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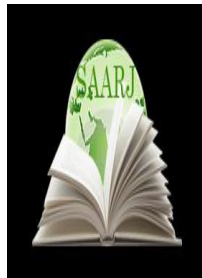
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VISION

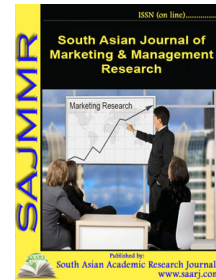
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing,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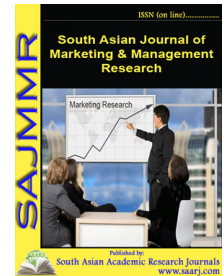


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A STUDY ON QUALITY OF WORK LIFE AT MAHINDRA NAVISTAR ENGINES (P) LTD, PUNE

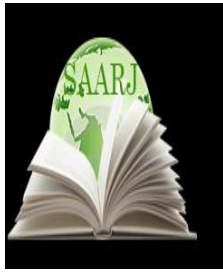
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ABSTRACT

The researcher carried out the study with the objective of finding out various factors that contribute Employees perception towards quality of work life. The researcher carried out the study by framing a structured questionnaire and the mode of communication was personal interview. The researcher carried out the study by using primary data method and the data was collected by a Simple Random Sample technique. The sample size was taken as 87 by the researcher. The researcher used the following statistical tools for the purpose of analysis and interpretation like Percentage, Chi-square and Factor Analysis. Based on the analysis and interpretation, major findings are arrived by the researcher. The organization can look into the suggestions for the betterment of their employees to enhance the Quality of Work Life.

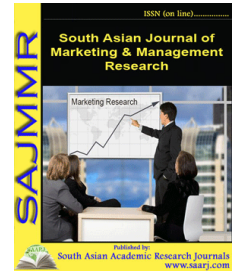
KEYWORDS: *Quality of Work life, work life balance, work place, work conditions.*



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EXAMINING THE RELIABILITY AND VALIDITY OF RSQS SCALE

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ABSTRACT

This study examines the retail service quality scale developed by Dhabolkar, Thorpe and Rentz. This scale has been already tested and verified in many other countries like South Africa, Canada And many other countries. By understanding the need and importance of service quality in retail sector as an important ingredient of customer satisfaction and an important factor for the survival and growth of any business, it becomes important to understand the reliability and validity of this scale in Indian context. Hence this study explores the various factors which are very important for Indian retail.

KEYWORDS: *RSQS Scale, Service quality, reliability and validity etc.*



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SALES PROMOTION STRATEGIES OF RAVI FOODS - A CASE STUDY

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ABSTRACT

This research paper attempts to study the effectiveness of sales promotion strategies being adopted by the Ravi foods (P) Ltd., a Biscuit manufacturing company based on the responses of their dealers from Hyderabad city.



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A STUDY ON ATTRIBUTES INFLUENCING THE PURCHASING BEHAVIOUR OF APPAREL CONSUMERS IN ORGANIZED OUTLETS

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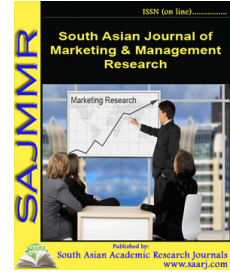
ABSTRACT

The objective of this study is to identify, at a macro level, the purchasing drivers of apparel consumer in apparel product categories, in the context of the evolving organized retail industry in India. The paper attempts to correlate the distinct store features as perceived by respondents with the true motivations of various consumers in purchasing and patronising of organized outlets. In the process it provides insight of various attributes influencing the purchasing behaviours of an average Indian consumer. The framework evolved for evaluating effectiveness and impact of different attributes influence the behaviour and a major impact on the overall profitability of the retailing business. India, an emerging economy, has witnessed unprecedented levels of economic expansion, along with countries like China, Russia, Mexico and Brazil. In spite of late entry of India, it is forecasted that the country will be the second largest market of the world shortly and shall lead the industry, the way world does. Increase in the rate of literacy, growing number of working women, highly disposable income, easy availability of credit at low interest rates and high rate of media penetration along with the assurance of similar quality products with large ambit of price differentiation, painted the country's dynamic organized retail landscape. Rising interest and growing expansion of organized retail market leading to success of a business, depends solely on consumers' urges that there is a need to study their buying behaviour. But the existing literature briefs a little about the buying behaviour functions in the Indian retail market. The frequent change in lifestyles with changing fashion preference of consumers is fed by the newer retail offerings coming from the organized retailers where apparel gets utmost importance. Keeping these changing facets in view, this study makes an attempt to identify the factors of the consumers' buying behaviour that is influenced by retail apparel segment, and to assess the importance of each of them to consumers in selecting apparel from organized retail outlets.

KEYWORDS: Consumer behaviour, Retail format, Apparel, Demographic patronage behavior.



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MEASURING SERVICE QUALITY IN AUTOMOBILE SHOWROOMS WITH REFERENCE TO SOUTH TAMILNADU, INDIA

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ABSTRACT

The aim of the study understands the customer perception towards the service quality offered by the automobile showrooms in south Tamilnadu. This study covers the customers all over south Tamilnadu includes 6 different districts. The total size of the sample is 183. Survey method was adopted for the data collection and the questionnaires include five different service quality dimensions. Findings would helps automobile showrooms to know the level of service quality offered to the customers and what the customer expecting from the automobile showrooms. This study can help automobile showrooms to retain the customer and retail showrooms to recognize the reality that customer service quality is very important in the success.

KEYWORDS: *Automobile showrooms Service quality, service quality dimensions.*



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JOB SATISFACTION OF MATRICULATION SCHOOL TEACHERS IN KANYAKUMARI DISTRICT

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ABSTRACT

Job satisfaction is very essential to the continuing growth of educational systems around the world and they rank alongside professional knowledge and skills, center competencies, educational resources as well as strategies, in genuinely determining educational success and performance. This study assessed the level of job satisfaction and problems faced by the matriculation school teachers in kanyakumari district. Questionnaire was used to collect the data for the study. While the data for the study was analyzed using simple percentage and rank test. The study results revealed that most of the respondents are highly satisfied with their teaching job, and the teachers feel that they are not very secure in their job. The respondents are unsatisfied with their salary provided by the management, because the salary is not sufficient to meet their family needs. From the study the researcher found that the teachers in general satisfied with the most of the satisfactory measures except in a few cases like salary pay, working condition, strict management.

KEYWORDS: *Job satisfaction, Factors influencing joining the teaching job, problems of teachers.*



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PRIVATE PARTICIPATION IN AGRICULTURAL MARKETING INFRASTRUCTURE IN INDIA: AN ASSESSMENT

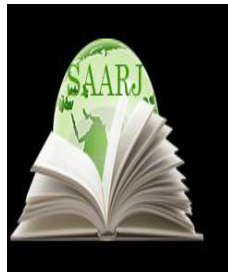
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ABSTRACT

The main aim of this article is to know the trends in agricultural investment in India and to assess the growth of public and private investment made in promotion of agricultural marketing infrastructure in India. Agricultural Marketing rather than production is the prime concern today. Agriculture activity is no more substance rather commercializing. Fine-tuning of APMC Regulations enables the farmers to face new challenges in the post-Globalization context. A new wave of treatment is needed with private participation for cleaning, grading, quality certification, packaging, storage, transportation, financing, wholesaling and retailing etc. The post-WTO regime requires private participation in agri related activities like insurance, finance, marketing, storage and supply chain. In order to come out from the clutches of unscrupulous commission agents and to protect the interest of farmers, both private and public sectors need to go hand-in-hand with regard to investment in agri-infrastructure. Industry-Agriculture linkages through agro processing industries and direct participation of farmers in the process of agricultural marketing will hold rural exodus. Massive programmes with regard to privatization of the agri-marketing extension services. The public investment should induce the private investment. Therefore, the targeted areas of agri-marketing infrastructure are invested initially by the public fund. Massive private investment in infrastructure services and value addition should be attracted by relaxing the regulatory frame work. Despite well developed infrastructure facilities, there is lot of scope for developing and upgrading agri-infrastructure. By creating good environment (appropriate legal frame work) it is possible to establish an effective linkage between farms to fork.

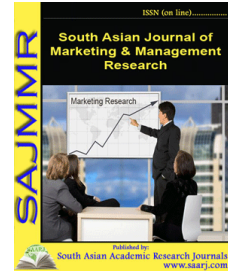
KEYWORDS: agriculture, investment, marketing, private, public.



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INVESTORS ATTITUDE TOWARDS MUTUAL FUNDS: A CASE STUDY OF PRAKASAM DISTRICT, ANDHRA PRADESH

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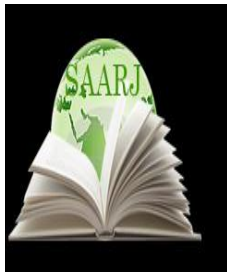
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ABSTRACT

A mutual fund is a financial intermediary that pools the savings of investors for collective investment in a diversified portfolio of securities. A fund is 'mutual' as all of its returns, minus its expenses, are shared by the fund's investors. An attempt is made to understand investor's attitude towards Savings Avenue, returns on various schemes, factors influencing for the decisions and information sources. A Sample of 300 investors from Prakasam district of Andhra Pradesh state is taken for the study on the basis stratified, convenience and judgmental sampling. The frequency and percentage analyses were carried out to understand the socio-economic characteristics investors and analysis also is based on averages, weighted averages & Chi-square are calculated and the results are interpreted. The foregoing analysis shows that about 63.33 per cent of the investors are males while the rest of 36.67 per cent of the investors are females. The results also reveals that out of 300 respondents 33.30 percent of investors belong to rural area, about 16.67 percent of investors are from semi-urban and the remaining 50.00 percent are from the urban area. It indicates that about 17.00 per cent of the investors belong to the age group of below 25 years followed by 25-35 years (32.00 per cent), 35-45 years (30.33 per cent) and more than 45 years (20.67 per cent). The preference for investment alternatives indicates first preference for mutual funds, second for shares and third for Post Office / Bank Schemes. Majority of the investors depend on electronic media for their decisions, the second influencer is the brokers followed by print media.

KEYWORDS: *Factors, Funds, Investors, Perception, Preference.*



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HUMAN RIGHTS FOR YOUTH: NATURE, PHILOSOPHICAL VISION AND IMPLEMENTATIONS

DR. SHARMISTHA BHATTACHARJEE*

ABSTRACT

"It has always been a mystery to me how men can feel themselves honored by the humiliation of their fellow beings" quoted by Mahatma Gandhi. Human rights are commonly understood as "inalienable fundamental rights to which a person is inherently entitled simply because she or he is a human being." Human rights are thus conceived as universal (applicable everywhere) and egalitarian (the same for everyone). These rights may exist as natural rights or as legal rights, in both national and international law. The Human rights are law. Human Rights apply to any human being whatever its nationality, its ethnic or social origins. Nobody can be deprived of Human Rights without being a victim of a serious injustice. Human Rights are a "common language to Humanity". This paper attempts to understand the nature, philosophical vision and implementation of human rights in relation to youth. It reviews the literature present of the current topic and provides a brief outline about the concepts

KEYWORDS: Human, rights, equality, values, visions, learning and community.



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AGRO-TOURISM IN PUNJAB
- A CULTURAL TRANSFORMATION

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ABSTRACT

A number of countries have transformed their economies by developing their tourism prospective. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people. Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers.

Punjab is one of the major tourist centres in the India and there is large scope and great potential to develop agro-tourism. The paper aims to examine the importance of agro-tourism development in Punjab and to define a suitable framework for the of agro- tourism centres in the view of marginal and small farmers. Further, an attempt has been made to identify the challenges of the agro-tourism and suggest effective measures to establish and promote the operations of agro-tourism.

KEYWORDS: *Agro Tourism, Rural Operations, Conventional Food, Sustainable Tourist.*



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QUALITY OF WORK LIFE AND WORK PERFORMANCE IN NLC LIMITED – AN EMPIRICAL STUDY

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ABSTRACT

The focus of this paper concerns a study of the quality of work life (QWL) for the employees of Neyveli Lignite Corporation Limited (NLC). The aim of this paper is to determine whether and how the QWL affects the job satisfaction and employees work performance. The QWL is the degree to which the employees feel a comfortable and enjoyable work life in the organization. The QWL refers to the level of satisfaction, motivation, involvement and commitment in which individuals experience with respect to their work. This study has been undertaken at NLC Limited to understand the factors Viz, nature of job, pay and compensation, Human Resource Development, Human Relations, Working conditions, Welfare measures, Grievance procedure and Promotional policy related to Productivity and performance.

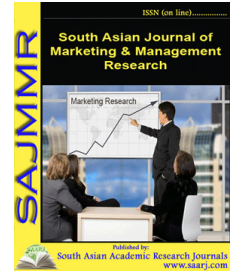
KEYWORDS: *Job Satisfaction, Productivity, Quality of work Life, Work Performance.*



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REVISITING THE INDIAN STOCK MARKET CRASH OF 2008

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ABSTRACT

Stock market crashes are a universal phenomenon, however the magnitude and the duration of these crashes may vary from country to country. These Stock market crashes may also vary in their frequency and intensity. Moreover the crash of the stock market of one country may or may not be accompanied by the crash of one or more stock markets in other countries. That is why there exist numerous definitions of the term stock market crash but no one is universally acceptable. Defining a stock market crash seems simpler but attempting a more precise definition and measuring it is really a very difficult task. The present paper explores the different meanings of stock market crashes and further proceeds to identify the stock market crash of 2008. Our analysis find that beginning of the crisis happened in Jan. 2008 before the crash was triggered. The beginning of the crash can be attributed to June 30, 2008 when Nifty had declined more than 35 per cent from the high point of January. Finally, we have observed October 24, 2008 as the major crash date, that is, the date on which Nifty has suffered a fall of 12.2 per cent which is the only double digit fall in percentage terms on closing basis and also coincided with a crash in global indices.

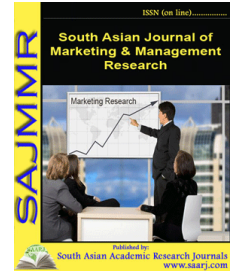
KEYWORDS: *Stock market crash, market movements, market peaks, crisis.*



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CONSUMER ATTITUDE TOWARDS CELEBRITY CHARACTERISTICS- LITERATURE REVIEW APPROACH

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ABSTRACT

Celebrity endorser is defined as any individuals who enjoys public recognition and who uses his recognition on behalf of consumers good by appearing with in an advertisement. It is deliberately board to encompass not only the usual movie and television stars, but also individuals from the world of sports politics arts and military. O'Mahony and Meenaghan, 1997). Theory and practice prove that the use of super stars in advertising generates a lot of publicity and attention from the public. Agrawal and Kamakura (1995) estimate that approximately 20% of all advertisements use some form of celebrity endorsement to inform and persuade Marketers often use celebrity endorsers in advertising campaigns as a tool to influence consumer's purchase intentions .Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. Celebrity endorsement is a form of advertising that calls upon famous spokespersons that are well known for their achievements in areas other than that of the endorsed product (Friedman & Friedman, 1979). Celebrity endorsers are viewed as highly dynamic with both attractive and likable qualities (Atkin & Block, 1983). "As the number of products endorsed increases, consumers' perceptions of celebrity credibility, celebrity likeability and attitude toward the ad become less favorable" (Tripp, Jensen, & Carlson, 1994, p. 535). This article addressed a popular method of marketing advertisement: most of the marketers they are using celebrities like sports stars, film actress and actor in advertising to endorse brands. So lot of research has to be undertaken in the celebrity endorsement area. There is more scope to do a research in celebrity effectiveness in advertisement.

KEYWORDS: *celebrity endorsement literature review, celebrity characteristics, source credibility model, source attractive model.*



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A STUDY ON THE MARKETING STRATEGIES OF INDIAN GARMENT EXPORTERS POST-MULTI-FIBER ARRANGEMENT

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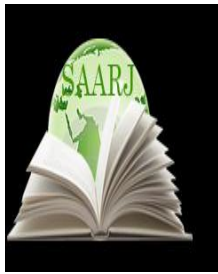
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Bangalore, India.

ABSTRACT

After the phase-out of the Multi-Fiber Arrangement (MFA), Indian exporters face many obstacles to overcome. One of the major challenges is severe competition from China, Bangladesh, Sri Lanka and many other countries in terms of price, value addition, delivery period, production capabilities and flexibility. Indian exporters also face many challenges on the account of low labor productivity and Indian labor laws, Rupee appreciation, inadequate infrastructure, and the existence of long and complex supply chains causing lengthening of lead-time. Buyers now have a wide choice of suppliers to choose from across different countries around the world, and exporters now export to various countries across the world. Therefore, companies have to come up with new marketing strategies in order to maintain and improve their position in the market, satisfying their existing customers and also acquiring new customers. The present study was carried out to identify the challenges that garment exporters are facing and strategies that are adopted to compete successfully in the marketplace. The objectives of the study were to find the exporters' perceptions of the challenges and competition faced by them, to find out whether the exporters have brought about a change in their marketing strategies after the phase-out of MFA, and to find out if the exporters are fully equipped in coping with competition from competitors like China and Bangladesh. Based on the outcome of the research it is possible to understand the textile export scenario post-MFA better, and suggest some better marketing strategies.

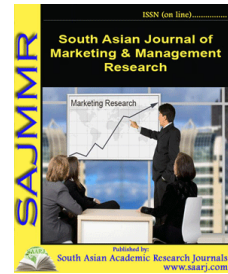
The study was carried out among the garment export houses in Tirupur and Bangalore. The data was collected directly from a sample of fifty garment exporters through a structured questionnaire and also by interviewing the owners/managers of the garment export houses.

KEYWORDS: *Multi-Fiber Agreement, challenges, competition, marketing strategies.*



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**ROLE OF PSYCHOLOGICAL PARTICIPATION IN JOB
INVOLVEMENT OF PUBLIC SECTOR EMPLOYEES**

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ABSTRACT

For the effective and efficient output from the employees, organizations provide a participative environment through which employees develop a sense of active involvement. Involvement with job is prior concern of organizations, as it provides employees to explore their attachment with their job and organization. Employee participation is a complex process involving employees' interaction, communication between participants with the intent to influence each other and helpful in problem solving and decision making process. Psychological participation is subjective in nature. Job involvement and psychological participation are two important organizational behavioral attributes which influence the employee's performance. The purpose of this paper is to explore the relationship between psychological participation, its facets and job involvement of the employees. The present study was conducted on 188 employees of public sector industry. In this paper, the results indicate that psychological participation is significantly positively correlated with job involvement. Employees with low level of psychological participation are found to be less involved in their job in comparison to employees with high level of participation.

KEYWORDS: *Psychological participation, Job involvement.*



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**PROCESSED FOOD INDUSTRY IN INDIA:
PRESENT ROUTE & FUTURE DESTINATION**

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Jamia Milia Islamia, Delhi, India.

ABSTRACT

India is the world's second largest producer of food next to China, and has the potential of being the biggest in the food and agricultural sector (Yadav, 2006). The processing food segment accounts for 22.4 billion, in a total estimated food market of about \$91.7 billion (Pai, 2006). The food processing industry is one of the largest industries in India (CII, 2006). It currently ranks fifth in terms of production, consumption, export and growth prospects. The Confederation of Indian Industry (CII) has estimated that the food processing sector has the potential of attracting US\$ 33 billion of investment in 10 years and generates employment of 9 million person-days. India can become the food supplier of the world. It has the cultivable land, all the seasons for production of all varieties of fruits and vegetables, an agribusiness system that works although it needs to be vastly improved. Because of some gaps in the supply chain, about 25 per cent of all foods produced in India are wasted. Strategic growth plans for achieving both national and international competitiveness of the food industry are essential.

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