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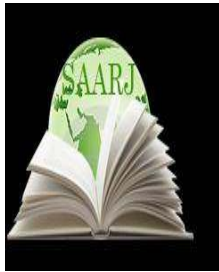
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international 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.

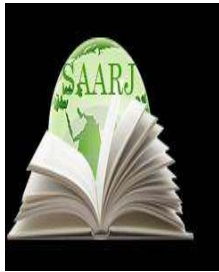


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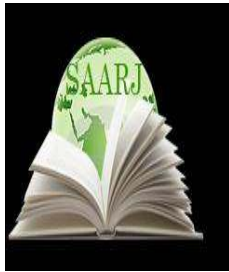
ROLE OF SEMIOTICS IN BRANDING

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ABSTRACT

This paper addresses the marketing concept of brand image from a semiotic perspective. A critical review of existing research from key authors in the brand semiotics literature is also done. By drawing on the structure and process of brand image it focuses on how semiotics can be helpful in increasing the effectiveness of various tools used for marketing. It also stresses the importance of semiotics as a vital tool used in positioning & repositioning of a brand thereby creating the desired brand image in the minds of the consumer.

**SAJMMR:****South Asian Journal of
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Research****DO DEMOGRAPHIC VARIABLES INFLUENCE ORGANIZATIONAL
CULTURE****DR. A. ELANGO VAN*; MALA JAYASHREE J****

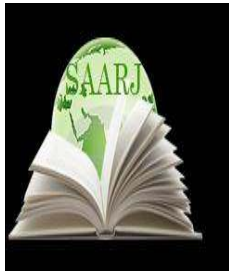
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ABSTRACT

An attempt has been made to investigate relationship between demographic variables such as age, gender, living area, designation, educational qualification, work experience, monthly salary, marital status, nature of family, number of dependents and organizational culture Of Salem Steel Plant workers. For the purpose of the study the respondents are selected by proportionate random sampling method. In view of complexity of data, the responses are processed and analyzed through using various statistical techniques such as Percentage, Mean, Range and Chi square test. The purpose of this research is to study the relationship of demographic variables with Organizational Culture. Further this research also pinpoints the impact of the demographic variables in organizational culture. Findings show that the demographic variables such as age, living area, designation, educational qualification, work experience, monthly salary, marital status, and numbers of dependents of an employee are significant predictors of organizational culture whereas the demographic variables such as gender and nature of family do not play a role in predicting organizational culture.

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

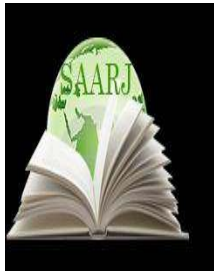
**SAJMMR:****South Asian Journal of
Marketing & Management
Research****RELATIONSHIP MARKETING AS A BASE OF CUSTOMER
SATISFACTION IN LONG-RUN: THE CASE IN HIGH INVOLVEMENT
SERVICES IN SRI LANKA****GALDOLAGE B.S.***

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ABSTRACT

Relationship Marketing (RM) is an emerging marketing discipline which focuses on attracting, maintaining and enhancing long term customer relationships in profitable manner. The private sector healthcare, a prominent high involvement service which comes under the “people processing category” was taken to the consideration in the study. The purpose of this study is to examine the Relationship Marketing practices and their relative importance on satisfying customers which lead to build a loyal customer base (Customer Loyalty) and promote positive Word of Mouth Communication (WOM) in long run at private sector healthcare. Prominent variables such as, Trust, Commitment, Empathy and Equity were used in measuring the Relationship Marketing. This research is descriptive in nature and based on both primary and secondary data. The data were collected through a self administered questionnaire and administered to a sample consists of three hundred healthcare consumers .the data were analyzed by using descriptive statistics, correlation etc .The study discloses that though all the dimensions of the RM are important to the private sector healthcare, the most salient factor is “empathy “in satisfying customers. The implication of the study is that, the management of private sector health care has to emphasize on empathy and train their internal staffs in such a manner that increase their empathetic behavior towards healthcare consumers.

KEYWORDS: *Relationship Marketing, Trust, Commitment, Empathy, Equity, Customer satisfaction, loyalty, word of mouth communication.*



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LINKING MARKETING ACTIVITIES TO SHAREHOLDER VALUE

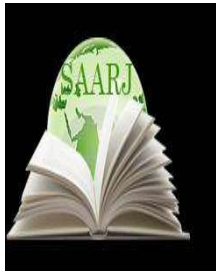
PROF. POOJA V. MEHTA*

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ABSTRACT

In recent years, it is become clear that a company's most important assets are not the ones that accountants measure financial reports falls far short of giving a complete picture of what makes a business more or less valuable. The stream of marketing finance interface has provided justification for marketings important value in the business world. The real value of the companies is not in their property, plants and equipment but rather in something the financial reports often don't capture intangible assets such as brands. In this paper it is recognised that marketing has a dual role to satisfy both customer and shareholder objectives. The issue of shareholder value creation of marketing is an important and immediate agenda for marketing executives, management and academics. To date, marketers have not been able to adequately quantify and measure shareholder value creation through marketing assets and marketing expenditure. This has led to a dilution of marketing power and influence in the boardroom with management tending to treat marketing as discretionary expenditure and not as an asset.

KEYWORDS: *Marketing finance interface, shareholder value.*



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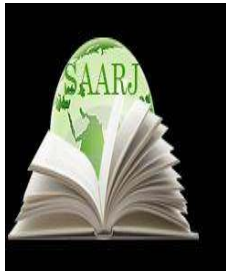
ONLINE TRAVEL AGENCIES: SELLING THROUGH OPAQUE FARES

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ABSTRACT

OTA is website on world wide web which is dedicated to travel. It deals in booking of tickets, reviews, hotels and finding the best possible deal for the consumers. With the increased penetration of internet among the Indian consumers, large numbers of consumers are relying on OTA services for their travel related plan.



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REBRANDING STRATEGY OF INDIAN COMPANIES

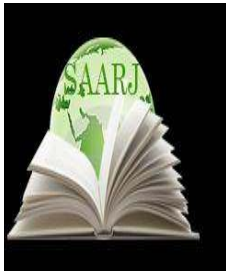
MUBASHERUDDIN AHMED*

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ABSTRACT

Branding exercise is the continuous and important element. Managing brand provides an edge to beat competition and stand with distinction among the existing brands. Branding is a challenge in a present scenario as market is dynamic, rise in awareness of customers. When brand over a time fades its presence, sales decline force the companies to think about rebranding. Rebranding is change in name, term, logo or sign to give a new look and revive in the market. Present paper tries to look into the importance of rebranding and exercise of the companies made for rebranding. It is found that companies tried for rebrand to keep pace with changing trends and customer needs, to connect with new customer groups, when new product ranges extended or launched.

KEYWORDS: Brand, Branding, Logo, Rebranding, slogans, Trademarks.

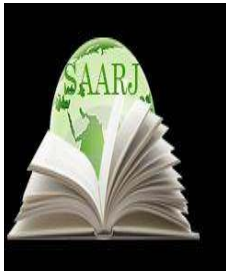
**SAJMMR:****South Asian Journal of
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CONSUMER BUYING BEHAVIOR WITH RESPECT TO RETAILING IN
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ABSTRACT

While the retail industry is moving further and further away from its traditional roots – an old fashioned notion that rings more true today than ever before – ‘the customer is always right!’ Especially in the current climate where the majority of retailers are bridging the gap between traditional and multi-channel retailing – consumers are increasingly sophisticated, informed and will not wait for local service providers to catch up. Understanding purchasing intent In an increasingly diverse consumer landscape, it is of the utmost importance that retailers invest budget, resource and time to understand the purchasing intent of their target audience/s. Retailers need to think about shoppers not just about a format as understanding the Consumer Behavior holds the key to such a business. Retailers would have to create new delivery formats that can cater to the huge mass of consumers. Retailers must understand what value shopper is looking for and how the retailers can deliver that desired value to the customer. However, most retailers look for what they are offering and how shoppers can fit into retailer’s scheme of offerings. It is also observed that in the changing retailing environment, understanding the psyche of customer is critical to success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, individual understanding is desirable. Thus the paper focuses on the Understanding the internal and external factors influencing the Consumer buying Behavior in India which can help the marketer to address family sensibilities more rigorously to woo Indian customers.

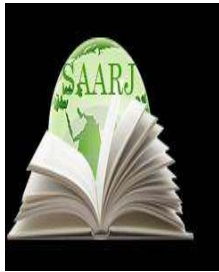
**SAJMMR:****South Asian Journal of
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Research****QUALITY ASSURANCE IN OPEN AND DISTANCE LEARNING****DR. SUPREET KAUR*; MAMTA JUNEJA****

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ABSTRACT

Policy of Distance education in most cases shares the concern for openness and flexibility, but definitions tend to focus on the possibility of communication between participants in the learning process across time and/or space, particularly as brought about by old and new technologies. Open and distance education has the tendency to expand access to education at any point in time. Children, Youths, and adults who are excluded from conventional institutions because of age, work, family bottlenecks, geographical distance/quota problem/catchments policy, insecurity or poor quality or insufficient before the learning experience may be able to learn through open and distance education. It is not a gainsaying that open and distance education has the potential to reach large numbers of people irrespective of their locations, age, statutes, or background. In developing economy, there are significant challenges associated with the implementation of open and distance learning. Higher education including open & distance learning is an instrument of transformation. This transformation cannot come about without high quality of the system and what the system offers. It is difficult to define quality. In the distance learning system, quality is best defined as fitness for purpose in combination with exceptional high standards, perfection and consistency, value for money, and transformation capabilities. Quality assurance must cover areas such as curriculum design, content and delivery organization; teaching, learning and assessment; etc India has always been quality conscious in education. From olden times Indian peers have laid great emphasis on quality. In recent times, several national level efforts are made to ensure quality, like the National Education 1968, the National Policy on Education of 1986, setting up of National Assessment and Accreditation Council, Several higher education regulatory bodies including the Distance Education Council.

**SAJMMR:****South Asian Journal of
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Research****MARKETED SURPLUS AND MARKET ARRIVALS OF RAPESEED -
MUSTARD IN JHANSI DIVISION OF UTTAR PRADESH****DR. RAM KUMAR JHA*; MR. ANSHUL KUMAR JAIN****

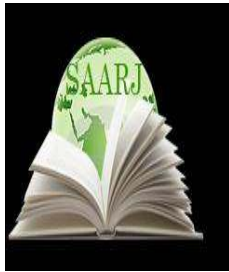
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ABSTRACT

Efficient marketing system is an essential adjunct for increasing oilseeds production and income of the farmers. Therefore, a comprehensive study of the production and marketing of oilseeds is of immense important particularly in view of the present national strategy to bridge the demand - supply gap of edible oils and for the well being of the farmers. Therefore, an attempt has been made in the present study that to assess the production and marketed surplus of rapeseed-mustard crop at farm level and the relationship between marketed surplus and market arrivals; and to evaluate the production and marketed surplus of rapeseed – mustard crop at farm level and relationship between market surplus and market arrivals. The relationship between production and marketed surplus has been pursued at two levels, i.e., at micro level (based on primary data) and at macro level (based on secondary data). The positive relation shows that, if the market price increases then it would boost up the market arrivals.

KEYWORDS: *Marketed Surplus, Rapeseed-Mustard Crop, Regression, Micro Behaviour, Macro Behaviour.*

**SAJMMR:****South Asian Journal of
Marketing & Management
Research****DETERMINANTS OF CUSTOMER CHURN BEHAVIOR ON TELECOM
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ABSTRACT

Mobile telecommunications customers are becoming more mobile every day, cancelling contracts and switching providers at the first sign of discontent. Customer churn happens to be the most imperative issue for mobile industry irrespective of their rapid growth. The rate of attrition with regard to the subscribers are also growing vibrantly and the churn rate (i.e. the rate at which a subscriber switches his/her operator) is expected to exceed 59% in 2013 from the current rate of 53%. Churn rate increases pungently in parallel to the growth of mobile subscribers. As churn cuts across all areas of an organization, the key to successfully reducing customer churn lies in adopting holistic, modular approach. Customer retention, therefore, is becoming critical to restrain the customer base. In this regard it is essential to infiltrate the basis for switching of the mobile users in India.

KEYWORDS: *Churn management ,Telecom analytics, Customer value, customer lifecycle analysis, Market Basket analysis, Customer profiling, Data mining, customer focus groups, Mind mapping, up selling, cross selling, switching cost.*

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