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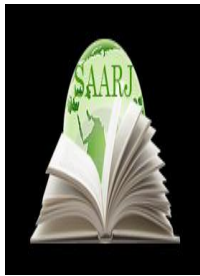
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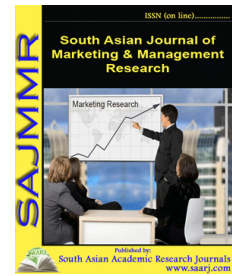
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VISION

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.



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EMERGENCE, OPPORTUNITIES AND CHALLENGES OF ONLINE MARKETING IN BANGLADESH:AN OBSERVATIONAL REVIEW.

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ABSTRACT

Aim of this paper is to analyze and evaluate the growth, opportunities and obstacle of Online Marketing in case of Bangladesh. It is an observational based study. It describes the present situation of online marketing in Bangladesh. This study undertakes a review of the e-commerce, online Marketing and other literatures in order to arrive at my conceptual model. The paper showed that online marketing scope, area, opportunity, threat and its platform in Bangladesh. The findings from an extensive review of literature and Internet and other secondary sources are- A growing number of people of Bangladesh are using internet and interested to engage in online marketing. At present a lot of Online marketer are conducting their online Marketing activities and getting a huge number of responses from the internet users of Bangladesh. This study will be helpful for the internet users as well as for new & present entrepreneurs of Bangladesh. Today people of Bangladesh are getting benefit from this online marketing. It has a great scope of Bangladesh to reach an apex position in the online marketing in the world for its growing number of online users and smart phone subscribers.

KEYWORDS: *Online Marketing, Bangladesh, E- Marketing, Emergence of Online Marketing.*

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MATERIALISED SPIRITUALISM – A NEW CONCEPT IN BUSINESS : A CASE STUDY ON PAL

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ABSTRACT

Patanjali ayurvedic limited is no more a new name in FMCG market. The company which began with a few medicines to be sold on recommendation of Yog Guru Ramdev Baba has become a buzz word in business world. Swami Ramdev is a name which is very popular in every Indian household. Babaji is known for his yoga preaching in India and abroad. He with his promotion of PAL products has outdone its smart rivals within a short period of time so well that stock broking company in a report expressed its anxiety over PAL's success: "wish you were listed". This case study is an attempt to decode the reasons for the success of this very small scale organic food maker which has turned into threat to multinational FMCGs.

KEYWORDS: *ayurvedic, anxiety, "wish you were listed".*

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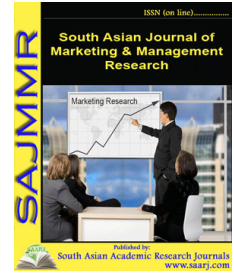


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**A STUDY ON FACTORS INFLUENCING JOB SATISFACTION OF
TEACHERS EMPLOYED IN ENGINEERING COLLEGES, SOUTH
INDIA.**

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ABSTRACT

Background: Job satisfaction may be defined as general attitude towards one's job. Locke (1976) defined job satisfaction as a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences. This becomes crucial when the employee is serving in an educational institution where they deal with young minds, which are considered to be dynamic, enthusiastic, innovative and with a tendency to expect the same from their lecturers. Methodology: The study is Descriptive and the data was collected from April 2016 to June 2016 through a self designed questionnaire administered to the lecturers employed in Engineering colleges, Chennai, Tamil Nadu using Convenience sampling method. Of the 786 samples 570 was usable. Five point Likert scaling was used to determine the job satisfaction level of the respondents. Chi-square was used for comparing the observed and expected frequencies. Results: The study results clearly indicate that the lecturers employed in Engineering colleges situated in Chennai are highly dissatisfied with their jobs. The factors which are intrinsic to the job and motivated them were recognition, work itself, possibility of growth and the extrinsic factor that acted as a major dissatisfying factor was poor compensation and benefits Conclusion: The colleges should offer better pay package, improve working conditions, avoid

verbal abuse and foster a sense of belongingness among faculty members. This would improve the quality of their institution, job satisfaction and quality of work life of the lecturers. The study suggests ways to improve the level of job satisfaction of the lecturers employed in engineering colleges of Tamil Nadu.

KEYWORDS: *Intrinsic & Extrinsic Sources of Job satisfaction, Job satisfaction.*

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MARKETING CHANNELS OF RAW COTTON IN MAHARASHTRA

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ABSTRACT

Agriculture is the backbone of the Indian economy. India is called agricultural country by its contribution. Nearly one third population of India depends on the agricultural sector directly and indirectly. The Green Revolution brought development in this sector by new varieties of crops, use of chemical fertilizers, advanced pesticides, modern irrigation systems and infrastructure facilities to make agriculture as a commercial activity. The infrastructure development such as means of transport and storage facilities motivated farmers to consider marketing as an integral part of agriculture activity. Farmers started producing those crops which fetch good prices in the market. There is an increase in awareness among farmers to invest enough to produce market demanding crops.

Cotton is one of the principal cash crops of India and plays an important role in the economic growth of the country. India is the second largest producer of cotton in the world. The cotton cultivation sector engages large population of India directly and indirectly. In India cotton is cultivated in three distinct agro-ecological zones. 1) North zone (Punjab, Haryana and Rajasthan), 2) Central zone (Madhya Pradesh, Maharashtra and Gujarat) and 3) South zone (Andhra Pradesh, Karnataka and Tamil Nadu). In India Maharashtra is the second largest producer of cotton. Cotton plays important role in socio economic development of the state population. The cotton producing regions of Maharashtra are 1) Vidarbha region 2) Marathwada region 3) Khandesh region 4) Deccan Canal area. Khandesh is the second largest producer of cotton in Maharashtra. In Maharashtra raw cotton production was sold through Government Marketing Channels (Agencies) and Private Marketing Channels (Agencies).

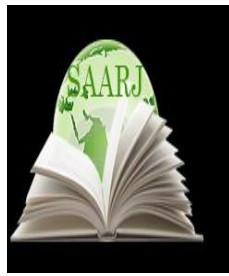
The present research was conducted in Khandesh Region of Maharashtra to study the marketing channels selection of cotton growing farmers and which various factors forced them to select the specific marketing channel for their raw cotton production. The study was concentrated on which marketing channel was selected by maximum cotton growing farmers of Khandesh Region and is this selection associated with their income level.

The cotton growing farmers of Khandesh Region selected Private Traders as a Marketing Channels to sale their raw cotton production. In marketing channel selection Immediate Payment is the most considered factor by cotton growing farmers of Khandesh Region. The selection of Private Traders as a Marketing Channel is associated with the income level of Cotton Growing Farmers of Khandesh Region.

KEYWORDS: *Marketing Channels, Raw Cotton, Khandesh Region, Cotton Growing Farmers.*

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TRANSNATIONAL EDUCATION IN UK UNIVERSITIES WITH SPECIAL REFERENCE TO HIGHER EDUCATION SECTOR

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ABSTRACT

The world of higher education is undergoing a drastic change and globalization is playing a key role in it. Key drivers include advanced technological services, dominance of knowledge society, increased international labour mobility and the growing emphasis on market economy and trade liberalization. An effective way to meet the challenges posed by 21st Century on higher education sector is to encourage transnational education, integrating and intercultural dimension into teaching, research and other services provided by the educational institutions. This study analyses the impact of transnational education in UK universities as they are considered to be the leading players in the area under discussion. Researcher has also brought in the student perspective and their expectations from transnational education. The study also identifies the core factors needed by an institution aiming at transnational education. This research is expected to contribute positively to the initiatives undertaken in Indian Higher Education for advancing towards transnational education.

KEYWORDS: *Transnational Education, UK Higher Education Sector, Globalization and its impact, Indian Higher Education Sector.*

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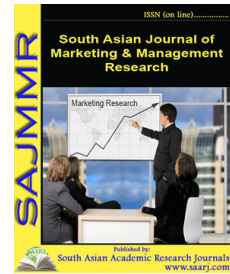


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PSYCHOLOGICAL CAPITAL AND ITS IMPACT ON ACADEMIC PERFORMANCE

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ABSTRACT

This paper examines the Psychological Capital (PsyCap) of management students and its impact on their academic performance. It also examines if PsyCap varies based on the educational background and the locality of the students. The psychological capital scale has been adopted to measure the PsyCap of the management students of Avinashilingam School of Management Technology (ASMT), Coimbatore, India. The total marks scored by the students in the last semester have been taken as their academic performance. T- test, ANOVA and Regression analysis have been used to analyze the obtained data. The results indicate that the PsyCap of the students have a significant positive impact on their academic performance. Among the PsyCap constructs, hope has a significant impact on the academic performance of students. The study has implications for imparting PsyCap training for the overall development of the students.

KEYWORDS: *Psychological Capital, Academic Performance, Self-Efficacy, Hope, Optimism, Resilience.*

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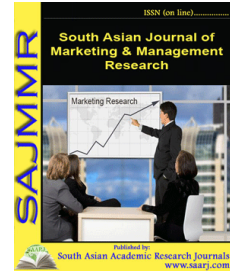


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STUDY ON WORK LIFE BALANCE OF CHANDIGARH POLICE

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ABSTRACT

Organizations' understand that a positive work life balance will create a win-win situation for all. Organizations are increasingly recognizing the strategic importance of Work-life balance (WLB) and are dealing with it as an imperative Human Resource Strategy for Human Resource Development. The present study attempts to study work life balance of 106 Chandigarh Police Personnel and try to understand that whether personal demographics like age, gender, education etc have an influence on how they perceive their work life balance.

KEYWORDS: *Work-Life Balance, Chandigarh Police, flexible work, police personnel.*

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