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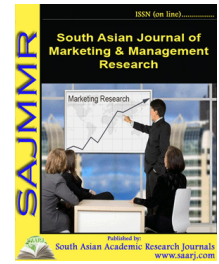


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## **ROLE OF CULTURAL ADAPTATION IN INTERNATIONAL RETAILING**

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### **ABSTRACT**

*When an individual or a corporation first enters a new environment with diverse culture, it is generally accepted that the cross-cultural communication will create stress for them. Facing such pressure, some choose to remain their own characteristics (standardization), but others choose to be part of the new environment with their own features (adaptation). The question of whether to adapt or to standardize global markets has received great attention during the last four decades. This study aims at analyzing the cultural adaptation strategies of McDonald's and KFC in India.*

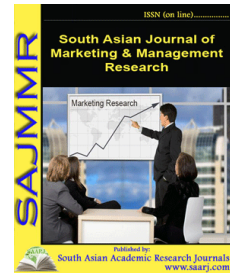


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## **IMPACT OF TRAINING INTERVENTIONS ON COMPETENCY BUILDING: A STUDY WITH REFERENCE TO ACC LTD CBE**

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### **ABSTRACT**

*Competencies are the skills and knowledge that individuals use to develop both personally and professionally. Most people capitalize on their skills to improve performance. As awkward as it sounds, competencies linked to performance lead to competence. Today's successful professionals need to be competent in their technical skills, as well as in how they interact with other individuals. According to a Chartered Institute of Personnel and Development (CIPD) 2007 Survey Report, problem solving, communication skills, teamwork, and the ability to deliver effective customer service are among some of the competencies that employers look for most often. The demographic factors of the employees are taken into consideration in analysis. The research area is Associated Cement Company Ltd and the employees of ACC are the samples under study. The researcher has taken ACC Ltd as the field of study since not only extensive training is given to develop the skills but a holistic training plan is designed in the company where a company knowledge as well as process knowledge interventions are included. This paper helps us to know the influences of training intervention strategies on competency building*

**KEYWORDS:** *Competencies, training, intervention.*



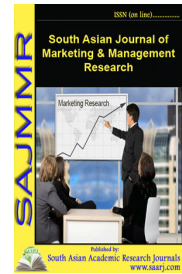


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## IMPACT OF PROCUREMENT IN THE CONSTRUCTION INDUSTRY

**Karthikeyan Lenin\***

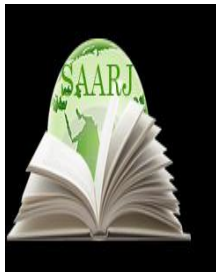
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Coimbatore, India.

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### ABSTRACT

*The aim of the article is to understand the concept of procurement strategy which is one of the vital elements in construction industry. Balancing the need to deliver both good cost and quality outcomes in construction is key. The most fascinating and formidable challenge to the researchers in this field is to explore a variety of approaches to integrate and optimize the various aspects of the system which includes operational, tactical and strategic decisions in large-scale supply chains, and are developing techniques to help managers deal with the sustainability and uncertainty inherent in the real world. The procurement strategy has a significant and exponential impact on the construction business' bottom line. Highly effective concepts and implementation of these practices can significantly increase the competitiveness of companies making the project meet require quality and within the allocated budget. The main objective of this article is to analyze and evaluate the current ASCON ROAD (U.A.E), contracting company's procurement strategy and giving recommendations to improve their performance goals and measures. Furthermore we were able to identify how the procurement process can contribute to improved performance of the procurement function focusing on efficiency and effectiveness. Based on the findings the author has given some recommendations to redefine the internal process so that the company can sustain their competitive advantage and improve on their core competencies in order to increase market share.*

**KEYWORDS:** construction industry, materials, procurement strategy, supply chain.

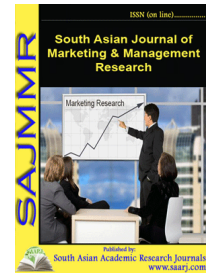


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## **ROLE CONFLICT AND IN PURSUIT OF BALANCE: A STUDY ON DUAL CAREER COUPLE**

**Rashmi Rai\***

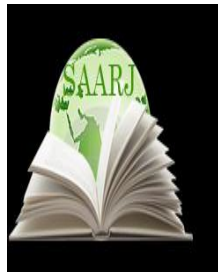
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### **ABSTRACT**

*The growing number of professional women at workplace in India, as in other countries, is leading to a rise in dual career couples who try to manage their work and home domains simultaneously. The challenge faced by dual career couple in the work domain is pursuit and enhancement of their own career which demands lot of time, energy, commitment whereas on the home front the priorities being children, It includes multifaceted involvement in demand fulfillment by family members in terms of emotional, financial and cognitive. Dual career couple constantly struggle to find a balance between home and career. This Research paper try's to understand the in-depth knowledge about dual career couple, their lifestyle, advantage and disadvantages, challenges and management. How does the couples construct their own identity personally and professionally outside of the rigid roles imposed upon them. The primary objective of this study was to understand the factors contributing to an effective management of dual career couple. There has been an immense development between gender roles of who will be the breadwinner and who will be the house maker. Research shows that dual-career couples have evolved throughout time. Wives have progressed to become much more than just a housewife; they have engaged in their own professional career. Studies have been made to explain how couples have coped with their marriage in being a dual-career couple.*

**KEYWORDS:** *Dual career couple, Work life balance, Challenges and management.*



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## **INTELLECTUAL CAPITAL ON THE INDIAN PHARMACEUTICAL SECTOR - A REVIEW OF LITERATURE**

**Dr. B. Chandra Mohan Patnaik\*; Dr. Ipseeta Satpathy\*\*; Mr. Amrut Kara\*\*\***

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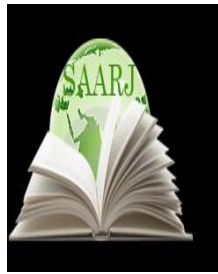
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### **ABSTRACT**

*The purpose of this paper is to highlight some of the major work done in the field of Intellectual Capital (IC) and its valuation methodology. The literature reviews discuss some of the prevailing methodology associated with identifying and measuring IC in a firm. The paper also looks into the various studies done to examine, identify and explain the relationship between intellectual capital of a firm and its market price or the difference between its market value (that of a listed firm) and its book value (Sveiby, 1997). In this attempt, the paper also highlights the work and the challenges faced by the gamut of valuation methods used today to calculate and manage intangible assets and some of their advantages and shortcomings. The focus is however on the VAIC<sup>TM</sup> (Ante Pulic 2004) methodology and on the pharmaceutical sector, in India and how it evaluates its IC and R&D investments.*

**KEYWORDS:** *Intellectual Capital, VAIC<sup>TM</sup>, Real Option, Pharmaceutical R&D valuation, Intangible assets.*





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## **IN STORE PROMOTION - A DETERMINANT IN BUILDING CUSTOMER PURCHASE INTENTION**

**Dr. Geeta Nema\*; Astha Joshi\*\***

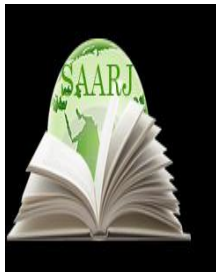
\*Reader,  
IIPS, DAVV.  
\*\*Research Scholar,  
IMS, DAVV.

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### **ABSTRACT**

*Today is the world of marketing where the customer prefers those products that are highly promoted and also displayed properly. FMCG refers to fast moving consumer goods that are purchased frequently, consumed fast and their shelf life is also low. In store promotion is a promotional technique used by the marketers to persuade the customer to buy the products from their store. The aim of the present study is to understand the effect of in store promotional tools as a determinant in building customer purchase intention. The study is carried out by using exploratory research design and the data is collected by constructing structured questionnaire. The sample size is comprised of 176 sample respondents. The data was analyzed by using reliability statistics, frequency distribution and factor analysis. The results shows that in store promotional tools like advertising, store ambiance, promotion and sales people behaviour plays a significant role in building customer purchase intention in FMCG sector.*

**KEYWORDS:** *FMCG, In store promotion, customer intention, factor analysis.*

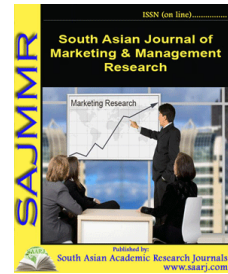


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## **MEASURING AND RECORDING PATENT OF INTANGIBLES IN THE GLOBE**

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### **ABSTRACT**

*As the proportion of knowledge based economic activity increases around the globe, it has become crucial to measure and account for this intangible asset in all organizations. In case of many firms, the share of intangibles is quite large in their total assets. It has been observed that in industries like information technology, pharmaceuticals, etc., intangibles like monetary value of brand equity, innovations and patents, trademarks, etc. increase the value of market capitalization on one hand, but the value of physical assets tends to be low on the other hand. This is because it is very difficult to recognize and incorporate the monetary value of such intangible assets in the balance sheet. Although businesses and economists do understand the importance of valuation of intangible assets, the international and regional accounting standards have not yet devised effective and efficient methods to incorporate intangible assets in the balance sheet of a company. Consequently, a major chunk of assets is either undervalued or ignored altogether. Some of the recent changes introduced in the accounting standards across various countries make an attempt to recognize and evaluate the intangible assets, and include their value in the balance sheet of a company. However, these accounting standards do not cover each and every intangible in their net. Moreover, the methods to include these intangibles are not yet foolproof and uniform across all standards. Thus, some standards recognize externally acquired intangibles, (e.g., purchase of a patent), but fail to recognize internally generated intangibles (e.g., brand). This causes the problem of accurate valuation of the intangibles. This paper brings out some of the issues related to the measurement of intangible assets and recent alterations introduced in various international accounting standards to allow disclosure of the same. It is observed that the measures taken by accounting standard authorities are not yet sufficient and further steps are necessary.*

**KEYWORDS:** *intangible assets, accounting standards*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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