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### **VISION**

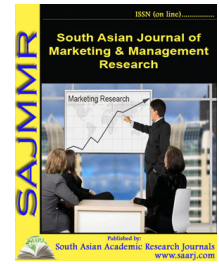
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**A STUDY ON SERVICE QUALITY AND CUSTOMER PREFERENCE  
TOWARDS HERO BIKES WITH SPECIAL REFERENCE TO KRISHNA  
MOTORS, DHARMAPURI**

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**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.*

**KEYWORDS:** *Service quality, Dimensions of service quality, Customer Preference.*

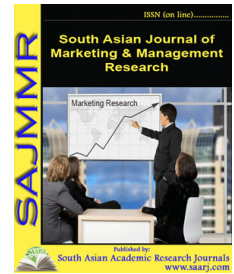


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## **IMPACT OF MNCs INTO MARKETING POLICIES ADOPTED BY LOCAL RESTURANTS - A CASE STUDY OF LOCAL RESTURANTS MARKETING POLICY IN GUWAHATI**

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### **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.*



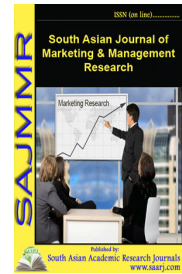


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## **CORE COMPETENCIES OF THE CORRECTIONAL STAFF IN TIRUNELVELI PRISON – AN ANALYSIS**

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### **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*

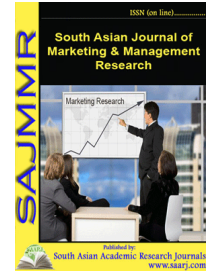


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## **GLOBALIZATION, INDIAN MARKET AND THE CONSUMERS**

**Manoj Kumar\*; Prakash Sharma\*\***

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### **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.*



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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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