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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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TRUE BALANCE BETWEEN WORK AND LIFE WHEN ALL ARE INTEGRATED, NOT SEPARATED

Esha*; Rahul Kumar**

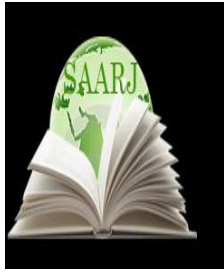
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ABSTRACT

Work life balance is now increasingly becoming the focal point of study by HRM experts and by managing teams of corporate. It is also an important HR issue that is thoroughly debated. Today's organizations face competition relative not only of globalization or products but also related to employee retention. Earlier Training and Job security were considered to be the biggest motivators for attracting and retaining staff. But many employees in 21st century see a balance between work and life a more critical factor for job satisfaction than two mentioned earlier. As employee conclusions are quite logic that it is easier to find a new job than finding a new spouse or a family. Work life balance is becoming a famous motivating factor in today's scenario. Work-life balance is about effectively managing the juggling act between paid work and other activities- including spending time with family, taking part in sport and recreation, volunteering or undertaking further study. Work life balance is as vital to the employing corporate, as it is to the employees. For an employer, a highly satisfied and hardly stressed employee is an invaluable asset and virile source of productivity. For an employee Work life balance would mean stress free, enjoyable private life. The subject of Work Life Balance and Work Life Boundaries has received much attention in the last 15 years because of Globalization, 'Long Hour Culture', '24/7 Life Style', breakup of Joint family, increasing modernization, Industrialization and mechanism of production processes, more dual professional / career couples, growing use of computers , pagers, cell phone for work.

KEYWORDS: *work life balance, motivation, employee's satisfaction.*

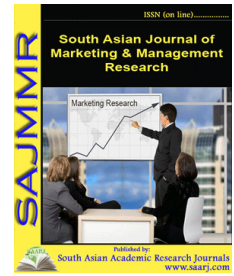


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A STUDY ON SOCIO ECONOMIC DEVELOPMENT OF SCHEDULED TRIBES WITH SPECIAL REFERENCE TO WAYANAD DISTRICT OF KERALA

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ABSTRACT

India has the second largest tribal population of the world, next only to the African countries as two hundred and fifty tribal groups' lives in isolated regions and constitutes almost eight percent of the total population of the country. Most of the tribal communities are living in the remotest corners of the state and in the hilly forest region. The scheduled Tribes differ considerably from others in terms of their race, language, culture and beliefs, in their myths and customs. The groups are speaking about 105 languages and 225 subsidiary languages. Their cultural diversities enhance the scope of the study.

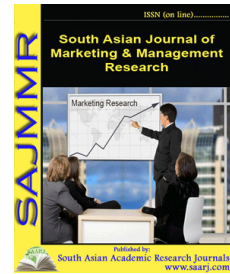


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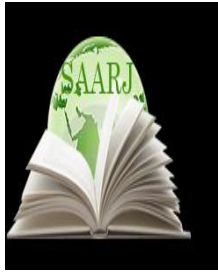
COMPARISON OF SELECTED LINEAR MEASUREMENTS OF URBAN SCHOOL BOYS IN RELATION TO THEIR SOCIO ECONOMIC STATUS

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ABSTRACT

Linear measurements and the socio-economic status of participants is necessary to take into consideration so that talent selection among the participants for a particular activity could be achieved properly. In the present investigation study was conducted upon selected linear measurements of urban school boys in relation to their socioeconomic status. The study was conducted upon 50 candidates of various SES group in district Ambala. Height of boys of high socio-economic status group is more than those of the middle and low socio-economic status group. High and middle boys group possesses the statistically similar height. It is clear that linear measurements such as height and leg length of urban high socio-economic status group boys was more than those of middle and low socio-economic status groups. These differences in the body size possibly occur in the urban areas due to balanced diet, better living standard, tension or stress free environment and proper care of health habits.

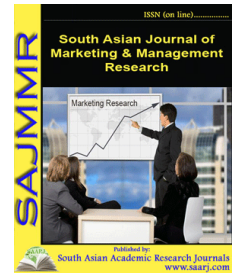


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GOODS AND SERVICES TAX (GST) IN INDIA: AN OVERVIEW

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ABSTRACT

Goods and Services Tax (GST) will be a transformational restructuring of Indian taxation system by developing common unified national market and reducing cascading effects of tax on goods and services. This will lead to complete overhaul of indirect tax structure in India. The main objectives of GST are to widen the tax base, harmonization and rationalization of tax rates. The GST would ensure better compliance and reduces tax evasion. But there are certain structural issues related to exempted items and tax administration required to implement such new mechanism which are not yet addressed. This paper makes an attempt to provide a background of indirect tax structure and current scenario of GST in India.

KEYWORDS: *Cascading Effect, Goods and Services Tax (GST), Indirect Tax.*



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A CORRELATIONAL STUDY OF NEUROMARKETING AND SENSORY BRANDING IN BUILDING CONSUMER PERCEPTION IN SERVICE SECTOR

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ABSTRACT

Gone are the days when people used to buy services on the basis of quality only, the customer now want to have an overall service delivery. It is only when you know your customers' perceptions of your business, your service and your products, that you truly know whether your business is going in the right direction or not. Everything what the customers see, hear and experience is linked together and forms their overall perception of the company. In the more complex process of satisfying the consumers new marketing tools are needed to understand their constraints or preferences. Neuromarketing research may shed light on many unanswered questions regarding consumers. The present study aims to understand the distinguishing tactic that is adopted by the service marketers to create identification of their service product from the competitors. The research design used is descriptive in nature as the study will be carried out on primary data. The data is collected by using survey method through structured questionnaire to meet the objectives of the study. The data is analyzed by using statistical techniques like; frequency distribution, chi-square, correlation and ANOVA. The study concludes that neuromarketing is gaining its importance as it helps to fulfill the needs of the customer and greater number of customers are being driven by experience that they have through the senses that affect their perception building and purchase decision. In order to position their brands in the mind of the consumers, service sector has to target the sensory stimuli of the consumers which when combined with the neuromarketing will produce better result rather the alone use of any of the both concepts.

KEYWORDS: *Neuromarketing, Sensory Branding, Service sector, Service product, Senses and Consumer perception.*

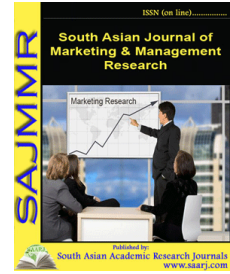


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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article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

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