industries, it has become increasingly globalized. Over the last decade, important progress has been made both at the policy and programmatic levels – to strengthen controls over and reduce the availability of SALW. At the policy level, a range of international and regional initiatives and agreements have been concluded that commit member states to a series of regulatory and control measures to tackle the proliferation of SALW. At the programmatic level, dealing with the widespread availability of SALW has become a priority for many states, particularly for those in the developing world which have been most severely affected by SALW. This paper concludes that an increasing number of states have now developed (or are in the process of developing) national strategies and action plans to address the uncontrolled proliferation and illicit trafficking of SALW and the existence and enforcement of comprehensive legislative and regulatory framework are critical for the control of SALW but notes that many states, however, have legislations that are out dated or limited in scope, which reduces the effectiveness of efforts undertaken mankind it imperative for a successful review process and financial resources which are not always available.



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FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS SHOPPING MALLS OF DELHI AND NCR: AN EMPIRICAL STUDY

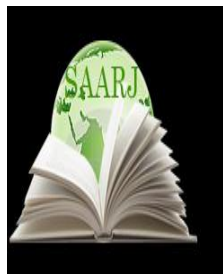
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ABSTRACT

Indian retail industry consists of organized as well as unorganized retailers. In this decade retail sector is one of the most attractive and active sectors. Retail industry is witnessing a rapid growth in almost all cities in India. In a modern market economy retailing provides a crucial link between producers and consumers. The development and performance of the retail sector has deep influence on the welfare of consumers. Retailers provide consumer with a wide selection of products and complementary services. They also provide with the information on consumer demand pattern and on new arrivals. Productivity and efficiency in retail operations lower price level and reduce distortion in price structure. Retail sector is gradually creeping its way towards becoming the next boom industry. Mall attributes play as important role in selection of a retail store by customers as well as in customer satisfaction. The purchase of goods or services includes a number of factors that could affect purchase decision. Satisfying the customer has become most challenging for the retailers today than in the past. In today's competitive environment attracting customers and retaining them become keys to success. Favourable shopping experience leads to satisfaction where as unfavourable shopping experience leads to dissatisfaction to the customers. This paper is an attempt to develop a conceptual research model and assessing the impact of mall attributes on customer satisfaction. Reliability and validity of scale was checked using Cronbach alpha. Impact was measured using multiple regression method. The study is primary data base and the sample of 364 mall customers was taken. Twelve factors were found to be important to determine the customer satisfaction towards shopping malls among these factors air quality had maximum positive impact with beta value of .218 and sales personnel are customer concerned friendly, courteous and respectful had the least impact with beta value of .023.

KEYWORDS: Customer Satisfaction, Organised retail, Indian Retail, Shopping Mall.



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BALANCING THE SCALES OF EQUALITY – MEN AND WOMEN IN WORK PLACE

Dr. K. Gunasundari*; Ms. M. Muthumani**

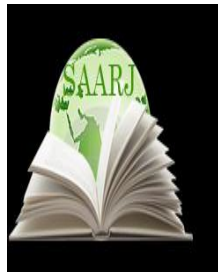
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ABSTRACT

The presence of women in the workforce has been growing steadily and now, more than ever, women can be felt in almost every aspect of the workplace. Work cultures and informal networks are one of the causes of this stratification, along with institutional and attitudinal processes. Society and personal beliefs and/or socialization also account for inequalities. Women, however, usually receive less pay, are not promoted as quickly as men and are discriminated against in the workplace. Employment opportunities and promotion opportunities continue to be unequally distributed resulting in gender bias and pay inequities. The inequality levels between men and women in the labor force seem to be an unending battle. There are excessively many men in the labor force that seem to be narrow minded and they are causing problems for women who are trying to succeed in the work force. Gender-based issues at work place have recently become an important topic of discussions in labor market. One of the most prevalent issues is gender-based discrimination where men are given more priority than women for doing a work. There is also other gender based issue which arises at various points in life especially at work place.

KEYWORDS: Equality, Gender, Workplace, Productivity.



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SEMI-PARAMETRIC ANALYSIS WITH DOUBLE BOOTSTRAP: AN ECONOMETRIC PROCEDURE FOR PRODUCTIVITY ANALYSIS

Naveed Iqbal*; Maqbool H. Sial**

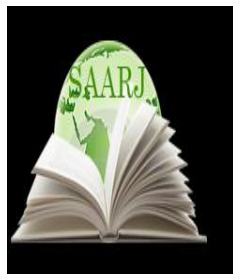
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ABSTRACT

A two stage semi-parametric technique is a popular methodology in productivity analysis. Traditional two stage methodology, in which non-parametric Data Envelopment Analysis and some sort of regression as a parametric part of methodology are used, may produce unreliable results. This unreliability is due to upward bias in the technical efficiency (TE), serial correlation in the error term, correlation of the error term and environmental variables and lastly due to bounded nature of the TE scores. Though Simar and Wilson (2007) proposed a Double Bootstrap Procedure as a remedy towards these problems, but even then few studies adopt this methodology for two stage semi-parametric analysis. Primary reason for not adopting this methodology is non availability of such econometric software that can perform this analysis in an automated way. A SAS Program is being presented here that can perform this analysis automatically and in a considerably lesser time as compared to the time taken, for such types of analyses, reported in the literature.

KEYWORDS: *DEA, Double bootstrap, SAS Programming, Semi-parametric, Technical efficiency.*



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CSR (CORPORATE SOCIAL RESPONSIBILITY) IMPACT: FROM COST TO GROWTH

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ABSTRACT

INTRODUCTION: *CSR can be viewed as compliance of laws and regulations set by the public sector. Over the last two decades, however, it has become of growing concern to the industry world. This has resulted in growing interaction between governments, businesses and society as a whole. In recent years companies have gone global either by entering into new markets or by working with new overseas suppliers the cost of compliance have risen rapidly failure to abide by social and global regulations can destroy business reputation and brands but compliance alone won't build brands. Moreover, nor will compliance propose the growth opportunities. Many companies have clung to this narrow compliance –based view of CSR for decades. However companies have started shifting their thinking about what it means to be socially and environmentally responsible. Today, a surprising number of companies already regard CSR as a platform for growth and differentiation. Moreover, they have realized that it is advantageous for attraction and retention and also for the protection of reputation of their brand.*

OBJECTIVE: *The main objective is “do a bit and get more positive results”. Therefore, CSR can be treated as a business carve and not just a social agenda. It shows that CSR creates path for growth.*

RESEARCH METHODOLOGY: *Secondary data.*

KEY FINDINGS OF THE STUDY: *Over two third of business leaders surveyed are focusing on CSR activities to create new revenue streams. And, over half believe that CSR activities giving them an advantage over others. CSR programmes should focus on the needs of*

companies. One way of providing pertinent practical information to different companies is to modify it to company size and sectors.

KEYWORDS: *Corporate Social Responsibility, Business growth, Business Carve, CSR Activities.*

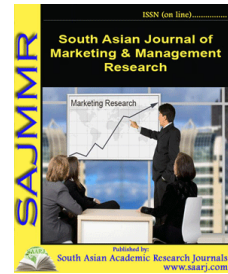


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RELEVANCE OF SOCIAL MEDIA IN MARKETING

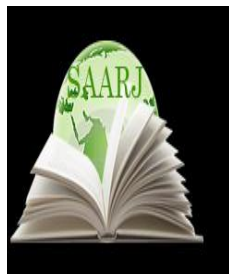
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ABSTRACT

There has been an awesome change in the way people communicate in the 21st century. From a density of 0.35 percent of population with smart phones in India now the projected density for 2013 end is 1.158 billion or 97% of population. To find our way we have Gps, Google maps. To keep ourselves entertained we have Youtube, to network we have Facebook, Google plus. To broadcast in small tweets we have Twitter. For gainful networking we have LinkedIn, and blogs help us express all the way. Social Media is changing the way individuals interact, feel, analyze, and behave. New relationships and group dynamics appear as more and more interaction and information flows around globally. Corporate organizations, non-governmental organizations and governmental organizations, no one can risk ignoring this proliferation of social media in our societies. Those risk the peril of losing a valuable tool to connect, gain and deliver. The explosion of social media is mind boggling and it's growing at a phenomenal pace. The way organizations, governments and non-governmental organizations can achieve the true functional utility of social media is to be researched, understood and developed. Yet there have been failures in social media campaigns leaving organization in a quandary. Hence a better understanding of social media will lead to more productive use.

KEYWORDS: Smart Phones, Social Media, GPS, Networking, Group Dynamics, etc.



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CUSTOMER VALUE THROUGH VALUE DELIVERY PROCESS IN JEWELLERY INDUSTRY - INTENSITY OF CUSTOMER CONCEPTION (WITH SPECIAL REFERENCE TO HYDERABAD AND SECUNDERABAD)

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**Professor & Guide,
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ABSTRACT

The Jewellery market is getting saturated with many models of Jewellery, competing against each other, in sharp contrast to the monopolistic industry behavior, which was prevalent till late 80's. It requires tremendous amount of marketing efforts to keep and grow their market share in this scenario, by adopting quite innovative designs and styles, which are very attractive to the customers. Companies are adopting new methods to see, if small families using the unbranded jewellery, can be converted into branded jewellery. The objectives of the study includes to assess the intensity of customer conception under the 'customer value' concept through 'value delivery process', to measure the emerging customer preferences and tendencies in the jewellery industry & to help the jewellery manufacturers and marketers to better understand, strategize and orient their marketing strategies accordingly. Research corroborates very high rankings for various phases of 'Value Delivery Process' viz., choosing The Value, Providing the Value, Communicating the Value under demographic variables of Age, Gender, Education, Occupation and Income. Research concludes intense application of 'Value Delivery Process' by branded jewellery manufacturers under demographic segmentation variables. The shift from traditional family jewellers to branded jewellery manufacturers is due to demanding, discerning & intelligent customers in the market & can even conclude providing 'Customer value' is the only success mantra for organizations in the dynamic environment.

KEYWORDS: Customer Value, Marketing, Value Creation, Value Delivery, Value Delivery Process.

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