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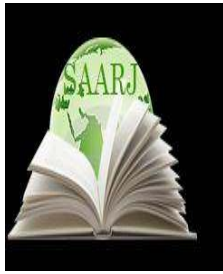
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VISION

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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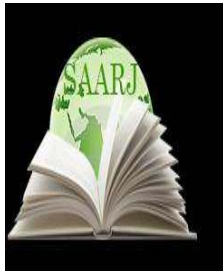
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RESEARCH ON EFFECT FACTORS ON ENTREPRENEURIAL NETWORKS: A COMPREHENSIVE REVIEW OF LITERATURE

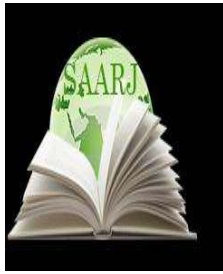
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ABSTRACT

This paper reviews literature addressing effect factors from the network perspective of understanding their contribution to the existing knowledge. Over the past few years much has been written about the rapid spread of various types of firm networking, the area of effect factors for entrepreneurial networking is still a challenging research field. The paper make use of a discourse analysis to examine a selection of empirical research articles from 2000 to 2012 on entrepreneurial networks in entrepreneurship research in order to convey the key concept, main findings, key contribution and the methodology. Moreover, it identifies in a broader literature the networking determinants in entrepreneurship and default of the existing research. The main finding of the studies reviewed is that the building and developing network relationship is affected by various factors. However, scholars were not able to collate these factors systematically yet. According to the empirical evidence, the effect factors of entrepreneurial network mainly focus on family, gender, culture, technology, trust, geographical proximity and entrepreneurs' characteristic. Methodologically, the current status of research on networks and entrepreneurship validates that most of the knowledge is gained through cross-sectional surveys. Entrepreneurs may reveal their thoughts, their experience and reflections only if the relationship between the researcher and the researched is symmetrical. Qualitative approaches are suggested in order to "tap" the voice. The findings of the discursive approach to research texts on entrepreneurial networks, is that the discourse is limited. Directions for future research on the effect factors for entrepreneurs' networks are also provided and researcher hopes that the literature review on entrepreneurial network will give some inspiration to researchers.

KEYWORDS: *Entrepreneurial networking, Effect factors, Literature Review, Qualitative approaches.*



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GROWTH OF MUTUAL FUND INDUSTRY

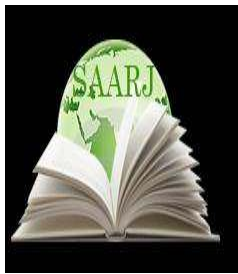
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ABSTRACT

Indian mutual fund industry has shown good progress in the past and has made a significant development within very short period since 1987, but some factors internal as well as external are responsible for its slow growth. Mutual fund business is still in rising stage and it has a lot of scope to widen the network throughout the country. Based upon the analysis of mutual fund resource mobilization (sector and scheme wise), the dominance of debt schemes was found in market and there was net outflow underbalanced schemes & fund of funds investing overseas. There were large number of debt & equity oriented schemes and small number of balanced & exchange traded funds. Further, the number of open ended schemes exceeded that of close ended schemes during 2010. While following the trends of transactions in stock market, it is found that there was a dominance of private sector mutual funds under the investors' accounts and under share in net assets.

KEYWORDS: AUM, Trends.



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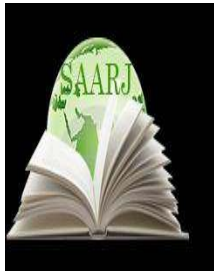
A STUDY OF GENERAL PRACTICES AND MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS IN INDIA: AIMING AHEAD

Areema Pandey*

ABSTRACT

There are crores of people who are getting added to the economy, but very few are being added to the list that is employable and even fewer to the list that is responsible for generating the employment. (F. Akhtar, 29-30 April 2011). There have been many organizations that have implemented Management principles, methods, practices or tools, however, academic institutions have started showing more interest recently in introducing Management principles. A quick review of the Financial Times, The Economist, or virtually any magazine or newspaper that covers HE Institute lead anybody to conclude that the these institutions are under constant assault by industry, journalists, and academics alike (Sargenti Patrice, Lightfoot William and Kehal Mounir, 2006) to justify their existence, relevancy, and effectiveness, given the rapid rate of change in today's world. According to (Brown and Duguid, 2000), profound changes in competition have made institutions think like business. The HE Institute behaves like educational markets and is becoming global to benchmark and internationalize their curricula. Research shows that many information technology implementations in educational institutions fail not because of technology but because of insufficient attention is paid to issues related to institution's culture (Levine, 2001; Friedman and Hoffman, 2001). We have world class educational institutions such as IIMs and IITs etc. The question is that can we progress with a weak foundation? There are companies that train their own workforce and if these companies join hands, with govt. support and guidance from successful educational institutes, they can reach new acme of success (F. Akhtar, 29-30 April 2011). HE institutions in India are always challenged to stay relevant both in terms of education and research. All institutes are using the information about their students to gain insights into bigger issues like students' performance, placements, students' admissions and students' successes. The regulatory bodies, accreditation bodies are seeking more information to measure and evaluate the effectiveness of the institutes (this process is often termed as rating). Unfortunately these institutions are giving less importance to institutional structure, process and culture. This Paper will explore Management practices in HE Institute context that is used to improve efficiency and effectiveness.

KEYWORDS: Higher Education Management, HE Institutes, Students, Faculty.



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A STUDY ON 3G MARKET PONTENTIAL

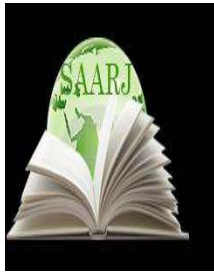
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ABSTRACT

The current study aims to determine the factors that will influence the market future of 3G mobile technology in Chennai in near future. Presently 3G technology is various stages of development in places around the world. Many countries including India are still in the early stages of development however, most of the European countries have successful deployed 3G services. The vast gradation in deployment arises due to various countries Telecom authority, policy structures and 3G license allocation procedures (3G forums 2003). As regards mobile services. cells from Mobile phones, also Philip T. Porter proposed cell towers at the corner of the hexagons so that it can transmit and receive in 3 directions into 3 adjacent hexagonal cells. In Europe radio telephony was used on the first class passenger trains and passenger aircraft. In 1979, first commercial mobile phone network was launched in Japan. The same year, a pre-commercialized version of Advanced Mobile Phone Network (AMPS) was launched in US. Ever since deployment of GSM (Global System for Mobile Communication) there has been steady growth in the number of mobile phone subscribers. Currently 82% of the global mobile market uses this standard. Extensive use of GSM can be seen by 2 billion people over 212 countries (Fee Telecom Chapter) 2001.

KEYWORDS: GSM and CDMA, Indian Telecom Sector, Amps, Mms.



CONTINUING PROFESSIONAL DEVELOPMENT IN ADMINISTRATIVE COMPETENCIES FOR DOCTORS AND NURSES

Dr. Agasthiya.A*; **Jabarethina.G****

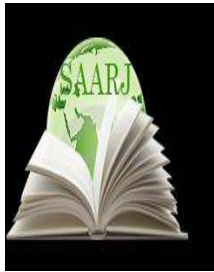
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ABSTRACT

Administration plays a major role in any business or an establishment. Likewise, hospital is also a place which needs effective administration as it involves a group of people like doctors, nurses, paramedics, etc who work in the achievement of excellence in service delivery. This study investigated the administrative competency needs of two major groups namely; the doctors and nurses for effective health care administration at unit level. This was carried out in a multispecialty hospital and for assessing administrative skills questionnaire was framed based on a model developed by National Institute of Health (NHS). This model served as a main instrument for data collection. It was a thirty item questionnaire on Administrative support; internal resource management; Policy, procedure awareness, development and implementation; project administration; and qualitative and quantitative analysis. This was used to obtain information from 20 doctors and 100 nurses of administrative levels through stratified random sampling method. This study was purely a descriptive study which involved observations and description of the behavior of a subject. Study involved various statistical tools like percentage analysis, weighted average analysis, Anova and Chi square. It revealed that doctors and nurses lack in few administrative competencies like; maintaining other documents, record keeping systems, preparation of manageable and realistic budgets, gathering and benchmarking information from stake holders, communication of operational issues through mail, usage of tools / models for analyzing data. It has become a lifelong responsibility for doctors and nurses to involve in continuous professional development in administrative competency, as this will enable them to become able administrators in the hospital environment.

KEYWORDS: *Administrative Competencies, Continuous Professional Development (CPD), Internal Resource Management, National Health Institute (NHS), Qualitative & Quantitative Analysis.*



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**THE IMPACT OF CULTURE ON CONSUMER DECISION MAKING
STYLE IN THE PURCHASE OF CELL PHONE PRODUCTS:
A CROSS CULTURAL STUDY IN INDIA AND SRI LANKA**

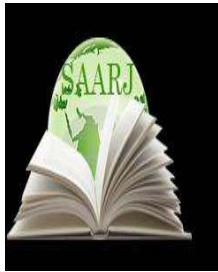
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ABSTRACT

This empirical article investigates the relationship between national culture and consumer decision-making styles in the purchase of cell phones, a product category that appears to be required by consumers independent of their nationalities. To make the research measurable, we used Hofstede's four cultural dimensions (power distance, uncertainty avoidance, individualism, and masculinity) and Sproles and Kendall's Consumer Style Inventory framework (quality conscious, brand conscious, innovative, recreation, price conscious, impulsive, confused and brand loyal), and tested nine hypotheses through ANOVA in a sample of 100 buyers of the product in Sri Lanka and 100 in South India. Factor Analysis via Principal Component Analysis was conducted to examine the suitability of the eight-factor model in observations from each country. The two nationalities and the eight decision-making styles were treated as independent and dependent variables, respectively. Findings showed mixed evidence for the application of Hofstede's cultural dimensions to decision-making styles. Managerial implications and suggestions for future research are presented to help understand the relationship between national culture and consumer decision-making styles.

KEYWORDS: *culture, consumer decision and cell phone.*



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SCOPE OF E-BUSINESS OPPORTUNITY IN LIFE INSURANCE SECTOR: A STUDY ON LIFE INSURANCE CORPORATION OF INDIA

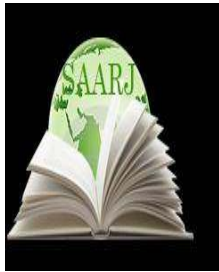
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ABSTRACT

In the modern fast life, customers are becoming highly dependent on the information technology which is actually creating the replacement of human interactions by the interactions of human-technology. At present, every organization is trying to gain the maximum utilization of the information technology in most efficient and effective way in the business operation especially at the time of delivery of different types of services to the customers where customers are fully aware of their needs and requirements, expectations, information technology, information technology enabled services. Like any other companies, life insurance companies are also trying to extend their business electronically with the help of modern technology in the present competitive insurance market. In the present context, researcher in this paper tried to observe the scope of e-business opportunity in Indian life insurance sector with special reference to the largest life insurance company of India namely Life Insurance Corporation of India in Burdwan district, West Bengal.

KEYWORDS: *Customers, E-business, Information Technology, Insurers, Life Insurance.*



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CUSTOMER RELATIONSHIP MANAGEMENT- IMPLICATIONS IN RETAIL SECTOR

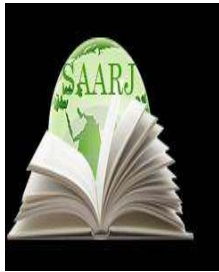
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ABSTRACT

Retailing is the largest private industry in the world. It is also India's largest industry accounting for over 10% of the country's GDP and around 8% of the employment. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. Particularly today, retailers are faced with an increasingly challenging environment, especially when managing multiple sales and distribution channels. To fully utilize CRM and your investment in an ERP system, CRM must capture and track data about customers from all sales and marketing channels, whether it is in-store, online, Face book, through a call center, etc.... It is no longer good enough to scan a discount card during the checkout process. For effective selling and building of customer loyalty, all customer data must be available to guide them carefully through the purchase decision.



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GREEN MARKETING: AN ANALYTICAL STUDY

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ABSTRACT

The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the organizations to make it environmentally friendly. Green revolution, going green, environmental protection, environmental friendly, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green marketing is a tool which is used by many organizations in various industries to follow this trend. In this research paper authors have tried to introduce the terms and concepts of green marketing, briefly discuss that why going green is important, examine some of the reasons that organizations are adopting a green marketing philosophy and lastly mention some of the problems with green marketing. Also, current study introduces the concept, need and importance of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing.

KEYWORDS: *Environmental Safety, Consumer Satisfaction, Sustainable Development, Green Marketing, Eco-Friendly products.*

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