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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.

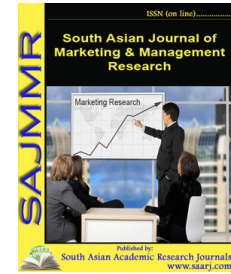


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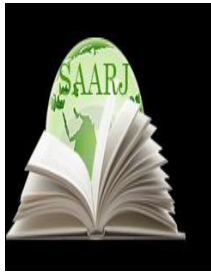
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(A Double Blind Refereed & Reviewed International Journal)



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BRAND AWARENESS AND CUSTOMER PREFERENCES FOR FMCG PRODUCTS IN RURAL MARKET- A STUDY OF KURUKSHETRA DISTRICT OF HARYANA

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ABSTRACT

The Indian rural market with its vast size offers a huge opportunity with 128 million households and the rural population is nearly three times the urban. India today has about 6.4 lakh villages. All except about 15,000, have a population below 5000. Looking at marketer defined classification, most companies in the FMCG sector would define any area with primarily agriculture based occupation and with a population of less than 20,000 as rural. Rural areas exhibit several distinctive characteristics that are different from the urban areas. Literacy levels, family structure, occupational patterns, social customs and norms, and several other features are unique to rural India. A complex set of factors influence rural consumer's behavior. Social norms, traditions, castes, and social customs have greater influence on the consumer behavior in rural areas than in urban areas. The seasonality of agricultural production influences the seasonality of rural consumers' demand. Although rural areas offer attractive opportunities to marketers at an aggregate level, about 68 percent of these markets remain untapped mainly due to inaccessibility. It is uneconomical to access a large number of small villages with a very low population density spread over a large geographic area. Factors such as limited physical access, low density of shops, limited storage facilities, need for a large number of intermediaries in the distribution channel to reach the end customers, and low capacity of intermediaries to invest in business (investments for keeping stock, storage facilities, vehicles for distribution) make the tasks of reaching rural consumers very complex. It is in this context we need to understand the importance of alternative means of reaching rural consumers through periodic village markets (or haats), agricultural markets (mandis), and rural fairs (melas). The purpose of this study is to examine the brand awareness in rural area and to study the interest of consumers in branded products of Fast Moving Consumer Goods (FMCG).

KEYWORDS: Rural Consumer, Brand Awareness, Fast Moving Consumer Goods.

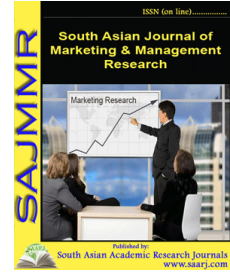


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EMPLOYEE PERCEPTION ON JOB DESIGN IN SHRI RAMALINGA MILLS LTD, ARUPPUKOTTAI, TAMILNADU

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ABSTRACT

This paper reviews employees' perception on their job design. The study suggests how the employees are engaged in Spinning Industry which has gone from strength to strength since a very long time now as it was the hub of cotton manufacturing. Cotton is not only consumed to the highest extent in India but it has also become one of the most profitable textiles in the export industry. Job design is affected by organizational, environmental and behavioral factors. A properly designed job will make it more productive and satisfying. Organizational factors include characteristics of task, work flow, ergonomics and Work practices. The flow of work in an organization is strongly influenced by the nature of the product or service. Ergonomics is concerned with designing and shaping jobs to fit the physical abilities and characteristics of individuals so that, they perform the jobs effectively. Work practices are set ways of performing work.

KEYWORDS: *Ergonomics, Job Design, Organizational Factors, Task, Workflow, and Work Practices.*



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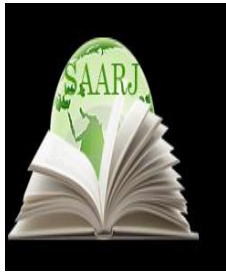
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ABSTRACT

Employee retention is crucial to the long-term success of the business and therefore the ability to retain employees is a primary measure of the health of the organization. Employees play an vital role in that company which will lead to strength and growth of the company. Descriptive research design was followed in this study, to describe their nature. The survey is based on the formal questionnaire and interview method. Sums of 100 respondents were met from different automobile companies in Chennai. They were briefed about the purpose of the research. Sampling design is the important criterion, Non Probability sampling was used for employees, in which sampling technique has been used in the data collection. In that convenience sampling technique was used in the data collection. The obtained data was analyzed through chi-square test, weighted average method, percentage analysis, finally the reports provides the findings and suggestions to improve present retention strategies. The companies can concentrate more on improving the work environment this, could be done by getting feedback from the employees. The manager can treat the employees as eco friendly that leads to good relationship between employee and employer. More team work can be encouraged and team spirit should be cultivated in the mind of employees to sustain them. Managers may be sensitive to individual difference. Employees should have firm, specific goals, and they should get feedback on how well they are faring in pursuit of those goal.

KEYWORDS: Retention Strategy, Benefits, Awareness, Retention Process, Employees Satisfaction.

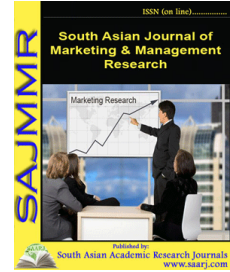


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RURAL ENTREPRENEURSHIP IN INDIA

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ABSTRACT

In the current world scenario, where all developed economies like the US and European Union are witnessing an economic slowdown, a developing nation like India can't escape the ripple effects of the macro-economic factors. Being primarily an agrarian economy, it comes as a rude shock to know that the contribution of the sector to the national income is almost negligible. To address this issue, it is necessary that the rural people, who are otherwise alienated from central markets, are fostered into entrepreneurs, thereby creating more employment and business opportunities, which would result in the overall development. Traditionally, both government and the private sector have struggled to reach remote and poverty stricken parts of India, especially eastern states such as Bihar. Even social entrepreneurs and civil society organizations struggle to apply their innovations because of poor reach and lack of absorption. This paper discuss about the issue and challenges of the rural entrepreneurship and their improvements.

KEYWORDS: *Civil Society, Entrepreneurs, Macro-Economic, National Income, Rural.*



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ROLE OF SEBI IN INVESTOR PROTECTION

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ABSTRACT

In India, SEBI established in 1988 as a non statutory body for regulating the securities market. But as SEBI is 25 years old and thus requires monitoring rather than over-regulation. The present paper aims to study the present role of SEBI in investor protection. Are the investors really feel safe in investing their money in securities market. For this 50 retail investors are selected as a sample size to know the effectiveness of SEBI's investor protection guidelines through a questionnaire method. Study uses bar charts and pie charts to interpret the data. It was found that SEBI took several measures with a two-pronged approach to discipline and take action against erring entities and at the same time to educate the investors about the risks associated with investing in unregulated schemes. Market watchdog SEBI seems to be moving at fast pace in at least five years while taking up cases for investigation, but the same speed seems to be lacking in completing them. Thus SEBI need to act as the nodal agency to receive complaints of investors, transmit them to agencies concerned and follow them up for speedy action.

KEYWORDS: *Non statutory body, investor protection guidelines.*

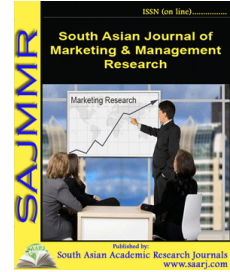


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LEADERSHIP STYLES, FOLLOWERSHIP STYLES AND SITUATIONAL DEMANDS: PROCESSES AND OUTCOMES IN THREE-DIMENSIONAL MATCH AND MISMATCH CIRCUMSTANCES IN BUSINESS ORGANISATIONS IN PAPUA NEW GUINEA

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ABSTRACT

This paper analyses leadership styles, followership styles and situational demands in selected state owned enterprises (SOEs) and private enterprises (PEs) in Papua New Guinea with the help of responses of selected superiors (leaders) and subordinates (followers) respondents. It also deals with the match and mismatches circumstances of leadership-followership styles and situational demands and the outcomes in both match and mismatch circumstances. It offers suggestions for establishing match among leadership and followership styles and situational demands in order to maximise the use of human potentialities and maintain congeniality in the organizations.

KEYWORDS: *Leadership Styles; Followership Styles, Situational Demands, Privates Sector Organisations; State Owned Enterprises; Autocratic Style; Participative Style; Democratic Style; Yes-Boss Style; No-Boss Style; Clarification Style; Critical Style.*



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FINANCIAL INVESTMENT IN JUVENILE INDIA: A BUSINESS PROSPECT

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ABSTRACT

India is the largest democracy in the world. In terms of population it ranks second in the world. The policy of liberalization pursued by the government after 1991, has transformed the prospects for the Indian economy. Today India is one of the favored destinations for global investments. The government has come up with several incentives like import of capital goods at concessional customs duty (under condition it fulfills certain export obligations), liberalization of external commercial borrowing norms, tax holiday to encourage investments. Sectors like automobiles, chemicals, food processing, oil and natural gas, petrochemicals, power, services and telecommunications have witnessed tremendous investments. Further more, there are plenty of exciting business opportunities in India. Here is a list of business ideas for those entrepreneurs who are interested in Internet ventures, outsourcing technology, e-commerce opportunities, software development opportunities, business trends and other business ideas.

Online Customer Support From India

- *E-Commerce Export Opportunities In India*
- *Export Animations, multimedia, Graphics Or Other Content Products*
- *Export Data Services*
- *Start A Software Company*
- *E-Commerce*



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A NEW SUCCESS MANTRA – GLOBAL V/S LOCAL OR BOTH

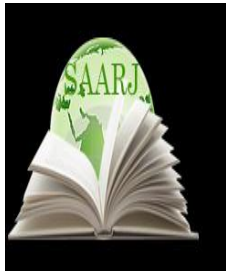
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ABSTRACT

Globalization is considered as a new paradigm in International Business. In today's era of standardization of products and brands loosing its concentration of consumers product's at a global markets, as corporate understand there success mantra behind it. " Those consumers get easily influence through local characteristics of products and services "as it would give them more satisfaction and easy access to get after sales supports and other related facilities. Due to this reason the term global encapsulate from global – local and globalization to globalization ", hence global corporate now have common slogan which is "Think Globally Act Locally". In order to remain survive in this cut throat competition structure of market. This paper is based on descriptive research and we have tried to justify why localization of products are better than globalization of product and services and how it has change the market structure as a whole.

KEYWORDS: *Globalization, Glocalization, Global and local Strategies.*



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INNOVATIVE LEARNING THROUGH PRACTICAL EDUCATION - A CASE STUDY ON PRACTICAL OBSERVATION ON MANAGEMENT STUDENTS

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ABSTRACT

Learning has its direct impact on the intellect, emotions and the will power of humans. Learning is building, testing, and refining mental models. Innovative learning facilitates healthy participation from the students and gives an extra edge for the teachers in imparting the creative knowledge. Innovative learning will create tremendous interest in the minds of the learners in getting the knowledge and making them to be completely molded people for organizations. The innovative learning requires creative mind set from both sides including learner and teacher together can generate fruitful results. The present paper is an empirical one which is completely based on practical observation on management students. The various observations noted on practical learning on advertising management subject have been formed in the form of a case study. The study will focus on analyzing the importance of practical based education and its significance on the development of students in the area of advertising management. The study will also focus on knowing the opinions of the students on the innovative learning through practical based education.

KEYWORDS: *Cognitive domain, Hawthorne Experiment, cognitive domain, pedagogy, visualization.*



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IMPACT OF WORK LIFE BALANCE ON EMPLOYEES – A STUDY ON CONSTRAINTS AND COPE UP STRATEGIES

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ABSTRACT

Sustainability of the organisations largely depends on the employee productivity. Utilization of the employee resources for achievement of better results are based on the commitment of the employees towards organisational goals and personal family life goals. Rational satisfaction over work and family life are the great challenges to the employees. In the era of globalization, the work life balance has direct impact on the quality of life as well as the quality of the organisational work flow. In view of these emerging issues, the present paper contributes valuable field based observations on employees with reference to the preferences, constraints and cope-up strategies for the work life balance.

KEYWORDS: *cope-up strategies, leave v/s leaving, preferences, motivation, stress.*

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