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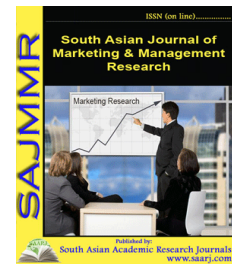
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**AN EMPIRICAL AND ANALYTICAL STUDY OF THE FUND
PERFORMANCE AND STOCK SELECTION ABILITIES OF SELECTED
MUTUAL FUNDS IN INDIA.**

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ABSTRACT

In view of recent global and domestic events like Brexit, global terrorists attacks in Europe, Syrian crisis, Economic Protectionist policy calls in USA, slow growth in the Chinese economy, Demonetization of currencies in India among others, volatility in the Indian markets has increased in last one year, 2015-16. This has impacted the fund returns in the short run, even in different categories of funds. Hence, the present study aim to evaluate the fund performance using Sharpe ratio, Treynor Ratio, Jensen's alpha and Fama's net selectivity models using daily Net Asset Values (NAV) for 50 schemes, 10 each from 5 categories namely Large cap funds, Small and mid-cap funds, ELSS funds, Index funds and Balanced funds, the sample being selected from the CRISIL Mutual Fund Ranking List: Quarterly Ended September 2016. The paper aims to look whether there has been the existence of differences between fund returns and market returns, whether funds have met investor expectations under the CAPM model and the stock selection abilities of fund managers in these volatile marketscenarios. The findings indicate that there was no significant difference between fund returns and market returns. Further among the categories of funds, Index funds were under performers as compared to other categories. Additionally, as per Fama net selectivity model, a majority of the fund managers were found to have positive stock selection abilities.

KEYWORDS: *Beta, Fama Net Selectivity, Jensen's Alpha, Sharpe Ratio, Standard Deviation, Treynor Ratio*

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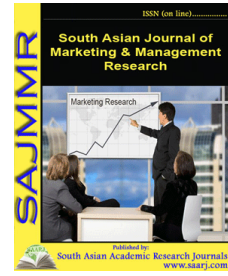


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CONSUMER ETHNOCENTRISM: A COMPARISON BETWEEN GENERATIONS X AND Y

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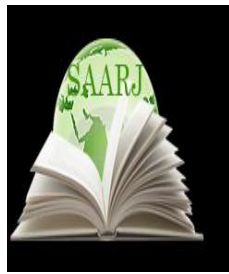
ABSTRACT

Consumer ethnocentrism implies the normative belief that purchasing domestic products is more beneficial than purchasing foreign goods. Several empirical studies indicate that consumer ethnocentrism strongly influences purchase behaviour toward foreign products. This study aims to examine the perceptions of Indian Generation X and Generation Y consumers about whether it is right and appropriate for them to purchase products that are manufactured in foreign countries. The Generations X and Y represent a major portion of Indian population and they also constitute major consumer segments for almost all product categories. The primary objectives of the study include examining the relationship between consumer ethnocentrism and attitude towards Indian vs. foreign products; and analysing whether the ethnocentric tendencies and consumer attitudes vary by the demographic variable of age by comparing the tendencies between Gen X and Gen Y consumers. Consumer ethnocentrism has gained considerable attention in strategic marketing literature as components of foreign product purchase behaviour. The findings of the study throws light on consumer perception, preference and purchase intentions towards Indian vs. foreign products and enable companies to re-examine their existing positioning and promotional strategies. Such an understanding enables companies to revise and fine tune their strategies to capitalize on the opportunities arising out of positive consumer perceptions and overcome the challenges arising out of unfavourable perceptions.

KEYWORDS: *Consumer ethnocentrism, Gen X, Gen Y, Consumer perception, Purchase intention, Indian vs. foreign products*

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THE LATENT OF NEURO MARKETING AS A MARKETING CONTRIVANCE

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ABSTRACT

The aim of the present study is to examine the Latent of Neuro Marketing as a Marketing Contrivance. This paper analyses the importance of Neuro marketing. The method of applying this type of tools in marketing strategies is discussed in detail. The benefit of Neuro marketing for the companies is given as a conclusion. Marketing companies should follow these strategies for benefits both producers and consumers. The results showed that, whereas a Doritos spot stimulated empathy and connection, many of the other expensive advertisement provoked anxiety and fear. Re-searchers noticed that the amygdala, which is a kind of a threat-detector region of the brain, was much more active compared to other brain regions. (Sherman, 2007) The second major important contribution of neuromarketing studies is to understand how consumers make choices during the purchase process. Lee et al. (2007), claim that neuro marketing has become a popular technology to establish the probability and non-probability of purchasing decisions. Neuro marketing can be defined as a marketing branch using neuro scientific methods and techniques for analysing and understanding human behaviour with regard to market and important marketing issues.

KEYWORDS: Neuro Marketing, Marketing Gadgets and Marketing tools.

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CHALLENGES FACED BY FIRST GENERATION ENTREPRENEURS

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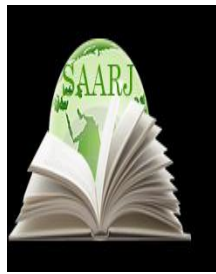
ABSTRACT

An entrepreneur is the one who undertakes the risk of running a venture for attaining profit. The key quality of an entrepreneur is to be creative and innovative to market his product. Still other economists say that entrepreneurs develop new goods or processes that the market demands and are not currently being supplied. Research indicates that most successful entrepreneurs share certain personal attributes, including: creativity, dedication, determination, flexibility, leadership, passion, self-confidence, risk taker. A start-up company has a life cycle stages, pre start up, start up and growth. A start up is a newly developing company that is trying to grow and evolve. In the initial stage the founder tries to raise the funding for the operation. The funding can be either by an individual or a group of individuals, in case of partnership. The challenges faced by new entrepreneurs i.e., lack of patience in solving problems, lack of sustained motivation, Inability to dream and use subconscious etc. In addition to this the other challenges includes; developing vision and ideas, raising capital, assembling a team, finding the right location, finding the right employees, overcoming competition, unforeseen challenges and expenses, keeping up with industrial changes and trends, exiting the business, financial management, cyber security, winning trust of customer, talent management. With the help of a questionnaire, I get a better understanding about the current trend and current challenges faced by them. This paper tries to conceptualize the phenomenon, i.e. recognize the challenges faced by the start-up entrepreneurs. This paper categories the challenges into personality factor, organisational factor, customer retention, financial factors, Environmental factors, safety and security factor.

KEYWORDS: *Start-ups, Entrepreneur, challenges.*

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THE POLITICS OF INFORMATION SYSTEMS PROJECTS : LEARNING FROM THE CIO

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ABSTRACT

This paper attempts to study impact the impact of organizational politics on IT projects. In this paper we argue that the CIO is in a great position to understand the internal politics, and therefore can contribute significantly to not only the technical aspects of the project but also how politics needs to be tackled. This is particularly true when the CIO has been in the organization for some period of time. Finally, older and therefore more experienced CIOs can also bring their human management skills to bear on the project. Therefore a two way partnership between the external consultant and the CIO, where both contribute to the project, is the ideal way to approach such projects. Most researchers have concluded that these failures have been caused largely by human factors rather than any problems with the technology (Nath, 2016; Sridhar et. al., 2006; Dwivedi et. al., 2015; Rodríguez Montequín, et. al., 2016, Law and Ngai, 2007). Interestingly, one of the key human factors was found to be organizational politics (Nath, 2016; Dwivedi et. al., 2015; Leyh and Sander, 2015; Law and Ngai, 2007; Abelein and Paech, 2015). The CIO smiled. “Young man, take my advice and call them,” was all he would say. And so, against his better judgement, the Consultant agreed to call the clerks. As expected, the officers understood the presentation, and were completely in sync, but the clerks were completely at sea. In fact they spent much of the time fiddling with their mobile phones, or simply looking bored. The Consultant began to feel smug. Each division has created its own processes over time. And none of them is willing to replace them with anything from another division. That is simply not acceptable. In very simple terms, it is an ego issue, and no divisional head can be seen to be bowing to any other division.”

KEYWORDS: *Politics in Projects, Information Systems, CIO, Consultant*

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**A COMPARATIVE STUDY ON SELECTED SOCIAL INSURANCE
SCHEMES OF LIC AND GIC IN MALABAR REGION**

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ABSTRACT

The need for social insurance arises from the fact that the vulnerability of the poor informal worker increases when they have to pay fully for their medical care with no subsidy or support. On the one hand, such a worker does not have the financial resources to bear the cost of medical treatment, on the other; the health infrastructure leaves a lot to be desired. In order to overcome the problems of high medical expenses Government of Kerala has implemented various Social Insurance Schemes through the tying up with insurance companies. Thus, Social Insurance could be a way of overcoming financial handicaps, improving access to quality medical care and providing financial protection against high medical expenses. This paper aims at investigating to measure the comparison of Selected Social Insurance Schemes of LIC and GIC in Malabar region. The assessment has been made on the basis of its level of satisfaction and awareness. Data was collected from 150 sample beneficiaries of both LIC and GIC under selected social insurance schemes were selected in Malabar region of two districts. Findings have shown that awareness and satisfaction level of beneficiaries of GIC is more when compared to those beneficiaries of LIC towards Selected Social Insurance Schemes. For the effective implementation of the Social Insurance Scheme the Government needs support from nodal agencies Like State Government Department, Panchayats, Self-Help Group and any other Institutionalized Arrangements.

KEYWORDS: *Aam Admi Bima Yojana, Individual Mediciclaim Insurance Policy, Personal Accident Insurance Policy, Shiksha Sahayog Yojana, Social Insurance.*

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**“IMPACT OF RESEARCH EFFORTS ON THE PROMOTIONS OF
ACADEMICIANS IN MANAGEMENT INSTITUTIONS: SOME
EMPIRICAL EVIDENCES”**

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ABSTRACT

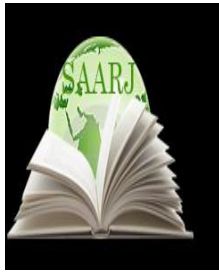
The Government Agencies including Ministry of Human Resource Development, All Indian Technical Education, University Grant Commission, ICSSR, Indian Council for Social Security Research, etc. have been putting emphasize on the research. In other words everybody is concerned with development of research skills so that large and large number of people can contribute in research projects. Moreover, it is imperative for all academic institutions to encourage their employees to undertake more and more research projects. Even the research activities are being considered one of very important elements for annual increments and career advancement. This research study has attempted to examine the relationship between research efforts and career advancement practices in Management Institutions or Business schools in Delhi NCR. Primary as well as secondary data has been used to achieve the objective of this study. The study has revealed that research efforts by the faculty member is one of significant predictor of their Promotion/Career Advancement.

KEYWORDS: Management Institutions, Business Schools, Career Advancement, Promotion, Research Activities,

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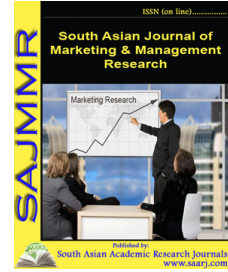


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CHALLENGES IN HR: A QUALITY IMPERATIVE FOR HR MANAGERS

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ABSTRACT

Economic and commercial development of society leads to a concurrent growth of high quality goods and services. To compete and survive well, Indian companies are forced to achieve quality management capabilities. Certification of ISO and quality of jobs is closely related to many aspects of individual's life, an organization's function and a society's welfare. ISO raises the quality of products or may be the progress of the industry. But identifying the quality needs and changing the need pattern may be due to managerial performance. Urge for quality products and services makes the managers to be productive in their ways and guide the people with company's vision, mission and quality policy. Quality and human resource management studies rarely provide objective data backed by statistical evidence to support the human resource claims. This hopefully will help move the discussion on human resource potential of quality management in terms of effectiveness to hard and rigorously tested facts instead of perceptual and anecdotal data. Quality and managerial effectiveness studies explored the relationship between managerial performance and quality but failed to confirm strong relationship between the adoption of quality management practices and managerial effectiveness. The study focuses the quality imperative as impact of ISO certification and its imperative in HR as managerial effectiveness. In the light of review of literature and contingency theories, quality management is focused on different dimensions in different field work. The present study focused on these dimension and refocused as six dimensions (quality policy, human resource, customer' focus, methods of communication, management control process and

infrastructure) that are based on the base clause of ISO framework. The present study also highlights the human organization and technical interface based on ISO clause and its implementation in working environment.

KEYWORDS: *capabilities, implementation, evidence, dimensions, rigorously*

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