

A STUDY OF INFLUENCE STRATEGIES USED BY CHILDREN IN FAMILY PURCHASE DECISIONS

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INTRODUCTION

Purchase decision making is a complex and multistage process, which is undertaken not only by the purchaser himself, but under the impact of other parties as well. Family decision making constitutes an important area to explore. There exists mainly two streams in family decision making studies: Dyadic studies investigate the effect of wife and husband on family decision making, whereas triadic studies include children to this dyad as a decision making unit in the family consumption. However, the majority of scholarly works are dyadic, whereas the studies incorporating the effect of children on family decision making are relatively scarce. Children constitute an important target market segment and merit attention from a marketing perspective.

A STUDY ON GROWTH AND EVALUATION OF DEBT MUTUAL FUNDS

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ABSTARCT:Investors have different financial objectives so there is a need to plan to invest their money in debt for short term and in equity for long term. Mutual Funds are one of the best avenues for your money to flourish. Depending on your risk appetite, it gives you the option to choose stability, aggressive growth or both.This paper attempts to review the assets under management growth of debt mutual funds and mutual fund industry during the period 2011 to 2016. This study is based on secondary data and covering the period of 5 years i.e. 2011 to 2015 for the purpose of evaluating the selected debt mutual funds returns in comparison to FD's. Although debt funds invest in fixed-income instruments, it doesn't follow that they are risk-free.In order to ensure the safety of your investment, opt for a fund that has its corpus in AAA-rated paper with short duration. It is concluded from the study that people gaining interest in debt mutual funds as it has the potential to give superior post tax return over other option like FD.Now mutual fund companies are taking initiative of Investor Awareness Programmes across India to reach large number of retail investors.

KEYWORDS: Assets Under Management, Debt Funds, Fixed Deposits, Annualized Returns, Indexation.

AGRI-TOURISM-ITS CHALLENGES AND CURRENT SCENARIO IN INDIA

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ABSTRACT:

Agri-tourism thus brings a major primary sector—agriculture closer to a major service sector—tourism. Agri tourism is the practice of attracting travellers and visitors to an area or areas used primarily for agricultural purposes. It is a subset of a larger industry of tourism. There

is an ever increasing demand for experiential, hands-on, nonconventional tourism activities. Agri tourism is still in its budding stage. The current paper probes to explore the unique features of agri tourism and the various challenges faced by agri-tourism in India. It also throws light on the current scenario of Agri tourism in India.

An Analysis of Impact of Shrinkage of Product Life Cycle on Consumer Purchase Behaviour – A Study on Mobile Phone

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Abstract

Consumer awareness with continuous changes in preferences and satisfaction not only shorten the life cycle of products but also develop a need for innovation to gain competitive edge and satisfy the customers' demands. The study of consumer purchase behavior has become essential nowadays. The knowledge of consumer behavior helps the marketers to understand how consumer thinks, feels, take purchase decision and select product among alternatives in the world of dynamic technologic environment. In this paper, impact of shrinkage of product life cycle on consumer purchase behavior is measured by using multiple regression models. Anova test is used to measure the consumer purchase behavior. Shrinkage in mobile phone industry and consumer purchase behavior is measured by using statements denoting shrinkage and consumer purchase

behavior in mobile industry on five point likert scale. The results revealed that demonstration effect, phones with latest features and fast processors, dual SIM phones has positive impact on consumer buying behavior.

Key words:Innovation, Shrinkage of product life cycle, buying behavior, multiple regression, mobile industry

Analysis of Effective Elements and Gaps of Training and Development in Service Sector

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Abstract

Service sectors these days find it difficult to stay competitive in recent global economy. Importance of employee development program is growing for the service industry those pursuing to receive an advantage among competitors. Employees are esteemed resource of the organization and success or failure of the service sector mainly rely on the performance of employees. Therefore, sectors are financing large amount on employee training and development programs. Furthermore, in training program it is supportive for companies to emphasis on knowledge, expertise and ability of employees. The purpose of this paper is to present an analytical study established on the effective elements and gaps of training and development programs in service sector. This paper will inspect the elements of employee training and development program and later the study present what are the gaps of training and development program in service sector.

Corporate Social Responsibility practices: A comparative study of IOE (India) and PSO(Pakistan)

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ABSTRACT:

Corporate Social Responsibility (CSR) has provided opportunities for companies to support their activities with wider social expectations. Its worth is directly dependent upon an organisation's execution of its values, corporate governance, business relationships and impacts. It enable the company to retort proactively to changing stakeholder plans and also capable to cooperate effectively under an array of business conditions and provide managers with a basis for managing the business in a more universal manner. The aim of the study is to explore the practices of corporate social responsibility in two different companies of India and Pakistan respectively. The results of the study suggest that two different companies of two different countries are using the CSR concept. However there are some differences exist to practicing the CSR concept.

Keywords: Corporate Social Responsibility, corporate governance, business

DIVERSE TEACHING STRATEGIES IN A HETEROGENEOUS CLASSROOM

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ABSTRACT:

Heterogeneity has now replaced homogeneity as the classrooms these days have learners with diverse learning capabilities, wide academic range, wide ethnic and cultural dimensions, wide status differences and wide demographic backgrounds. To cope up with this heterogeneity, the teaching facilitators are employing number of techniques and methodologies in their teaching. The contention of the present paper is to review the varying teaching strategies, the technical varieties and the analysis of these with special reference to two diverse groups (Slow- Advanced learners and Rural-Urban) present in the classrooms witnessed in few colleges of Mandi-Gobindgarh town. T-test and analysis of Variance have been employed to confirm the stated research hypotheses.

EFFECTIVENESS OF PROMOTION ON SOCIAL NETWORKING SITES: AN EMPIRICAL STUDY

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Abstract

Social networks are a new generation of sites which have been at the center of attention of the World Wide Web users these days. These sites work based on online organization, each of them gets together a set of internet users with special characteristic. Social networks are such a social media which make it possible to achieve a new form of communication and content sharing on the Internet. Brand is an important and brief guide of identity, originality, products characteristics and differences and a function by which product will be recognized. So, creating a brand in this new (virtual) space cannot be ignored. Now a time, all the marketers try to grasp the desired consumer's perception about their product. And for this purpose they use various type of strategies to influence a user (customer) on social networking sites (SNS). This study tried to find the effectiveness of various promotional strategies used by marketers on social networking sites.

Key words: Brand, Social networking sites (SNS's), Marketers, Advertisements, Competitive Markets

FDI and Economic Integration in SAARC Region: Problems and Prospects

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Abstract:Regional integration is very important to promote economic development in any country. Too much cooperation is essential to achieve this potential. The most of the SAARC countries are underdeveloped so economic integration is required. South Asian free trade agreement. SAPTA has been viewed as a podium in the move towards economic integration in South Asia. The main objective of this paper is to analyse the role of regional integration in south Asia in the promotion of region's trade and attracting FDI.

Key Words: FDI, Regional Economic Integration, SAARC, Trade

INCORPORATING ETHICS INTO PRODUCT STRATEGY: A STUDY WITH REFERENCE TO THE MAGGI CRISIS IN INDIA

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ABSTRACT

Business Ethics and Profit Maximization are often regarded as opposing policies. But in today's business environment, the two views need to be converged to make the businesses to be ethically responsible. The ethical responsibility has its own importance in building the perception of consumers towards a brand. The present paper is an attempt to discuss the case of Nestle Maggi Noodles which suffered a huge loss due to excess lead contents found in the product as reported by the FDA and FSSAI. An effort has been made to suggest incorporation of ethical dimensions as a part of product strategy.

KEYWORDS

Business Ethics, Nestle India, Maggi Crisis, Corporate Social Responsibility.

LEGAL FRAMEWORK OF PUBLIC PRIVATE PARTNERSHIP IN INDIA

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ABSTRACT

There are many sectors like energy, telecom, water, transportation and infrastructure the growth of which is very critical for survival of the nation. Infrastructure plays a vital role in facilitating trade, commerce and supporting high standards of living thereby increasing the global reach of a nation if properly funded, planned and maintained. It is a well documented fact that there is important association between high-caliber infrastructure and economic development. The governments operating at constrained budget and facing high population growth and developmental demands may not be able to reap the best advantages and make necessary investments owing to which they need the private sector for necessary capital, technology and expertise to execute public-sector infrastructure projects. Regulators and policy makers opine that if the right economic and political policy framework and institutional environments is vetted and structured, public-private partnerships (PPPs) can prove to become drivers for economic growth like in case of Middle East and North Africa. The best advantage of PPP is that it allocates risks and responsibilities to the parties best suited to handle it. The public sector is able to shift risks related to lack of demand and revenue, finance, design and construction, operation, maintenance and extraordinary circumstances to the private sector. The objective of the paper is to highlight how PPPs can propel and fuel economic growth, which type of PPP Contract improves quality and standard of living and which government policies are central to attract PPPs and to find an answer that whether PPPs provide a ground for global development or not. The analysis claims that ideal circumstances, right and judicious blend of policies can anticipate a thriving and open economy that is better positioned to extend its global reach like in case of India.

Key words: Public Private Partnership, Economic Development.