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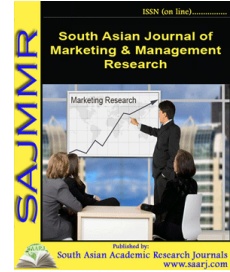
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VISION

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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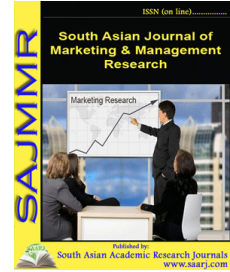
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SAJMMR:**South Asian Journal of
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Research****WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA****B. Parashuramulu*; D. Narender Naik****

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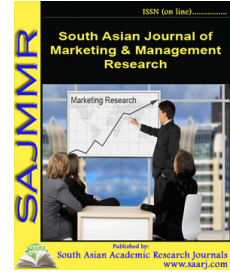
ABSTRACT

Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is a key element of growth and development prospects for all countries and it is most relevant to transition countries. Just a policy of wage employment will not solve the grave unemployment problem. A nation how so ever rich in material resources, cannot prosper if its resources are not put to productive use, for this purpose, energetic entrepreneurs are needed who can contribute effectively for national prosperity. The only solution is promotion and development of Entrepreneurship, as entrepreneurship aims at making an individual a job provider and not a job seeker.

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. Women are equally competent in running business but still lack behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education.



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SELLING STYLES OF EXECUTIVES SELLING TWO AND FOUR WHEELERS

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ABSTRACT

Sales executives are the pillars of an organization and on them depends its success. For an organization to be effective, the sales approach to decision making, along with technological efficiency and facilities available for research and development, is very important. The distinctive way in which various functions such as sales goals, decision making, anxiety management, conflict management, and self management are used and managed comprises the sales style. Those styles, which have damaging effect on the overall health of the organisation, can be easily diagnosed and discontinued, with immediate effect. A diagnostic instrument with a scoring key helps the management to diagnose how far excellent and bad styles are practiced in their organisation so that the best style can be made use of and the bad ones avoided. The present study was undertaken with an aim of understanding and comparing the sales styles being used by executives at various levels in the showrooms of two and four wheelers in a district of Punjab in India. All the 26 salesmen and 13 sales managers working in these showrooms were studied for the sales styles being employed by them. The outcome of this process is discussed in this paper.

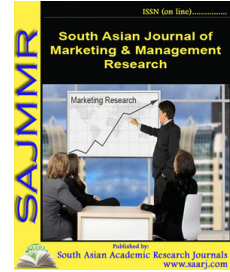
KEYWORDS: Sales Goals, Decision Making, Anxiety Management, Conflict Management, and Self Management.



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A STUDY ON PROFILE CHARACTERISTICS OF MIGRANTS AGRICULTURAL LABOURERS OF KANCHEEPURAM TALUK

Dr. K. S. Meenakshisundaram*; Dr. N. Panchanatham**

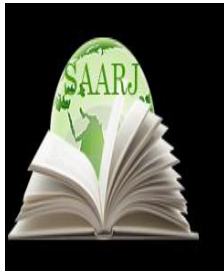
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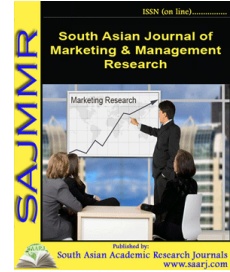
ABSTRACT

Migration of rural population to urban areas has created threat both to the rural and urban areas. On the rural side it creates scarcity of agricultural labourers and in urban side it leads to over population congestion and pollution. Agricultural labourers also now migrate to urban areas for higher paid wages and for better working conditions. Massive industrialisation and huge infrastructure have attracted rural people to move for employment from the villages. Further, the improved public transport system and the transport facilities offered by the employers to pick the people from villages would have also motivated the agricultural labourers to migrate to urban areas and hence many of the agricultural labourers have migrated to urban areas .But, still there are agricultural labourers who continue to work in the villages (non-migrants). This research study was conducted to know the profile of migrants agricultural labourers in order to understand their profile.

KEYWORDS: *Agricultural Labourers & Migrants.*



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IMPACT OF GOVERNMENT SPONSORED PROGRAMMES ON ECONOMIC STATUS OF THE DEPRESSED CLASSES – A CASE STUDY

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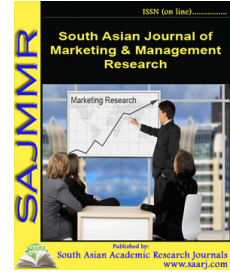
ABSTRACT

Upliftment of depressed classes is a human right issue. Depressed classes should be equipped with all the necessary rights, and then to make depressed classes conscious about their rights and also to the use of their rights. Empowerment of depressed classes means 'National Development'. National Development means maximum production, full employment and attainment of economic equality and social justice applies equally to men and women. Eradication of poverty has been the overriding objective since the beginning of economic planning in India. Eradication of poverty through overall economic and social development by ensuring equitable access in resources and skills, as well as by widening the opportunities for gainful employment to the deprived sections of the society, is enunciated as the principal objective of all the rural development programmes initiated by the government. It has assumed significance more so in the context of ongoing economic reforms due to the apprehensions that the short-run impact of reforms may not be favourable for the eradication of poverty. It is known that economic growth alone is not sufficient to reduce poverty and there is a need for direct State intervention for poverty eradication. A number of rural development schemes and programmes have been formulated and implemented from time to time as measures to attack rural poverty. An attempt is made in this paper to analyse the impact of the government sponsored programmes on economic status of the depressed classes in Bellary district of Karnataka State.

KEYWORDS: *Depressed Classes, Economic Empowerment and Poverty Alleviation.*



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AN ASSESSMENT OF SOLID WASTE MANAGEMENT: A CASE STUDY OF NASHIK MUNICIPAL CORPORATION

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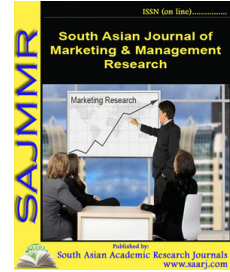
ABSTRACT

Every citizen should be made aware of the duty to keep neighborhoods and city clean. Creation of awareness is the first step to bring an attitudinal change among people. Most of the people are ignorant about the various ways in which waste can be stored, transported and safely disposed and also about their ill effects to health and environment. Therefore it is necessary, to create awareness among the people about the entire process of Municipal Solid Waste Management system i.e. from generation to safe disposal. Waste comprises of 3 different categories wet waste (vegetable peels, food waste etc), dry (paper, plastic, metal etc) waste and toxic waste (batteries, CFLs etc). Source segregation of waste into different categories and its effective collection system is the key to success in MSWM system, and the role of common man as a responsible citizen is very crucial in implementing effective and efficient system.

KEYWORDS: *solid, environment, waste.*



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Research****ETHICAL ISSUES IN ADVERTISING - AN INDIAN PERSPECTIVE****Mr. K. Phanindra Kumar*; Mr. B. Parashuramulu****

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ABSTRACT

Advertisement is the process of communicating the most persuasive selling message possible, to the right potential consumer of products or services at the right time and place, at least possible cost. Advertisement acts as a communicating bridge between producer and consumer. With industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society. Advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behavior in today's world. At times it goes beyond the traditional role of 'fair and truthful' information and portrays obscene, undesirable and unethical scenes giving a detrimental result especially on the young population of the society. The article have talked about the scope of advertising in India, includes the role of advertising in modern business world by indicating the Economic, Social and Psychological functions. The ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture, norms, ethics and heritage. This article also talks about statutory regulations of such unethical advertisements and establishment of self regulatory body like ASCI to tackle the problem. But the most important problem lies in improper implementation of the laws.

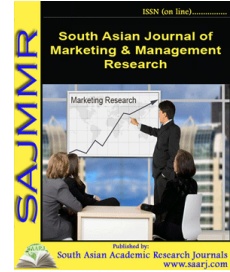
KEYWORDS: *Advertisement, Ethics in Advertising, Advertising regulations, ASCI, regulatory laws.*



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REASONS FOR SWITCHING CELLULAR SERVICE PROVIDERS

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ABSTRACT

Due to stiff competition and innovation in Value Added Services(VAS) available with various cellular service providers customers have an opportunity to switch brands if they are not happy with any service provider. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead the consumers to switch between service providers.

In this paper the researchers aims to find out the reasons for switching brands of cellular service providers of mobile phones.

It has been found out that the reasons for switching is mainly due to high cost of the services provided, poor service network and poor customer services and lack of innovation and competition in the services provided by the cellular service providers.

METHOD: *Descriptive research method was used for the survey. The data was analyzed using Factor Analysis.*

MEASUREMENT: *A structured questionnaire was used to collect the responses of the respondents. A 5 point likert's scale was used to measure the responses.*

KEYWORDS: *Switching Behaviour, Cellular service provider, Value Added Services, Poor Service Network.*



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EFFECTIVE CUSTOMER SATISFACTION FACTORS OF FIXED BROADBAND SERVICE PROVIDERS IN INDIA

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ABSTRACT

BACKGROUND: *It's stated by the ITU broadband report 2012 that only the country which adopts the upcoming broadband technology can be linked with the globe. If not it will be isolated.*

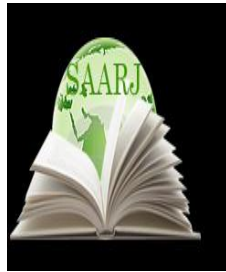
AIM: *To determine the effect of network, service and price characteristics on customer satisfaction of the fixed broadband service offered by the service providers.*

METHODOLOGY: *Sampling technique is convenience sampling. Region of study is Pondicherry. Descriptive statistics, Factor analysis, Regression tools are used for the study.*

RESULTS/FINDINGS: *Sample respondents' responses of demographic items are identified. The data reduction analysis has reduced the items into two factors. Network and service characteristics have greater effect on the predictor variable customer satisfaction.*

CONCLUSIONS: *The service providers have to concentrate on the price characteristics which act as one of the key tool in retaining the customers in this tough competitive environment.*

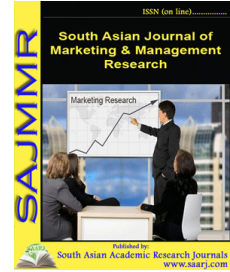
KEYWORDS: *broadband, customer satisfaction, network, technology.*



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AUROBINDO: MANAGERS PERFORMANCE IN PHARMACEUTICAL

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ABSTRACT

Aurobindo Pharma was born of a vision. Founded in 1986 by Mr. P.V.Ramaprasad Reddy, Mr. K.Nityananda Reddy and a small, highly committed group of professionals, the company became a public venture in 1992. The Company's manufacturing facilities have been inspected and approved by several leading regulatory agencies such as US FDA, UK MHRA, WHO, Health Canada, MCC South Africa, ANVISA Brazil. Approximately 53.6% of the gross consolidated turnover comes from the formulations business. This paper mainly focuses on Managers Performance in Pharmaceutical- HR Vision, HR Mission, strengths and strategies, Threats and challenges, Corporate Social Responsibility, Pharmaceutical Effectiveness, and Integrated Management Systems: Pharmacy performance.

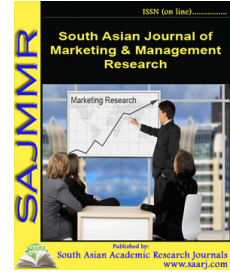
KEYWORDS: *Managers Performance in Pharmaceutical, strengths and strategies, Threats and challenges, Pharmacy performance.*



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CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY - A STUDY WITH RESPECT TO UNISEX HEALTH CLUBS IN CHENNAI

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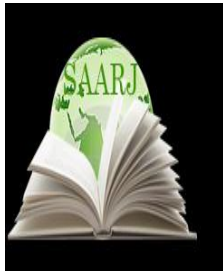
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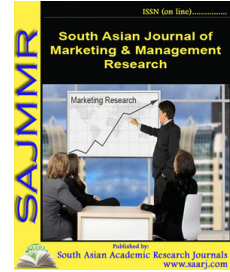
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ABSTRACT

Health Clubs, Fitness Centers, Gyms are gaining more efficacy in providing promising results to its customer. Though number of services offered by Health Clubs increase day by day and so the number of competitors, there arises a question among everyone regarding the niche they have for the service quality. Customers choose health club based on their service quality. Thus, it is a high time to understand and analyze the customer's perception, their expectations and unveil some extremely valuable information to support the study of service quality management priorities at health clubs. In this study, a sample size of 111 has been taken from Chennai area and research has been conducted by a structured questionnaire and various analyses like data analysis, statistical analysis using chi – square tests have been resulted and the service quality measurement has been narrowed with suggestions for betterment of service quality that results in business development.



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HIGH PERFORMANCE WORK PRACTICES AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: THE MEDIATING ROLE OF ORGANIZATIONAL JUSTICE AND ORGANIZATIONAL COMMITMENT

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ABSTRACT

During the past three decades scholars have made a tremendous effort to study the relationship between High Performance Work Practices (HPWPs) and organizational performance. But comparatively scholars have paid less attention to establish the relationship between HPWPs and various attitudes and behaviors of employees.

This paper provides comprehensive review on various types of HPWPs and its link with improving Organizational Citizenship Behavior (OCB) via mediating organizational justice and organizational commitment. The main objective of this paper is to explain how to improve OCB of employees by adopting various HPWPs via mediating organizational justice and organizational commitment.

Finally, the paper presents a comprehensive framework which shows the mediating role of organizational justice, organizational commitment between HPWPs, and OCB. This paper provides further insight, for people who are responsible in handling employees as human resources managers of organizations, on HR practices contribute to high individual level and organizational level outcomes.

KEYWORDS: *High Performance Work Practices, Organizational Citizenship Behavior, organizational justice, organizational commitment.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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