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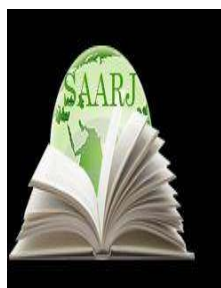
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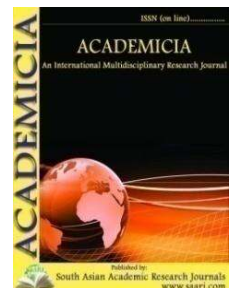
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### **VISION**

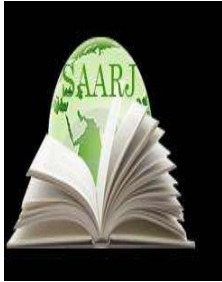
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, 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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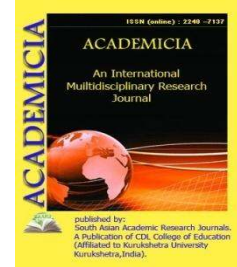
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## THE PROPERTIES OF ELECTRONIC ADVERTISING

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### ABSTRACT

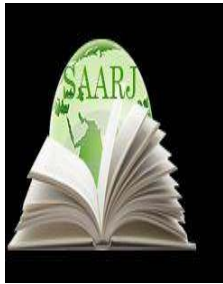
*Electronic advertising is promoting that uses the Internet and different types of digital media to enable a business to advance and offer products and enterprises. It includes special commercials and messages conveyed through email, online advertising on search engines, and websites of social media, banner ads on Web sites or mobile and affiliates programs. The reason for utilizing Electronic advertising is to achieve a extensive scope of potential customers by interfacing with them over the web. It is additionally significantly more financially effective as you can fund your advertising within the boundaries of your own budget. Another extravagance of Electronic advertising is 'Target Marketing'. This implies you can target your desired group of clients in light of an extensive variety of criteria, for example, age, area, sex and religion, in addition to significantly more.*

**KEYWORDS:** *Electronic Advertising, Target marketing, digital media, promotion, online promotion.*

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## IDENTITY AT CROSSROAD AN ASSESSMENT OF THE FEELINGS AND OBSERVATIONS OF CHARACTERS IN SUNIL BHATIA'S AMERICAN KARMA

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### ABSTRACT

*“All Diasporas are unhappy but every diaspora is unhappy in its own way”.*  
*The literature of Indian Diaspora*

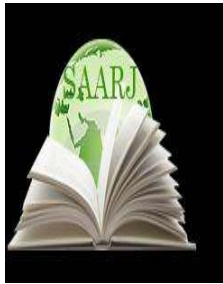
*Identity has become a catchword today that has drawn the concern of individuals who are away from their home. Despite their decade long hard struggle for decent living equality and cultural and linguistic freedom and happiness, these people have been labeled as outsiders margins and inferiors. As these people start organizing themselves for their cultural, linguistic and religious identity, they become the victim of majority who are the ruling class and are expelled from their birth place. these people are psychologically tormented and given the treatment of outsiders. Multiculturalism, pluralism and polyphony are the major component of modern democracy that any civilized nation should appropriate. On top of that the longs for respectable position of any individuals should not be undermined at all cost. Lest every netizens would feel unhomeliness at home, their identity at crossroad.*

**KEYWORDS:** *Unhomeliness, Bricolage, Opaque, Multiculturalism, Plurality, Tantamount, Expatriate, Indignation, Appalling, Precedence, Discriminating, Entertain*

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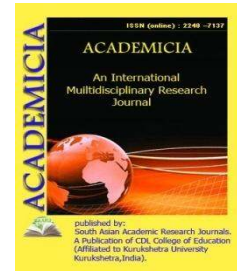




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## “EFFECT OF SERVICE INNOVATION ON PERFORMANCE OF SELECT SMALL AND MEDIUM (SME) HOTELS IN PUNE.”

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### ABSTRACT

*The tourism and hotel industry operates in a competitive environment. The hotels face a strong competition to meet the customer's demands and expectations. To survive in the growing competition hoteliers has to work on innovation and creativity. Hence Service innovation plays an important role in the organizational performance in hotel industry; therefore it is relevant here to understand the concept of service innovation. The Present study focuses on innovation activities in SME hotels in Pune and explores the impact of service innovations (Organization Innovation, Process Innovation, Management Innovation, Marketing Innovation, IT Innovation) on Organizational Performance. Through this study an attempt is made to understand the effect of innovativeness in hospitality and tourism industry particularly small and medium hotels. The hospitality and tourism sector has some specific features. Whereas Organization Innovation, Process Innovation, has significant effect on organization performance based on organization size.*

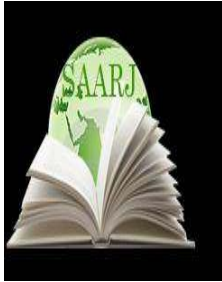
**KEYWORDS:** *Small and Medium Hotels, Organization Innovation, Process Innovation, Management Innovation, Marketing Innovation, IT Innovation, Organizational Performance.*

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## STUDY OF AIR FLOWS IN THE CROSS-WINE ZONE R.H.

**R.X. Rosulov\*; A. Juraev\*\*; D. V. Norbaeva\*\*\***

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### ABSTRACT

*The article describes the study of air currents in the inter-ore zone and the recommended design of the raw cotton cleaner from weed impurities. A mathematical model of the dynamics of a machine assembly of a cotton cleaner is presented. This is explained by the fact that the fill factor of the surface of the serrated cotton drum is low for cotton. Let's give a calculation of the fill factor of the surface of the serrated drum with raw cotton. In the process of cotton cleaning, it is important to determine the time of interaction between the volatility of raw cotton and the grate, especially when their sizes change. The device for the cleaning of raw cotton from large weeds was installed in the laboratory of the department "Technology of primary processing of natural fibers" TITLP. However, perhaps the effect of a removable drum is here. As expected, the speed of air behind the lapping brush drops sharply, as the movement of the air is prevented by the lapping brush. Thus, changing the speed of the air flow leads to a change in the indication of the milliammeter.*

**KEYWORDS:** Raw Cotton, Air Flow, Grate, Instrument, Calibration, Milliammeter, Transmission Ratio

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