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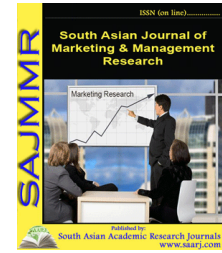
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**STUDY OVER STUDENT PERSONALITIES AND THE IMPACT OF
EXTRINSIC FACTORS TO IMPROVE STUDENTS' ACADEMIC
PERFORMANCE AND EMPLOYABILITY**

Dr Vishal Srivastava *; Dr Anshita Tyagi**

*Assistant Professor,
Raj Kumar Goel Institute of Technology,
Ghaziabad, INDIA.
Email id: drvsmba@gmail.com

**Assistant Professor,
Raj Kumar Goel Institute of Technology,
Ghaziabad, INDIA.
Email id: anshitatyagi@gmail.com

ABSTRACT

Study of Tata Institute of Social Sciences and independent study of UGC have identified that employability of higher education students is a big concern. As per this study only 20% to 30% students of higher professional studies are employable for prescribed jobs. It reflects that the system and student material are not compatible to achieve the desired outcome. Present practices are focused over improving the education system and quality for betterment of students' employability. The higher professional education became very challenging now a day's therefore monitoring of students' performance and increment in their employability became the winning card for any academic institution. Many practical studies are carried out to investigate factors affecting student performance and employability. This study tries to classify various students' personality on the basis of their academic performance and discipline, amalgamated with Holland and Derrich theories of personalities. The focus of this research is to find out the extrinsic factor affecting the personalities of students and their impact in improving employability as a whole.

KEYWORDS: *Personality, Performance, Discipline, Employability, Academic*

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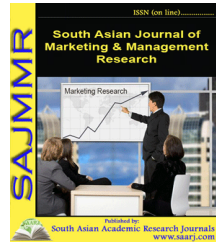
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**CONCEPTUALIZING TOWARDS TOURIST SATISFACTION AT A
HERITAGE DESTINATION SITE**

**D.A. Sharmini Perera *; V G R Chandran Govindaraju **; Dr. D.A.C.Suranga
Silva*****

*Director,
Future Holdings International PVT (Ltd)
Colombo, SRI LANKA.

** Associate Professor,
Department Development Studies,
University of Malaya,
Assistant Chief Editor,
Institutions and Economics.

*** Director,
Staff Development Center,
University of Colombo, SRI LANKA.

ABSTRACT

This research paper attempts to conceptualize a model for tourist satisfaction level at a heritage destination which is an appropriate measurement/instrument for future research activities in similar research areas. The model will significantly address push and pull factors of tourists visiting a heritage site and its relationship in terms of the satisfaction/dissatisfaction levels of the tourists. The theoretical model was designed through a comprehensive in-depth review of literature carried out with past research done in the fields of tourism marketing. The model includes eight independent variables, with tourist satisfaction being the dependent variable. The analysis of the motivating factors of heritage tourism provides insights to creating a satisfied tour experience to the visitors. Despite, customer satisfaction and heritage tourism been one of the leading competitive edges in the tourism industry, hardly any measurement instruments have been developed to support heritage tourism more specifically. The proposed model provides a basis for the constant observing and development of heritage destination site.

KEYWORDS: *Heritage tourism, tourist satisfaction, push and pull motivating factors*

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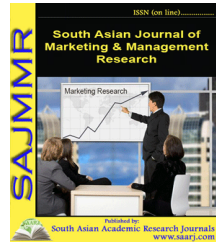
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**A STUDY ON REASONS TO CHOOSE MBOs FOR SHOPPING WITH
SPECIAL REFERENCE TO READY TO WEAR INDUSTRY
IN COIMBATORE CITY**

Dr. M. Rupesh Kumar *; Dr. A.G.V. Narayanan**

*Faculty,
Department Of Management Studies (Doms)
National Institute Of Technology (Nit)
Thanjavur Road Trichy,
Tamilnadu, INDIA.
Email id: Rupmba@Yahoo.Co.In

**Faculty of Management Studies
Ebet Group of Institutions,
Kangayam - Tirupur (Dist)
Tamilnadu, INDIA.
Email id: Agvnrayan@Yahoo.Co.In

ABSTRACT

This study mainly aims to know the influencer decision in choosing a Multi-Brand Outlet for shopping. The study aims to detect the reasons that attract the customers to choose MBOs for shopping. This study was conducted for about 50 respondents in Coimbatore city. This study forms a part of the pilot study. The data were analyzed by using percentages, ranking, mean and standard deviation. It was concluded that 36 percent of the respondents are influenced by their friends & relatives to choose a particular retail outlet for shopping and majority of the customers are influenced towards the brand image of the store to choose MBOs for shopping. The various reasons which attract the customers to choose a retail outlet which includes nearness, trustworthiness, offers & promotions, attractive prices, brand image of the store, etc. Thus, this study aimed at bringing an outline about the reasons that influenced the customers to select the Multi-Brand Outlets for fulfilling their shopping requirements.

KEYWORDS: MBOs - Multi-Brand Outlets, Ready to Wear, Reasons.

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