

**SAJMMR**

**ISSN (online) : 2249-877X**

# **South Asian Journal of Marketing & Management Research**



Published by  
**South Asian Academic Research Journals**  
A Publication of CDL College of Education, Jagadhri  
(Affiliated to Kurukshetra University, Kurukshetra, India)

**SAJMMR**

ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Impact Factor : SJIF = 4.748

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.  
EBSCO Discovery, Summon(ProQuest),  
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

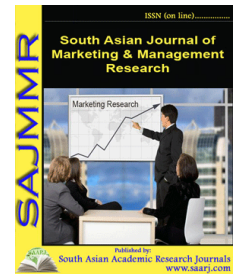
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## **VISION**

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**SAJMMR:**  
**South Asian Journal of  
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DOI NUMBER: **10.5958/2249-877X.2016.00019.9**

## IMPACT OF DENSITY OF POPULATION OF INDIAN STATES ON THEIR ECONOMIC GROWTH

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G.G.D.S.D. College, Sector-32C  
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### ABSTRACT

*As of 2011, with an estimated population of 1.21 billion, India is the world's second most populated country after China. India occupies 2.4 percent of the world's land surface area and is home to 17.5 percent the world's population. The objective of the paper was to study what changes in SDP of states in 2001 and 2011, changes in Density and Population of states in 2001 and 2011 and to study the relation between SDP and Density. The conclusion that was drawn from the Correlation results in the years 2001 and 2011 is that despite the fact population has grown tremendously over this one decade, the SDP relation with the Density of Population of states has been strongly negative From -0.37 in 2001 to -0.44 in 2011 which signifies that the Population Growth is not that productive and as the Density increases there is heavy fall in the growth of SDP. States with high densities have less growth in SDP as compared to states with low densities because the unproductive labour dampens their growth. And states with high SDP have low densities which signify that areas which are not densely populated have much productive labour force than the denser areas.*

**KEYWORDS:** *tremendously, populated, densities, unproductive, productive*

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DOI NUMBER: **10.5958/2249-877X.2016.00020.5**

## “HR CHALLENGES IN RETAIL SECTOR”

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PTU, Jalandhar

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### ABSTRACT

*The Retail Sector revealed its significance in India's market with tremendous contribution to the Indian economy. The development in the organized retail sector has showed the perfect platform to the Indian companies to enter into this sector. But the entry of global players in retailing business has created huge challenges to the Indian companies. Therefore, the key question for the retail organization in India is how they can sustain high performance while battling both economic challenges as well as talent shortages. Thus, in order to face this cut throat competition the need for effective HRM practices has been increasing rapidly. The organized retailer's in order to respond to the competition, started to realize the need for efficient man power and further strengthening of their business with the help of HRM activities. Many retail organisations have now realised that their success, to a great extent, is dependent upon the performance of their HR department. Such companies will succeed provided they employ and retain talent by following best HR practices. Hence, the HR practices have become the primary concern for the organized retailers. Therefore, the present study will provide a clear picture about the HR challenges faced by this sector & also put forward some measures to enhance the work culture to retain employees of organised retailing companies.*

**KEYWORDS:** Human Resource Management, Retail Sector, Organized Retailing, HRM Practices and HR Challenges.

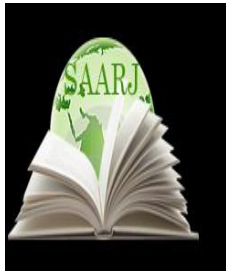
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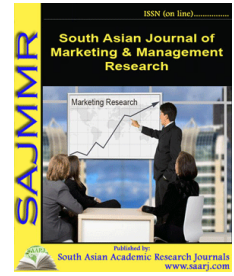


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## **CARBON CREDIT ACCOUNTING: A LITERATURE REVIEW**

**Dr. B.C.M.Patnaik\***; **Dr. Ipseeta Satpathy, D.Litt\*\***; **Dr Chandrabhanu Das\*\*\***;  
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### **ABSTRACT**

*Very meager research work has been done pertaining to carbon credit accounting. Carbon credit accounting is the next generational and survival mantra that deals number of techniques, methods and process to stay in the race. This paper is based on secondary research data where extensive literature has been categorically emphasized. On the basis of effects, repercussions and some of the variables have been found out which could initiate for further future research like (CDM), emission trading, carbon credits, Kyoto Protocol.*

**KEYWORDS:** *carbon credit accounting, credits, Kyoto Protocol*

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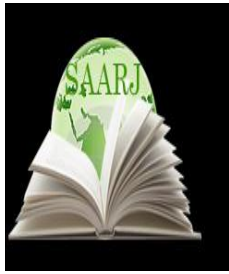
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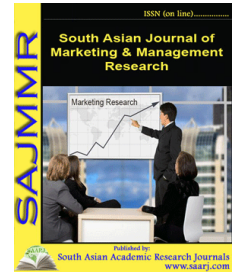


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**DOI NUMBER: 10.5958/2249-877X.2016.00022.9**

## **CONSTRAINTS FACED BY THE POTATO GROWERS ABOUT INTEGRATED PEST MANAGEMENT PRACTICES**

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### **ABSTRACT**

*IPM is the modern concept to environmentally sound and sustainable strategy for pest management. IPM encourages the most compatible and ecologically sound combination of available pest suppression techniques, to keep pest population below economically damaging levels. Priya Karade (2014). The study was carried out during 2014-2015 in Etawah district of Uttar Pradesh regarding constraints level of IPM practices faced by paddy growers. In potato production Kannauj district is the highest producing area but in respect of average production has 8<sup>th</sup> place in Uttar Pradesh. Potato production of district Etawah is 157797 (q./ha.) and average production is 249.60(q./ha.). This is mainly due to the lack of technical know-how, inputs availability at time and skill proficiency of potato growers. It has also been observed that even in the farmers have the technical knowledge they restrict the adoption as they are unskilled in utilization of technology in the fields. Uses of insecticides / fungicides to control insects, pests and disease, for instances, farmers fear to use them if prepared solution is not adequate and causes more loss in stead of increasing production. Thus, it is not essential only to possess technical know-how rather their skillful use for optimum production is more important. Hence, it would not be out of place here to mention that the human capabilities play a vital role in achieving desired potato yields. The two districts namely, Kannauj and Etawah were selected purposively for the present investigation. Keeping these points in view, an attempt was made to find out the **Constraints Faced by the Potato Growers about Integrated Pest Management***

**Practices.** *The major constraints observed in adoption of IPM practices in paddy crop were lack of storage facilities for IPM material in rural area, lack of quality IPM material at government sale centers; IPM tools/modules were not easily available in rural areas and finally non availability of electricity for storage and production of IPM materials.*

**KEYWORDS:** *proficiency, insecticides, fungicides, availability*

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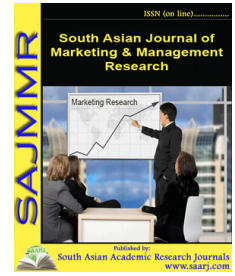


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## **A STUDY ON CONSUMER ATTITUDE TOWARDS GREEN ADVERTISEMENT AND GREEN PURCHASE BEHAVIOR**

**Dr Jothi Munuswamy\*; Dr Suresh Gopal\*\***

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\*\*Associate Professor, School of Commerce,  
CMS College of Science and Commerce,

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### **ABSTRACT**

*The term 'Greenism' has become an inevitable weapon among the business people in their marketing activities, such as green product, green package, green pricing, green advertising and so on. Hence, this study has been conducted to examine the consumers' attitude towards green advertisement as well as green purchase behavior. The required data with the help of questionnaire were collected from 782 respondents in Tamilnadu. The statistical tools such as descriptive analysis and factor analysis have been used simply for measuring factors that determine the green advertising as well as green purchase behavior in the study are. Further, the statistical computer package, SPSS version 21, has been used for analysis of data.*

**KEYWORDS:** *Greenism, Green Advertisement, Green Purchase Behavior*

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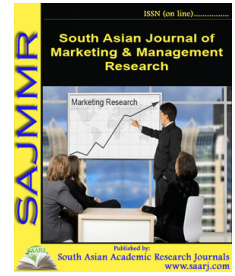


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## **A STUDY OF BUYING BEHAVIOUR OF ONLINE CUSTOMERS: ANTECEDENTS AND DIMENSIONS**

**Aakriti saini\***

\*Assistant professor,  
Delhi university.

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### **ABSTRACT**

*In this era of globalisation, cross border selling and to survive the cut throat competition, marketers, corporate houses, manufacturers and producers of well known and establishes brands are using internet as a medium to communicate, market and to eventually sell off their products to the present as well as the potential consumers. In this information era, where the society and individuals are adapting themselves to the various changes taking place in the external as well as their internal environment, the use of computers, laptops , tablets , mobile phones and internet have become indispensable tools for one's life. According to Internet World Stats' statistics (November 2015) today more than seven billion people are linked to the Internet. This number shows that 46.4 percent of the world population use the Internet. It has also been predicted that soon India would overtake China in terms of the largest base of internet users.*

*The following sections of this paper highlight the buying behaviour of online customers, theories and models. A consumer mindset while purchasing online i.e. goal oriented consumer behaviour and experimental oriented consumer behaviour. It identifies the five dimensions of online buying experience based on web usability, onsite resources, customer confidence, relationship services and price leadership. Further it talks about the antecedent characteristics of the consumer behaviour in an online medium with the direction for future research.*

**KEYWORDS:** *Buying Behaviour, Online consumers, Online Purchases, Internet Environment, Goal Oriented.*

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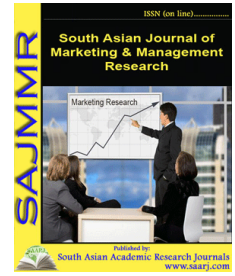


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## **SOLAPUR DISTRICT'S INDIVIDUAL INVESTORS INVESTMENT PREFERENCES AND PATTERN IN VARIOUS INVESTMENT AVENUES**

**Dr. Yajmanya Swarnalata R.\***

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### **ABSTRACT**

*The prime motto of investment is for getting returns. The present study aims at finding out the preferences of investment of male and female investors. In the present study researcher has used Simple Random Sampling for collecting data from Individual Investors where sample size is 500. The hypothesis testing is done using chi-square test.*

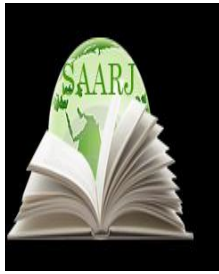
**KEYWORDS:** *hypothesis, investors, avenues, investment, chi-square.*

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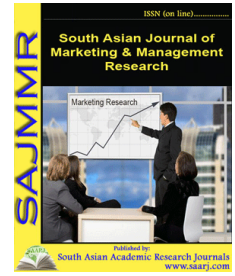


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**"EMPLOYEE ENGAGEMENT: IDENTIFYING GAPS IN HOSPITALITY  
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**Dipti Kanwar\*; Dr. Pooja Sharma\*\***

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**ABSTRACT**

*The paper titled "Employee Engagement: An Overview" is a review paper. Based on the thoughtful study of literature, the researcher concluded that employee engagement has become an important topic in recent years. In today's competitive market place employee engagement has not only emerged as a vital driver of business success but has also emerged as a key link to customer satisfaction. Therefore, employee engagement can be a deciding factor in employee retention, overall production and loyalty for an organization.*

*The paper highlights evolution, importance, a number of models and benefits of the concept employee engagement.*

**KEYWORDS:** *Employee Engagement, Engaging employees, Employee engagement an important HR practice, Human Resource Management.*

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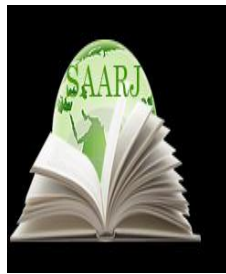
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**DOI NUMBER: 10.5958/2249-877X.2016.00028.X**

## **SPIRITUALITY AT WORKPLACE AND MANAGEMENT**

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### **ABSTRACT**

*In recent times, the concept of spirituality has gained greater currency in management development circles. Spirituality is defined as a way of developing complete man rather than a religious concept. It is related to rational and emotional intelligence. The benefits of spirituality are immense. It makes individuals happy and satisfied. It makes organisations more ethical and effective. Spirituality management is individual based, with efforts to enlighten one with self-introspection and looking at the whole. Spirituality at work place has attracted the attention of researchers. Different themes are investigated ranging from individual related issues such as attitudes and perceptions, leadership, effectiveness and productivity to organisation related ones such as work groups, team work and effectiveness.*

**KEYWORDS:** *Work performance, Job satisfaction, Perception, Connectedness, Leadership.*

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