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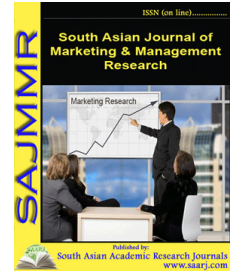


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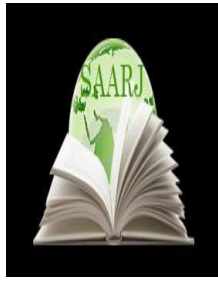
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SCENARIO OF FDI IN INDIA

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ABSTRACT

This paper investigates FDI in India with comparison to China. The comparison is done with help of 12 years FDI data of India and China. China is chosen for a comparison with India as China is one of the fastest emerging economies of the world similar to India and one of the major competitors of India in terms of FDI inflow. It also analyzed sector wise contribution of FDI in India. To study this correlation test is run between FDI and GDP in India. The result of correlation between the GDP and the FDI inflow shows that there is a high level of dependency between GDP growth and the FDI inflow in the economy.



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VARIABLE RETURNS TO SCALE DEA RESULTS IN PRODUCTION

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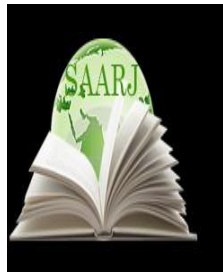
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ABSTRACT

Given a set of inputs that produce outputs, the production function defines an optimum relationship for producing the maximal amount of output from the given inputs. The DEA equivalent of the production function is the efficiency frontier which is based on empirical data (inputs and outputs). For a single input-output case, the ratio of a unit's output to its input. Productivity varies according to changes that occur in the production technology, the efficiency of the production process (which can be measured through DEA) and the production environment. The main aim of the present research study is to measure the different types of efficiencies of major states industries in INDIA during the period 2012-13 by using Variable returns to scale in Data Envelopment Analysis (DEA).

KEYWORDS: *Variable Returns to Scale (VRS), Data Envelopment Analysis (DEA), Production.*



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A CONCEPTUAL FRAMEWORK OF SERVICE DOMINANT (S-D) LOGIC: REVIEW OF LITERATURE

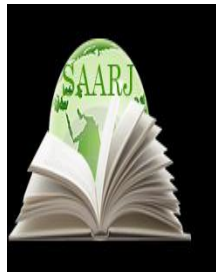
Shanu Jain*

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ABSTRACT

Several researchers over the years have made attempts to understand the nature of markets and marketing. In the process of building of any scientific discipline, researchers look for its underlying logic. With the growth of economies globally, there has been a paradigm shift from a product-based to a service- based economy which led to the evolution of marketing towards a new dominant logic, termed as Service-Dominant(S-D) logic. This paper attempts to look into the concept of S-D logic, its foundational premises, their understanding and implications. It highlights the concept of value co creation as an essence of S-D logic and indicators and dimensions of value co-creation as outlined in the literature. It emphasizes upon the role of various operant resources like technology, customers, and firms' employees and draws important managerial implications.

KEYWORDS: *Concept of Service-Dominant(S-D) logic, Operant Resources, Value co-creation.*

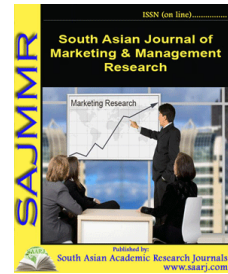


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SOCIAL COMMERCE AND NEW DEVELOPMENT IN E-COMMERCE TECHNOLOGIES

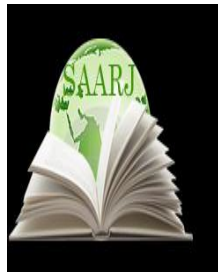
Pooja Kansal*

ABSTRACT

Social commerce can be described as commerce activities done through social media. Consumers use online communities, to generate content and to interact with other users. Businesses are now using social media to build relationships with their customers. Now a days, social commerce have developed into a vibrant and lucrative e-commerce channel. Social commerce creates an environment where consumers are turned into brand ambassadors as they have been empowered to generate content and help firms to co-create value. Such an environment might have the potential to not only influence consumers' intentions and behaviour to adopt a brand through social interactions. Social commerce constructs such as referrals, recommendations, ratings and reviews forums and communities are important elements through which information sharing is done. This research is undertaken to empirically examine the impact of new developments in e-commerce technologies on consumer's purchase behaviour, co-branding, strategic marketing, co-creating strategies of the firm.

OBJECTIVE

- *To describe social commerce and how firms may use it to develop their business?*
- *How Social relationships on the internet results in new opportunities for businesses.*
- *To explain social commerce construct.*
- *To examine the role of social media in e- commerce channel called social commerce*
- *Measures undertaken by firms to co-create value in social commerce platforms,*
- *Importance of trust in social networking sites.*
- *Social word of mouth and recent development in electronic word of mouth,*
- *Future of social commerce*

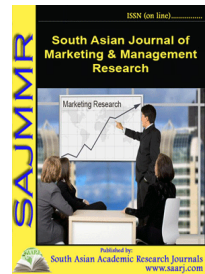


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BRAND DICTUM OR FACTUM A CRITICAL FOCUS TO LUXURY GOODS

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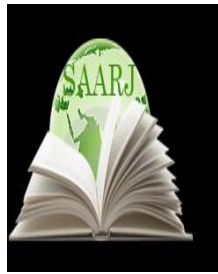
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ABSTRACT

In retail , India is ranked 50th in the world. In the generation of constantly changing Business Environment, there are new brand choices coming up in front of consumers. Over the past few decades, there is a steady rise in private label brands and they often directly compete for market share with luxury brands. Today, the demand of luxury brands is increasing consistently and the type of brand offering is continuously on the rise. Economic deregulation and fast growing GDP are some of the factors that is expanding the luxury market in India. Brands sold under the retailers own name also known as private labelled brands have added more competition in this by offering products which are lower in price compare to that of major manufacture. Private brands are typically those manufactured or provided by one company for offer under another company's Brand. There are less than 5 % of the retail business. India has 5,000 to 6,000 retail chain stores of their own.

To examine the type of consumers, their behaviour under different circumstances, their tastes and preferences, their attitude towards constantly changing environment and persistent entry and exit of both luxury as well as private label brands, are some basis that would help us to draw meaningful conclusions.

KEYWORDS: *Luxury Brands, India, Private label, Economy, Retail chain Consumers.*



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A STUDY OF FACTORS INFLUENCING ADOPTION BEHAVIOUR OF CONSUMERS TOWARDS E-COMMERCE AND M-COMMERCE IN INDIA

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ABSTRACT

The buying and selling of products and services over the web is known as E-Commerce. New E-Commerce applications are now using wireless and mobile network known as "Wireless E-Commerce" or "Mobile Commerce". Five models TRA, TAM, TPB, IDT and UTUAT are discussed that the perceived ease of use, perceived usefulness, subjective norms, personal innovativeness and perceived behavioural control are strong determinants of the intention to adopt E-Commerce and M-Commerce. Variables like Risk and Trust have been introduced by analysing the gaps found by reviewing the literature.

KEYWORDS: E-Commerce, M-Commerce, Models, Risk, Trust.

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