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, IIJIF

E-mail id: sajmmr@saarj.com

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.
<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>PARTICULAR</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A STUDY ON SERVICE QUALITY AND CUSTOMER PREFERENCE TOWARDS HERO BIKES WITH SPECIAL REFERENCE TO KRISHNA MOTORS, DHARMAPURI</td>
<td>1-9</td>
</tr>
<tr>
<td></td>
<td>J. Shanmuganathan, S. Thiriveni Sripriya, A.S. Sathish Kumar</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>IMPACT OF MNCs INTO MARKETING POLICIES ADOPTED BY LOCAL RESTURANTS - A CASE STUDY OF LOCAL RESTURANTS MARKETING POLICY IN GUWAHATI</td>
<td>10-20</td>
</tr>
<tr>
<td></td>
<td>Dr. Ajoy Mitra, Ms. Amrita Das</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>CORE COMPETENCIES OF THE CORRECTIONAL STAFF IN TIRUNELVELI PRISON – AN ANALYSIS</td>
<td>21-30</td>
</tr>
<tr>
<td></td>
<td>Dr. L. Kanagalakshmi</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>GLOBALIZATION, INDIAN MARKET AND THE CONSUMERS</td>
<td>31-42</td>
</tr>
<tr>
<td></td>
<td>Manoj Kumar, Prakash Sharma</td>
<td></td>
</tr>
</tbody>
</table>
A STUDY ON SERVICE QUALITY AND CUSTOMER PREFERENCE TOWARDS HERO BIKES WITH SPECIAL REFERENCE TO KRISHNA MOTORS, DHARMAPURI

J. Shanmuganathan*; S. Thiriveni SriPriya**; A.S. Sathish Kumar***

*Associate Professor,
K.S.R. School of Management,
Tiruchengode, TamilNadu, India.
**Assistant Professor,
Jansons Business School,
Coimbatore, Tamilnadu, India.
***Assistant Professor,
K.S.R. School of Management,
Tiruchengode, TamilNadu, India.

ABSTRACT

A research study was conducted with an objective to understand the customer preference in selecting Krishna Motors, Dharmapuri for purchasing Hero bikes. Customer preference is widely varied in accordance with pre and post sales service and service quality attributes. The core objective of the study is to identify and analyze service quality and predicament faced by the customers during their services. A structured questionnaire was developed to collect the required primary data from the consumers. Simple random sampling technique is used to select the sample within a finite population. Collected data were analyzed; reliability and Interpretation were carried out. The outcome of this research shows a comprehensively integrated framework to understand the relationships among several dimensions of service quality.

ABSTRACT

MNCs and its effect on the economy of different countries has always been a debated topic as it acts both as a boon and a bane. It has been always been argued that MNCs wipe out the local firms which is also quoted by Karl Marx in his “The Communist Manifesto”, where he has famously warned that small local businesses will inevitably be wiped out by large multinational companies in a form of imperialist capitalism. According to him, the destruction of local businesses leads to the loss of local culture, and the rise of a singular anonymous corporate culture which only varies slightly from country to country. In the above context our paper will try to focus on the impact of MNCs on the marketing practices adopted by local restaurants, what are the changes it has brought in their different function to keep them in the competition.

KEY WORDS: Local restaurants, MNCs, Marketing practices.
CORE COMPETENCIES OF THE CORRECTIONAL STAFF IN TIRUNELVELI PRISON – AN ANALYSIS

Dr. L. Kanagalakshmi*

*Assistant Professor, 
Department of Management Studies, 
University of Madras, 
Chepauk, Chennai, India.

ABSTRACT

Human Resource Management has focused on considerable theoretical development and empirical research support to the studies of the prison employees. Like people, occupations also have traits or characteristics. These characteristics give important clues about the nature of work and work environment and an opportunity to match personal interests to occupations. Competencies can be observed and measured when consistently demonstrated. Competencies make employees particularly effective in their work. Competencies help lay out a road map to career success. Career success is both what employees do and how they do it. A core competency is fundamental knowledge, ability, or expertise in a specific subject area or skill set. A core competency can take various forms, including technical/subject matter know how, a reliable process and close relationships with customers and suppliers (Mascarenhas et al. 1998). It may also include product development or culture, such as employee dedication. This study identifies a model that measures the competencies of the employees that changes a control management philosophy to a collaborative philosophy. It also changes an environment where value is placed on the job to one where value is placed on people and their competencies and from a work force that offers compliance to a workforce. Core competencies are particular strengths relative to other organizations in the industry which provide the fundamental basis for the provision of added value. Cluster of extraordinary abilities or related excellences that an institution acquires from its founders, after consistent striving over the years, and which cannot be easily initiated. Core competencies provide the institution one or more advantages in creating and delivering value to its customers in its chosen field. Thus the core competency is something that an organization can do well and the meets the following three conditions: (1) It provides consumer benefits, (2) It is not easy for competitors to imitate and (3) It can be leveraged widely to many products and markets. In this study consumers will be the society in general and the prisoners in particular who will be the beneficiaries, when the process of rehabilitation and reformation is facilitated. The onus largely lies on the attitude and skills of the correctional staff. This study focus on correctional staff in the Palayamkottai Central...
prison attempts to define competencies for the correctional system. The study highlights identifying the development opportunities and helps the staff in the prison department to refine their core competency to be successful in their job.

**KEYWORDS:** Core Competencies, Attitudes, Traits and Characteristics
GLOBALIZATION, INDIAN MARKET AND THE CONSUMERS

Manoj Kumar*; Prakash Sharma**

*Students,
Indian Law Institute,
New Delhi, India.
**Students,
Indian Law Institute,
New Delhi, India.

ABSTRACT

The paper begins with an argument that market is not self regulating, creating, and self stabilizing. Market without regulatory regimes results in economic and political malfunction which leads to inequality and ultimately cause financial crimes. To ensure Free and fair Market Economy the state is necessary evil. The purpose of this paper is to examine the desirability and efficacy of laws available to consumers and changing behavior of consumers in contemporary era. How information revolution has thrown newer kinds of challenges to the consumers like e-commerce, cybercrimes, plastic money, etc., which affect the consumer in even bigger way. It is to argue that Indian consumers in the present context are confused of today’s traditional/modern divide and opt for products that allow them to leave and enter so called modernity mindlessly. The researcher is of the opinion that a society is not a market. It is a political community. We are not in a dearth of consumer protection laws. What is in short supply is not the commodities but awareness, not law but justice.
Editorial Board

Dr. B.C.M. Patnaik, Editor in Chief
Associate Professor (Accounts & Finance)
KSOM, KIIT University,
Bhubaneswar, Odisha, INDIA.

Dr. Victor Sohmen
Professor
Department of Management and Leadership
Drexel University Philadelphia, Pennsylvania, USA.

Dr. Anisul M. Islam
Professor
Department of Economics University of
Houston-Downtown, Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston, TX 77002, USA

Shyam Lal Kaushal
Professor
School of Management Studies
Himachal Pradesh University, Shimla, INDIA.

Dr. Zachary A. Smith
Professor
Public Administration, Northern Arizona
University, USA.

Dr. Celaleddin Serinkan
Professor
Business Management, Pamukkale University,
TURKEY.

Dr. Liliana Faria
Faculty
Vocational Psychology,
ISLA Campus Lisboa - Laureate International
Universities, PORTUGAL.

Dr. Marko Olavi Kesti
Faculty
Administration, University of Lapland, FINLAND

Dr. Kapil Khanal
Associate Professor
Department of Management, Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL

Dr. Sunil Kumar
Associate Professor
Faculty of Economics, South Asian University (SAU),
New Delhi, INDIA.

Dr. Dalbir Singh
Assistant Professor
Haryana School of Business,
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,
Haryana, INDIA.

Dr. Sonia Sharma Uppal
Assistant professor,
P.G Department of Comm. & Mgt. Arya College,
Ludhiana, INDIA.

Poongothai Selvarajan
Lecturer
Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA.

Mrs. S. Dinesh Kumar
Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA.

S. Anandasayan
Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA.

Poongothai Selvarajan
Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA.
Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of authenticate/Viper software to examine the originality of research articles received.
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.
4. The review process may take three/four working days.
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.

Published by

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

Our other publications:
Academicia - An International Multidisciplinary Research Journal
ISSN (online) : 2249-7137
SAARJ Journal on Banking & Insurance Research (SJBIR)
ISSN (online) : 2319-1422