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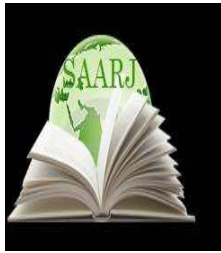
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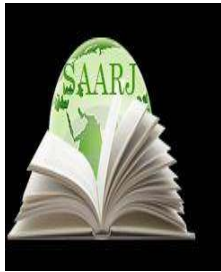


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FDI- IMPACT ON HOST COUNTRY

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ABSTRACT

The Foreign Direct Investment Policy 2016 give us a clear intention and objective of the Government of India that is to attract and promote foreign direct investment in order to supplement domestic capital, technology and skills, for accelerated economic growth. Foreign Direct Investment, as distinguished from portfolio investment, has the connotation of establishing a 'lasting interest' in an enterprise that is resident in an economy other than that of the investor. It goes without saying that preference for foreign direct investment has risen because it contributes in developing an extraordinary and growing role in global business. The host country where the foreign country is investing upon becomes the recipient of not only the investment, but also provides source of new technologies, capital, processes, products, organizational technologies, management skills, and as such becomes a boon for the sought after economic development. These factors give ample reasons to allow foreign direct investment to be viewed as a fundamental part for an open and successful international economic as well as market system. The research paper here tries to bring forth the socioeconomic development brought significantly by foreign direct investment through various channels.

KEYWORDS: *Foreign Direct Investment, Employment, Balance Of Payment, Capital, International Linkage.*

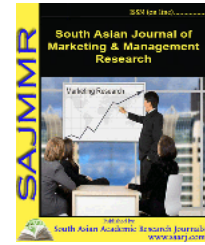
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**A CASE STUDY ON THE BALANCED SCORECARD
FOR A BUSINESS SCHOOL**

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ABSTRACT

Academic institutes are facing increasingly tough competition and constraints of resources (Beard, 2009). Therefore, educational institutes need an effective performance management system to attain sustainable institutional performance (Taylor & Baines, 2012). Early methods of performance management were not effective because of poor alignment of performance management system with institutional strategy (Skinner, 1974). The Balanced Scorecard (Kaplan, 2010) overcomes the challenges of traditional performance management systems, and suggests a balancing concept with a focus on institutional vision and strategy (Franceschini & Turina, 2013). This case study drives discussion on developing a balanced scorecard for business schools. The case study is suitable for management students, who have advanced knowledge of business strategy and operations of business schools.

KEYWORDS: *Business competition, strategy, balanced scorecard, performance management, institutional strategy*

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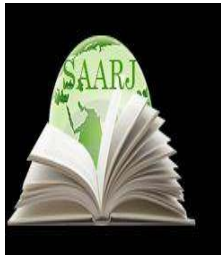
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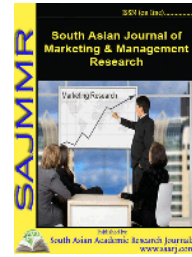
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**IMPACT OF ONLINE REVIEWS AND RATINGS ON PURCHASE
DECISION IN THE FIELD OF BUS TRANSPORT SERVICES**

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ABSTRACT

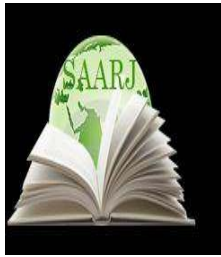
The core of this study is to survey and analyze the effect of, one method of Electronic Word-Of-Mouth (eWOM) communication namely, the Online Consumer Review and ratings. An instrument was designed to gauge the proposed factors or constructs, based on detailed literature review modified to fit the setting of online bus transportation business. On the whole there were 29 variables under each of these constructs to study their influence over the dependent variables. A survey was conducted online and the results were captured to understand the nature of the surveyed respondents. These respondents were selected only from Tamil Nadu with people experienced with booking Bus tickets online. The information was interpreted utilizing the SPSS. The Theoretical framework developed was simulated using PLS software and the results measuring the impacts are also identified. The causal effect between the purchase behavior and the consumer reviews are vividly discussed. At the end of the detailed study, the outcomes are studied and interpretations are drawn and their suggestions are put forth setting a path for future studies.

KEYWORDS: *Electronic word-of-mouth, online customer reviews, Ratings, consumer purchase behavior, Decision Making.*

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**YOGA AND HEALTHY LIFESTYLE: THE MOST DESIRED PRODUCTS
IN TODAY'S STRESSFUL ENVIRONMENT**

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ABSTRACT

The fast changing and the stressful world of today has made the mankind more sad than happy, more unsatisfied than satiated, more tensed than relaxed, more occupied than free. This is the scenario, despite the fact, people having more money, more knowledge, more possessions and more power and recognition in the society. We need to, therefore, think how to make this life more blissful not only for ourselves but also for the people attached to us. Yoga and healthy lifestyle are the only solution to this problem. They are not an 'either-or' solution but a package. On the one hand, yoga enlightens one and makes her aware of the inner self, thereby bestowing emotional health to an individual. On the other hand, healthy lifestyle enables one to lead a disease-free and longer life by adopting modifications in the eating habits and increasing physical activity. Acceptance of such changes in the lifestyle pattern can be possible only when there is control over the self. Yoga helps in having this self-control. The factual data reveals that world over there is a growing consciousness among people towards adopting yoga and healthy lifestyle habits viz. replacing processed food for fresh and natural food, spending time in gym or indulging in brisk walking. Moreover such people are also willing to pay premium for these products. Survey results also reveals that it is not only the adults and the oldies that are increasingly practicing yoga and adopting healthy lifestyle, the trend is gaining more popularity among young millennial.

KEYWORDS: Scenario, Enlightens, Consciousness, Popularity, Stress, Anxiety, Insomnia,

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