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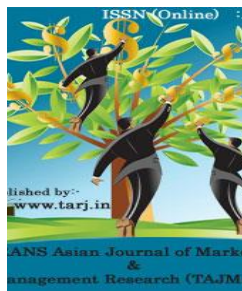
TAJMMR:

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NATIONAL TEXTILE EXPORT CAPACITY AND EFFECTIVENESS OF THE INTERNATIONAL MARKET TRENDS

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ABSTRACT

Paper introduced national textile market of Uzbekistan while showing effectiveness of its export capacity. The way of improvement makes clear analytical illustration over the textile industry of international market trends. Moreover, status quo of the economics is also investigated as it is vital aspect of this subsector. Finally, introduced suggestions with outcomes and shortcomings of it make better perspective discoveries on the further studies. Different types of production practice are demonstrated there. The last few years have seen the introduction of progressive educational methods and advanced pedagogical technologies. Besides, the Tashkent Institute of Textile and Light Industry has inculcated new methods knowledge assessment based on rating control. All stages of the educational process are computerized(Seuring, Goldbach, &Koplin, 2004). In the Republic of Uzbekistan, the textile sector enjoys the centuries-old traditions of processing locally produced raw stuff: cotton fiber, silk and wool. Thanks to the Great Silk Road that ran across the region, excellent cotton and silk fabrics, smart and everyday clothes, syuzanes with original designs and other commodities made by skillful Uzbek artisans were well known in many countries of the world(Juraev, n.d.).

In 2012, for instance, goods such as compact and blended yarn, table-linen, bedclothes and new models of garments and knitted wear were added to the range of Uzbek textile exports(Bota & others, 2005).

That's why the industry's export potential is enormous. As for the directions of its development, they may be selected based on conditions available at the moment of decision-making: the availability of a strategic investor, the demand-and-supply situation in the global marketplace, the efficiency of a business plan, the level of personnel's proficiency in accordance with the requirements of export-oriented production etc.

KEYWORDS: *Textile industry, international trends, economics, finance, Uzbekistan.*

INTRODUCTION

During the years of the nation's independence, the textile industry has undergone drastic changes. To take only one example, there were only 4 large-scale textile complexes in the Republic before 1991. Since independence, the sector has mushroomed in size. Today, a lot of joint ventures and 100 per cent-owned foreign enterprises are operating nationwide. Among those with especially vast production potentialities are FE Daewoo Textile Fergana, FE Indorama Kokand Textile, FE Daewoo Bukhara Textile, JV Papfen, FE BF Textile Production etc. Each year, the assortment of textile output turned out in Uzbekistan extends by more than 100 new commodity categories. In 2012, for instance, goods such as compact and blended yarn, table-linen, bedclothes and new models of garments and knitted wear were added to the range of Uzbek textile exports(Bota & others, 2005).

The stable pace of growth has allowed the home textile sector to exceed several production indicators of 2012: textile haberdashery – 4.3 times, raw silk threads – 1.5 times and hosiery – 1.3 times. In the period under discussion, the light industry has accounted for 12.6 per cent of the overall volume of manufactured output(Madjidov&Khakimov, 2012). Specialists for the textile industry are trained at a number of specialized secondary vocational colleges and the following higher educational establishments: the Tashkent Industry of Textile and Light Industry, the Bukhara institute of High Technology, the Andijan Machine-Building Institute and the Namangan Engineering-Pedagogical Institute. They occupy leading positions in the development of the cotton-cleaning, textile, light and printing sectors of Uzbekistan(McNamara, 2002).

A big centre of qualified personnel training, the Tashkent Institute of Textile and Light Industry has 27 departments, 9 sectoral laboratories, 3 training-production workshops, a training-production laboratory, a center of pre-college training and an academic lyceum. Some 300 high-calibre lecturers work at the Institute's departments. Practical training and a portion of educational practice are carried out in its training –production laboratories; weaving, knitted-goods, sewing, cotton-spinning and silk laboratories, mechanical workshops and a printing-house(Nord\ a as, 2004).

Different types of production practice are demonstrated there. The last few years have seen the introduction of progressive educational methods and advanced pedagogical technologies. Besides, the Tashkent Institute of Textile and Light Industry has inculcated new methods knowledge assessment based on rating control. All stages of the educational process are computerized(Seuring, Goldbach, &Koplin, 2004).

Taking account of the fact that the development of the textile industry depends, in the first place, on the state and qualification of its workforce, a great deal of attention is placed on this very aspect. In the past 8 years, more than 6,000 employees of indigenous textile enterprises were retrained, with a portion of them having raised their skill levels in Korea, Germany, Italy, Turkey and Japan.

Another important factor attracting western investors to Uzbekistan is a steady reduction in the number of light-industry enterprises in the European countries because of the high cost of land

plots and growing expenses associated with cotton-fiber processing. But a steady increase in the standard of living in the developed world, plus a high level of solvent demand on the part of their population necessitate a continued enlargement of the volume of ecologically-friendly goods, including textile fabrics. That is why European, Japanese and American textile companies, commanding the enviable professional experience, can expand their activity in Uzbekistan, where all pre-requisites are in place for the development of the light industry (Abdukirimov B.A, 2013).

In the Republic of Uzbekistan, the textile sector enjoys the centuries-old traditions of processing locally produced raw stuff: cotton fiber, silk and wool. Thanks to the Great Silk Road that ran across the region, excellent cotton and silk fabrics, smart and everyday clothes, syuzanes with original designs and other commodities made by skillful Uzbek artisans were well known in many countries of the world (Juraev, n.d.).

Today, the textile industry ranks high among export-oriented industries of the national economy. It manufactures the broadest range of exported goods - from yarn to finished produce with a high value added (including garments and knitted wear). That's why the industry's export potential is enormous. As for the directions of its development, they may be selected based on conditions available at the moment of decision-making: the availability of a strategic investor, the demand-and-supply situation in the global marketplace, the efficiency of a business plan, the level of personnel's proficiency in accordance with the requirements of export-oriented production etc.

The State Joint-Stock Company Uzbekengilsanoat incorporates the bulk of textile enterprises, functioning in different regions of Uzbekistan. These include over 290 enterprises and associations of cotton (textile), knitted-goods, garment, wool and ceramic industries, which run their own networks of branches, fashion houses and special outlets (Seuring et al., 2004).

To improve the institutional mechanisms for the development of exports of textile products. The export potential of textile industry of the country to improve the living standards of the population, strengthening the role requires the effective organization of the sale of these products. It is engaged in the marketing of any undertaking to sell products market analysis, marketing planning, implementation and management requires the development of improved organizational structure.

BACKGROUND OF TEXTILE SECTOR

Development Priorities

Thanks to the work done over the years of independence, the volume of domestic processing of cotton fiber from 7 percent in 1991, rose to 35 percent last year from the total production. Experts predict that in 2016 rate of domestic processing of cotton fiber is expected to grow even more.

Annually in the country is grown more than three million tons of raw cotton from which later on the cotton processing factories produced more than one million tons of fiber, 1.6 million tons of seeds, 80 thousand tons of lint and other products. Enterprises ginning industry united

Association "Uzpaxtasanoat", the structure of which consists of 98 ginning factories throughout the country, as well as 34 specialized workshop on the preparation of sowing seeds, supply chain and other support units. All of this suggests that the source of raw materials for light industry and fiber quality is constantly improving, which gives incentive for further stable growth rates the industry(Akimov&Dollery, 2006).

Note that at this stage of development of the country's light industry of Uzbekistan - is the most important multi-disciplinary and innovative attractive sector. It promotes the production of effective results from the large-scale production of cost-effective and environmentally friendly products, import substitution, increase export potential. In addition, light industry plays a significant role in the solution of state tasks to improve the demographic situation and meets the vital interests of many regions, particularly in the areas of core.

Branch promotes the harmonious development of regions, reduce social tensions, providing employment and improving their well-being, assisting in the development of small businesses(Bekchanov, Karimov, & Lamers, 2010).

To date, a significant part of the enterprises of light industry of the republic falls on the State Joint Stock Company "O'zbekyengilsanoat", which included more than 300 companies and organizations that have a network of branches.

Along with the production of cotton yarn, cotton and silk fabrics, knitted fabrics, garments, clothing, knitwear, hosiery, threads of raw silk venture companies also provide people in need of medical products, produce special clothing and more. Their activities focus on deep processing of the main types of local textile raw materials.

In recent years, light industry has become a strategic sector of the economy of Uzbekistan, evolving from year to year. The introduction of new production technologies, the use of high-art equipment coupled with efficient management provided to the enterprises of the sector higher labor productivity, growth in industrial production. At the same time there is an annual increase of absolute indicators, and to the general assortment to add more than 100 kinds of new light industrial products(Gürgen, 1999).

Another interesting feature - the maximum aspiration of domestic enterprises to produce semi-finished and is no longer the fabric and finished products. To support these aspirations in Uzbekistan was established design center, specializing in the development of popular contemporary models of clothing in accordance with national traditions and climatic conditions, as well as a wide promotion of products domestic light industry on international markets. Center specialists are engaged in promising modeling light industry products to meet the growing needs of the population, the study of the latest trends in the fashion world, carrying out market research of internal and external market products industry.

EFFECTS OF INVESTMENTS

Today, another indicator of the attractiveness of the industry is reclaimed and the level of investment in it. Thus, in the period from 1995 to the present time, the industry attracted foreign

investment of more than two billion dollars to the organization of new jobs that have a high social value. Over the years, it has created more than 150 enterprises with participation of foreign investors from Germany, Switzerland, Italy, South Korea, Japan, Turkey, the USA, India and other countries. Commissioned modern textile enterprises, including finishing, knitting and sewing production. Only in the last three years in operation 92 industrial companies a total value of 575.3 million dollars, and with export potential 215.8 million. It was created more than 11.6 thousand jobs. Light industry occupies an important niche in the total exports of the republic. The export products abroad of the industry over the years of independence has increased significantly, not only in volume, but also to expand the geography of exports, as well as the number of exporting companies. Along with this it is increasing every year and the proportion of new enterprises-exporters of total exports.

Today, thanks to the introduction in the industry of modern high-tech products export increased by 120 times - up to one billion dollars to seven million dollars in 1991. Currently, the products with the trademark "Made in Uzbekistan" has been exported to 50 countries, of which utilized five new markets - Hungary, Sri Lanka, Kenya, Morocco and Tunisia. Also Uzbek textiles and other light industry products are exported to countries such as Argentina, Brazil, Venezuela, Colombia, Peru, Chile and South Africa. To date, the industry created more than 60 dealer offices of exporting enterprises in the EU, the CIS and Asia.

Until today, the light industry of the republic and its control system have come a long way to improve and develop. significant results and has taken the necessary measures to increase the presence of Uzbek textile products in the world market have been achieved. Nevertheless, taking into account the development of our country's international economic relations and to enter new markets creates certain prerequisites and requirements for further improvement of the domestic textile and light industry. In this important role, of course, will play a major international cotton and textile forum, which will open in the capital of Uzbekistan in mid-October.

POLICY AND STRUCTURE OF THE NATIONAL TEXTILE INDUSTRY

Theoretical parts of the investment need to make better analyses of the development. Methodology of the paper has investigated the way of quantities and qualitative features of the papers. To ensure a steady pace of growth in the textile sector, a comprehensive legal framework has been created in the Republic of Uzbekistan. What's more, procedures for licensing, registration of enterprises and certification of produce have been simplified noticeably and a multitude of privileges and preferences are stipulated for joint ventures and foreign enterprises operating in the country. Textile enterprises in Uzbekistan may buy, for production purposes, cotton fiber at a discount of 15 per cent

TAX AND OTHER PRIVILEGES OVER TEXTILE COMPANIES, INCLUDING:

Exemption from paying all taxes and duties, except for value-added tax

Exemption from paying customs duties, except for duties chargeable for registration with customs authorities of equipment, components, raw stuff and materials imported onto the customs territory of the Republic of Uzbekistan for production purposes, because they are not produced domestically

A reduction, within 3 years, of the taxable base of profit tax by the amount of funds invested in modernization, technical and technological re-equipment of production facilities, repayment of credits given for the indicated purposes and reimbursement of a leased installation's cost, on condition that sinking funds for a corresponding period under review are used

Deferment of payment of customs duties (with the exception of duties charged for customs registration) for a term of 60 days since the acceptance of the customs declaration when manufacturing textile goods

Exemption, within 5 years, from tax on property, which is put into operation together with new technological equipment

Exemption, up to the 1st January 2016, from paying import and customs duties chargeable on chemicals, dye-stuff, accessories and fittings, as well as other auxiliary materials that are imported to the Republic for production purposes, but are not manufactured domestically

Exemption from property tax, in cases where over 80 per cent of output is exported

Taken together, all these factors make it possible to annually process some 40 per cent of cotton fiber produced in Uzbekistan. At the same time, in the next few years the Uzbek textile industry plans to achieve a 1.5-fold rise in each indicator. Between January and June of the current year US \$431.2 million worth of textile goods has been exported from the country, or 127 per cent on the comparable period of 2012. In the total volume of Uzbek exports, their share now reaches 6.3 per cent. Compared with the 2012 level, the exported volume of knitted linen has increased 2.2-fold, cotton yarn – by 28.7 per cent, fabrics – by 27.7 per cent and knitted garments – by 23 per cent. According to experts' estimates, in the near future the textile industry of the Republic of Uzbekistan is well-placed to augment its exports volume up to US \$1.5 billion ('Text of President Islam Karimov's Speech at the Joint Session of the Legislative Chamber and Senate of Uzbekistan's OliyMajlis', 2014).

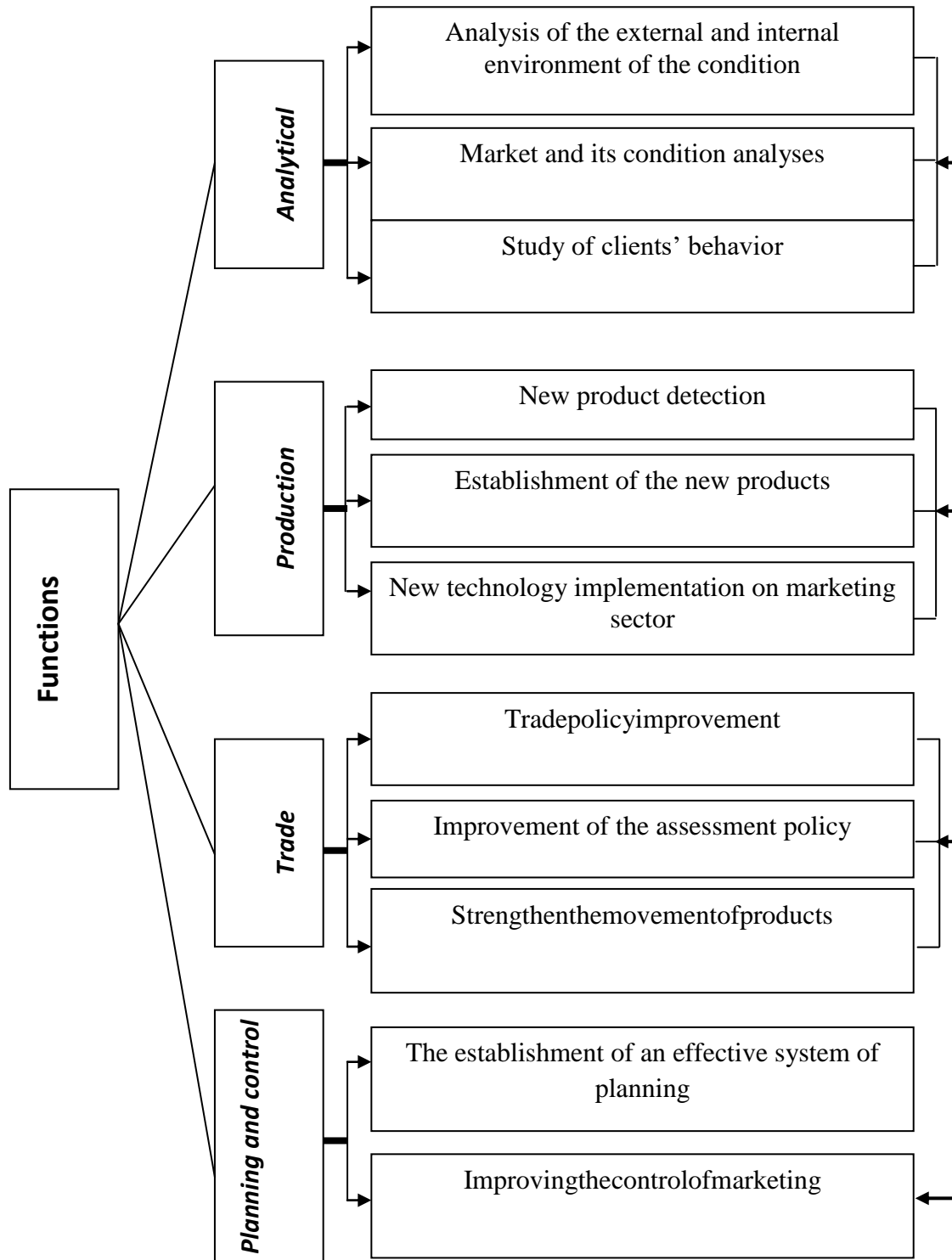
TEXTILE EXPORT CAPACITY AND EFFECTIVENESS OF THE INTERNATIONAL MARKET TRENDS, CASE OF UZBEKISTAN.

Analyses over national export companies make possible advancements of marketing at all:

- ✓ marketing incorrect or inefficient planning process;
- ✓ sales segments remain in the situation suddenly changed;
- ✓ the information collected on the basis of marketing research or insufficiency;
- ✓ changes in the activities of the main competitors in the market;
- ✓ as a seller of goods production, a result of the introduction of a new brand to the market decline in demand for a particular type of goods;
- ✓ inadequate training of employees involved in the sales system;

Textile companies market possibility need to make better developments while finding out better opportunities in the way of development at all. In this case, the structure of the development and advancement make opportunities and its responsibilities at all. (1-picture):

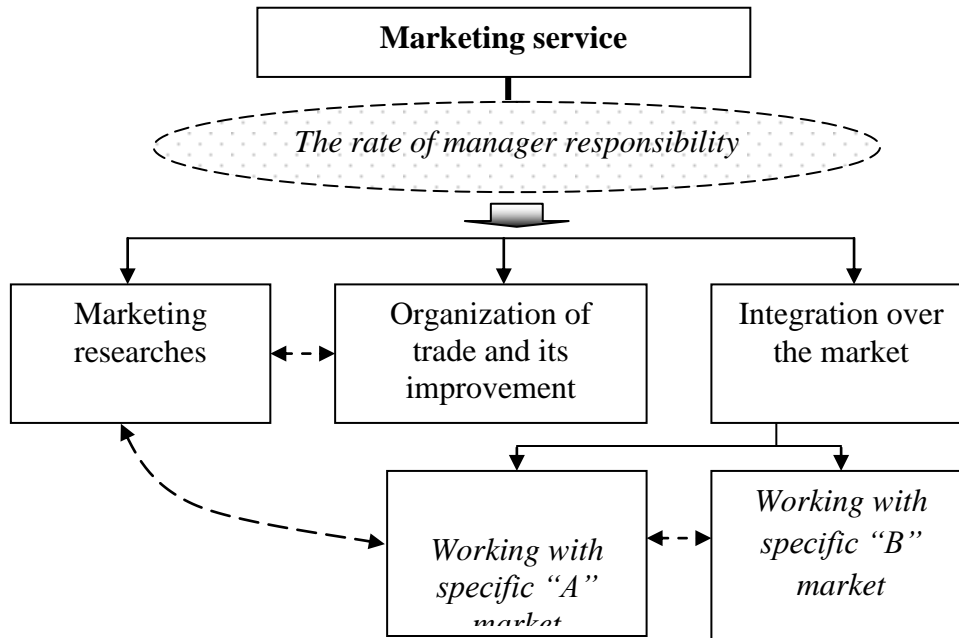
PICTURE-1.Textile products improvement and marketing services cooperation.



Source: author construction

According to the research , management structures of the company has not enough value if they act individually. For that reason, integration on this value is vital while making better improvements at all. This guarantees the synergy of the value. (Picture -2):

PICTURE-2. FUNCTIONAL MARKET MANAGEMENT STRUCTURE OF TRADE



Source: Author construction.

Trading companies functional-segment marketing management structure are produced and implemented at all.

CONCLUSION

At this time in the country are successfully operating two hundred and eighty light industry. They are able to handle more than 400 thousand tons of cotton fiber. Every year, come into operation new enterprises, seventeen was opened in 2012.

At this time in Uzbekistan has more than 2200 enterprises of light industry. Also companies involved in the processing of cotton fiber, is rapidly developing these areas of light industry, such as: carpets edition silk-weaving industry, the production of sewing and knitting products, production of various fabrics and hosiery goods.

The textile industry of the country attracted significant funds from foreign investors. So, for its successful development it was invested about two billion dollars, and in 2012, cash flow amounted to \$ 100 million. These significant investments have helped to establish the production of finished products of the highest quality, such as knitted and silk products, fabric, yarn, everything that has a great demand in the world market. In the future we plan to increase the

production of textile products in the twenty percent of new enterprises, and export - by ten percent.

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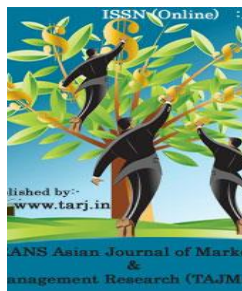
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A STUDY ON THE EFFECT OF CELEBRITY ATTRIBUTES ON THE BRAND IMAGE AND BRAND PURCHASE DECISIONS

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ABSTRACT

In the present era of globalization, the corporate face a stiff competition from their rivals and to overcome this global competition an attractive advertisement is essential as it plays a crucial role. Advertisements impress the prospective buyers through its word jargons, music, theme, appeal and presentation style. Further, the posing celebrity model captivates the attention of the audience in order to create an interest and tempt them to purchase the product or a service. The repeated association of a brand with a celebrity may ultimately lead consumers to think that their brand possesses the attractive qualities that are similar to the celebrity's quality.

It also confers trustworthiness and the popular personality posing for a particular product helps the seller to captivate and sustain the attention of the consumers towards the advertisement. Thus celebrity in the advertisements helps various brands to compete with each other. Celebrity endorsements are double-edged sword which needs to be used properly by the advertisers in reaping the maximum benefit as they spend crores of rupees for a celebrity for their presence in an advertisement.

KEYWORDS: *celebrity endorsement, FMCG,*

INTRODUCTION

India is one of the largest emerging markets, with a population of over one billion. India is one of the largest economies in the world in terms of purchasing power and has a strong middle class base of 300 million. An average Indian spends around 40 per cent of his income on grocery and 8 per cent on personal care products. The large share of FMCG in total individual spending along

with the large population base is another factor that makes India one of the largest FMCG markets.

There is a shopping spree in India and as a result it becomes imperative for the marketing houses to attract the attention of these prospective buyers². The Indian market of pre- liberalization had a facelift with dynamism brought into by opening the economy for foreign players, since then brands have struggled to regain vitality and prominence in this niche Indian market. The best of them stay etched in consumer mind spaces for generations, representing set values. The dynamism brought in through liberalization, privatization and globalization has attributed to the growth of aggressive new global market. Today, an introspective look into the global market highlights the fact that, all human beings share common physiological and safety needs. So, consumer behaviour is the one that is to be focused on by today's market makers. In a rising trend, companies are setting up experience centers that encourage the consumers to extensively explore the wares on offer without having to buy any of them. There is enormous competition among brands in the modern Indian market. Retaining a customer is the only mantra for a perpetual existence in this competitive scenario. A strong brand translates into a strong financial position, which in turn enables companies to invest in brand building exercise that furthers brand value and positive snowballing effect. The race for being the best goes on. This race exists not only between the brands, but also among the companies, each company is trying to lever one's own brand through various fool proof strategies. This race has become really very severe in the FMCG sector where there are large number of brands and extensions. Consumers identify a good brand based on the product quality, brand reliability, trust and reputation. Emotional and self-expressive base value propositions build up strong bonds between customers and brands. Buying decisions are made on promises that transcend products, and promises are rooted in human emotions. Emotions are experienced as "feelings". The whole world is driven by emotions. Companies have started realizing that rational thought leads consumers to be interested in brands, but it is emotion that sells.

Branding strategies are moving towards this "emotional anchoring". Celebrity endorsement is one such strategy which has become vogue in the contemporary markets. This has been used to build a good image in the minds of the people. A successful branding strategy always builds a string of brand images in the minds of the customers. Customers develop favourable predisposition towards the brand so that in every purchase situation, they will buy the same brand and also give referral to other customers. A strong brand image leads to the making of a strong brand personality. A product with a strong brand personality helps the company to have a sustainable competitive advantage. A strong brand personality brings unique associations with the brand, which are the genesis of competitive advantage for the firm. Stronger the personality of the brand, the stronger the position of the brand is in customer perception.

OBJECTIVES

To study the effect of celebrity attributes on the brand image and brand purchase decisions.

REVIEW OF LITERATURE

Kanungo & Pang (1973)¹ examine that advertising has a long history, from oral to print to the current electronic media. Companies used various objects in their advertisements, from cartoons to animals in order to get the message across. The use of human models has been advocated as it could provoke attitudinal and emotional reactions.

McCracken (1989)² has defined celebrity endorser as "any individual who enjoys public cognition and who uses this cognition on behalf of a consumer by appearing with in an advertisement". Moreover, celebrity is used as testimonial, endorsement, actor or spokesperson by the firm.

Ohanian (1990)³ explains the concept of source credibility. According to him Source credibility is referred to identifying of communicator's positive properties which influence acceptance of a message by the receiver.

Till And Shimp (1998)⁴ suggested that repeated pairing of the brand endorser with the brand should facilitate the celebrity and the brand should facilitate the celebrity and the brand becoming part of each other's association set. It was concluded that celebrity endorsement is not an easy option but needs careful consideration of a different dimension of advertising and promotional campaign.

CELEBRITY AND THEIR ATTRIBUTES

Celebrities play a very important role in advertisement of the product that they endorse. Each celebrity has a unique attribute and their attributes are the main determinates of their selection for an endorsement. The common man links the attribute of the celebrity and the product that they buy. A celebrity having a good score on credibility will be ver successful in passing on the aura of the brand into the minds of the people.

THE TEARS MODEL²⁵

The attributes highlighted by the acronym "TEARS" are gauged for celebrity selection. These are:

1. Trustworthiness: For example - legendary actor Amitabh Bachchan who is an icon of trust; promoting ICICI Bank.
2. Expertise: For example - golfer Tiger Woods for a sports brand.
3. Attractiveness: For example - tennis player Anna Kournikova who earns 10 million dollars per year in just endorsement.
4. Respect: For example - Former Miss World Aishwarya Rai and the eye donation campaign.
5. Similarity: For example - a child artist promoting a chocolate brand.

A celebrity scoring high on all the above attributes can turn out to be a good endorser for the brand under question.

THE NO TEARS MODEL

The "No TEARS" approach is a tool for managers and their advertisers as to how to go about selecting celebrities so as to avoid the pitfalls from making an unwise decision. It gauges the following information: -

1. Celebrity & audience match up,
2. Celebrity & brand match up,
3. Celebrity credibility,
4. Celebrity attractiveness,
5. Cost consideration,
6. A working ease and difficulty factor,
7. An endorsement saturation factor,
8. A likelihood-of-getting-into-trouble factor

Selecting the right celebrity does more than increasing sales; it can create linkages with the celebrities' appeal, thereby adding new dimension to the brand image. Research conducted by Katherine Eckel has revealed that celebrities can get people to make a better choice but cannot influence 'people to make a foolish choice'.

The success of celebrity endorsement in India can be sought from a market research conducted earlier which found that 8 out of 10 TV commercials scored the highest recall were those with celebrity appearances.

CELEBRITY ENDORSEMENTS AND PURCHASE DECISIONS

As it is known, promotion plays an important role in achieving the organization's goals and strategies, especially in the market field. The biggest improvement in this field is the celebrity involvement as a promotional technique, which enhances the buying decision and loyalty.

Junokaite, Kamil *et al.* (2007)³³ states, nowadays many companies choose celebrities as an endorser for their advertising campaigns. Uses of super stars in advertising campaigns attract a lot of attention from the public. The three main questions include: when do companies use celebrity endorser in their advertising; how do companies select the celebrity endorser and how do companies handle the risks of using celebrity endorser in their advertising. The celebrities are considered as reference group that has a positive affect on the buying decision of consumers. From this point of view, most of the organizations try to use celebrities as a promotion tool to affect the buying decision of customers, in order to increase the market share of the organization.

The influence of celebrity endorsements on consumer Purchase Behavior is quite evident from many literatures that have been reviewed. The question that aroused interest was: How does celebrity endorsements affects the purchase behavior and to what extent? A thorough inquiry of related literature revealed that for advertising, only essential way of fixing target audience or market segmentation is by studying the behavior pattern and current communication effects on the demographics, psychographics or personality traits of the consumers. All the above listed factors were influenced greatly by the advertisements. Therefore, study on the consumer behavior consequent on advertising exposure was an inevitable part of this project.

Rada (1995)³⁵ in an article entitled 'What makes buyers buy?' classifies human needs into physical and psychological or social needs by quoting Abraham Maslow's 'Hierarchy of Needs theory' They also classify the motives involved buying decisions into emotional and rational motives and brand and business motives Here, researcher's concern was not to study buyer behaviour in a broad sense but only to measure the effect of the celebrity endorsements on purchase behavior. In fact, the very goal of all advertising is to influence peoples' attitudes and buying behaviour. In that sense consumer behavior is the directional force in advertising.

To succeed in marketing, the advertisers need to understand what makes people behave the way they do. This involves the study of buyer behavior-the activities, actions, and influencers or people who purchase and use goods to satisfy their personal or household needs and wants. From the psychological point of view, consumer behavior is knowing who are consumers, the influences of advertising on their behavior, why they behave in the manner they do, and how these influences can be exploited in our favor.

RESEARCH METHODOLOGY

The area of research was Coimbatore city. The city is divided into four zones and data was collected from each household of the respective zones. A multistage cluster sampling technique was used to collect the sample. Garrett's ranking technique is used to evaluate the attributes of celebrities that the customer feels will have a positive or negative impact on the brand image. In this method, the respondents were asked to rank the listed attributes.

GARRETTE RANKING:

This technique is used to evaluate the attributes of celebrities that the customer feel that it will have a positive impact on the brand image. In this method, the respondents were asked to rank the listed attributes. The order of merit given by the respondents was converted into Percentile Position by using the following formula.

$$P = \frac{100(R - 0.5)}{N}$$

Where,

P = Percentage Position

R= Rank

N = Number of items ranked

The percentage position of each rank thus obtained was converted into scores by referring the table given by Henry Garrett. Taking the score as 'X' values and number of respondents giving ranks 1, 2, 3.....as frequency, the following table is constructed. $\sum xf$ gives the total scores taken by a particular item and on the basis of total scores the ranks are given.

- a) To measure the effectiveness of celebrity attributes on brand image of FMCG, the respondents were asked to rank the attributes according their preference. Various attributes under study are cited below.

ATTRIBUTES
Celebrity-Product Match
Celebrity-Target Audience Match
Celebrity Values
Celebrity Regional & National Appeal Factors
Celebrity Controversy Risk
Previous endorsement
Interest of endorser
Costs of Acquiring the Celebrity

TABLE 1: SHOWING EFFECTIVENESS OF CELEBRITY ATTRIBUTES ON THE BRAND IMAGE

Attributes	X	1	2	3	4	5	6	7	8	Total	Rank
		6.25	18.75	31.25	43.75	56.25	68.75	81.25	93.75		
		80	68	60	53	47	40	32	20		
Celebrity-Product Match	F	148	128	67	78	82	8	53	60		I
	$\sum x_f$	11840	8704	4020	4134	3854	320	1696	1200	35768	
Celebrity-Target Audience Match	F	88	70	95	99	49	54	73	96		IV
	$\sum x_f$	7040	4760	5700	5247	2303	2160	2336	1920	31466	
Celebrity Values	F	131	118	87	71	29	74	54	60		II
	$\sum x_f$	10480	8024	5220	3763	1363	2960	1728	1200	34738	
Celebrity Regional & National Appeal Factors	F	57	49	133	101	106	60	51	67		III
	$\sum x_f$	4560	3332	7980	5353	4982	2400	1632	1340	31579	
Celebrity Controversy Risk	F	16	47	74	84	137	106	93	67		VII
	$\sum x_f$	1280	3196	4440	4452	6439	4240	2976	1340	28363	

Previous endorsement	F	59	40	68	69	94	160	69	65		VI
	$\sum x_f$	4720	2720	4080	3657	4418	6400	2208	1300	29503	
Interest of	F	32	128	56	46	110	105	70	77		

endorser	$\sum xf$	2560	8704	3360	2438	5170	4200	2240	1540	30212	V
Costs of Acquiring the Celebrity	F	83	30	37	78	71	59	165	101		VIII
	$\sum xf$	6640	2040	2220	4134	3337	2360	5280	2020	28031	

INTERPRETATION

From the above table it can be noted that the most important celebrity attributes which affects the brand image is the celebrity product matchup. This attribute is ranked as first by the respondents. The next preference is given to celebrity values. The third and the fourth preferences are given to celebrity regional and national appeal and celebrity target audience match. For the attributes like the interest of the endorser and previous endorsements the respondents has given fifth and sixth place respectively. Respondents do not feel that celebrity controversy and cost of acquiring the celebrities are important factors affecting the brand image matchup. These two attributes are duly ranked as seventh and eighth.

- b) To measure the effectiveness of celebrity attributes on the purchase decisions. The respondents were asked to rank the attributes according their preference. Various attributes under study are cited below

ATTRIBUTES

Celebrity-Target Audience Match
 Celebrity Credibility
 Celebrity Physical Attractiveness
 Multiple Endorsements
 Fit with the Advertising Idea
 Celebrity Availability
 Celebrity should be Brand User
 Celebrity Overshadow

TABLE 2: SHOWING THE EFFECTIVENESS OF CELEBRITY ATTRIBUTES ON THE PURCHASE DECISIONS

		1	2	3	4	5	6	7	8	Total	Rank
Attributes	X	6.25	18.75	31.25	43.75	56.25	68.75	81.25	93.75		
		80	68	60	53	47	40	32	20		
Celebrity-Target Audience Match	F	153	93	35	100	69	12	97	65		
	$\sum x_f$	12240	6324	2100	5300	3243	480	3104	1300	34091	II
Celebrity Credibility	F	67	80	133	80	36	107	44	77		
	$\sum x_f$	5360	5440	7980	4240	1692	4280	1408	1540	31940	IV
Celebrity Physical Attractiveness	F	83	146	100	76	75	45	55	44		
	$\sum x_f$	6640	9928	6000	4028	3525	1800	1760	880	34561	I
Multiple Endorsements	F	47	32	59	122	137	88	92	47		
	$\sum x_f$	3760	2176	3540	6466	6439	3520	2944	940	29785	VI
Fit with the Advertising Idea	F	89	62	92	79	144	80	37	41		
	$\sum x_f$	7120	4216	5520	4187	6768	3200	1184	820	33015	III
Celebrity Availability	F	55	108	100	79	51	63	113	55		
	$\sum x_f$	4400	7344	6000	4187	2397	2520	3616	1100	31564	V
Celebrity	F	45	54	52	68	75	108	90	132		

Should Be Brand User	$\sum f$	3600	3672	3120	3604	3525	4320	2880	2640	2736 1	VIII
Celebrity Overshadow	F	67	41	61	47	61	106	104	137		
	$\sum f$	5360	2788	3660	2491	2867	4240	3328	2740	2747 4	VII

Source :Primary data

INTERPRETATION

From the above table it can be noted that the most important celebrity attributes which affects the purchase decision is the celebrity physical attractiveness. This attribute is ranked as first by the respondents. The next preference is given to celebrity target audience match. The third and the fourth preference are given to the attributes namely fit with advertising idea and celebrity credibility. The attributes like the celebrity availability and multiple celebrity endorsements the respondents has given fifth and sixth place respectively. Respondents do not feel that celebrity overshadow and celebrity being a brand user are important factors affecting their purchase decisions. These two attributes are duly ranked as seventh and eighth. Similar study was conducted by Lee, Jung –Gyo Thorson, Esther (2008), the study states that the celebrities on the basis purchase intentions are purely based on the celebrity brand image

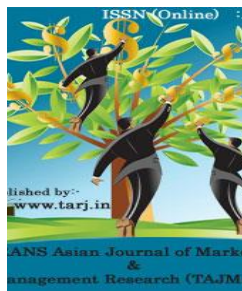
CONCLUSION

The empirical results indicate that use of celebrity endorsement helps in increasing the effectiveness and awareness level of contemporary advertisements. There is a strong inclination towards celebrity endorsements when compared to non celebrity endorsements. Results highlight the fact that there is a very strong, positive relationship between the celebrity attributes and the effectiveness of the advertisement. An effort has been made to find out which is the most prominent attribute that influence the consumers, so that it can also act as a guide for the marketing houses to taken important decisions relating to the selection of the celebrities for their brands. It is quite evident that celebrity endorsements which are conceived in a very creative manner have more communicative effect both in terms of advertising effectiveness and purchase decisions.

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DECISION MAKING BASED ON MANAGEMENT INFORMATION SYSTEM AND DECISION SUPPORT SYSTEM

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ABSTRACT

Information has become an essential resource for managing modern organizations. This is so because today's business environment is volatile, dynamic, turbulent and necessitates the burgeoning demand for accurate, relevant, complete, timely and economical information needed to drive the decision-making process in order to accentuate organizational abilities to manage opportunities and threat. MIS work on online mode with an average processing speed. Generally, it is used by low level management. Decision support system are powerful tool that assist corporate executives, administrators and other senior officials in making decision regarding the problem. Management Information Systems is a useful tool that provided organized and summarized information in a proper time to decision makers and enable making accurate decision for managers in organizations. This paper will discuss the concept, characteristics, types of MIS, the MIS model, and in particular it will highlight the impact and role of MIS on decision making. The study found that the dynamic nature of MIS makes it difficult for some organizations to keep up with the principles, strategies, propositions or even ideas. Barry Chris, provide added a new conceptual framework for decision making and information systems development, same as another authors who analyzed the role of MIS in decision making. A framework was developed, combining an analysis of decision making within the systems development life cycle, key models of decision-making and the actors involved in the process of systems development. Barry Chris concludes that a deeper understanding of differing viewpoints on systems development held by actors and other phenomena can be illustrated with the framework.

KEYWORDS: *Management Information Systems, Decision Support Systems, Decision-making***1. INTRODUCTION**

Number of authors has discussed the role of information system in decision making, Kostetsky was one of the first authors who wrote about the relationship between information systems, system analyst and decision making in 1966. Management information system provides knowledge about the relative position of the organization and basic forces at work. It provides the right information needed in decision making process and help the organizations control, planning and operational functions to be carried out effectively (Leonard, 2008). Furthermore, Ajayi, I. A. and Omirin, Fadekem investigated the use of management information systems in decision-making on long-term planning, short-term planning and budgeting in the South-West Nigerian Universities. A stratified random sampling technique was used to collect data and conclude that there was a significant difference in the use of MIS for decision making on budgeting between Federal and State universities in favor of the Federal universities. The authors recommend that the MIS units should be adequately financed and maintained to ensure a free flow of information and adequate use of MIS in decision-making on short-term and long-term planning as well as budgeting. Ali Safari and Asefeh Asemi have discussed two main information systems, namely, MIS and DSS, its characteristics, relations, and connections of each concept to decision-making process. Srinivas Nowduri has the same consumption about the relationship between MIS and decision making. Decision making process and its impact on top level management in a business organization was explained also with an emphasis on automated decision making. The study found that the dynamic nature of MIS makes it difficult for some organizations to keep up with the principles, strategies, propositions or even ideas. Barry Chris, provide added a new conceptual framework for decision making and information systems development, same as another authors who analyzed the role of MIS in decision making. A framework was developed, combining an analysis of decision making within the systems development life cycle, key models of decision-making and the actors involved in the process of systems development. Barry Chris concludes that a deeper understanding of differing viewpoints on systems development held by actors and other phenomena can be illustrated with the framework. George Huber also draws a theory of effects of advanced information technologies on organizational design, intelligent and decision making, the theory studied the effects that computer- assisted communication and decision aiding technologies have on organizational design and decision making. Humber focuses on technology that affects the quality and timelines of decision making from one side and from the other side has prompted changes in organizational design. On the other hand Felix Alvarado in his study "Complementary uses of Information Systems in Decision Making, Planning and Democracy: An Example in the Education Sector" describes the ongoing implementation of web intelligence tools in public education and other policy sectors in Guatemala. Software tools were developed for use in business was adopted for planning and decision making in public institutions. The study summarizes the salient aspects of the experience so far of implementing and expanding what has been called the "Platform for Integrated Social Information," It discusses the issues this Platform raises as a resource for improved public decision making, policy analysis and especially, as a promising but challenging tool for democracy in the

education sector. However, the world health organization has introduced a report by who study group it was about the role of research and information systems in decision making for the development of human resource for health, the study identified a number of problems and noted causes of these problems such as inefficient data definition and, lack of relevant information and poor coordination of available information on the other hand the study identified a positive factors that prompt decision making such as problem awareness and easy availability of presented information. The study group emphasized that strengthening decision making in the development of human resource of health, by linking information and research to decision making and prompting relevant information requires a coordinated approach.

INFORMATION SYSTEM

Information system are constantly changing and evolving as technology continue to grow .Basically we have many types of information system like management information system , decision support System , transaction processing system, expert system .But we discuss management information system and decision support system. In Management information system these system assist lower level management in problem solving and making decision(Manian,2011). They use the result of transaction processing and some other information also. It is a set of information processing functions. It should handle queries asquilt as they arrive. An important element of management information system is database .In decision support system, they assist higher management to make long term decisions. These types of systems handle unstructured or semi structured decision .A decision is considered unstructured if there are no clear procedure for making the decision and if not all the factor to be considered in the decision can be readily identified in advance. The decision support system these are not of recurring nature. Some recur infrequently or occur only once. A decision support system must very flexible .The user should be able to produce customized reports by giving particular data and format specific to particular situations. There are different views in determining the types of information systems and their classifications. But in most categories, with titles such as: (Laudon andLaudon, 2009)

TRANSACTION PROCESSING SYSTEM (TPS)

This is also referred to as data processing system. It performs the essential role of collecting and processing the daily transactions of the organization. They serve at operational levels of the organization. Examples of transactions include purchase payroll, reservation, invoices, payments, shipping, registrations, orders and sales.

EXPERT SYSTEM (SPECIALIST) (ES)

This is an extension of the decision support system. It is a programmed decision-making information system that captures and reproduces the knowledge and expertise of experts and then simulates the thinking or actions of that expert to help users with less expertise. These applications are implemented with Artificial Intelligence (AI) technology. Artificial

intelligence is a computer-based technology that has the ability to behave like humans, learn languages and emulate human expertise and decision-making.

OFFICE AUTOMATION SYSTEM(OAS)

This system supports a wide range of business activities. Office systems are applications designed to improve workflow and communicate among workers regardless of their physical locations. Typical office system handles and manages document (through word processing, desktop publishing, document imaging and digital filings), scheduling (through electronic calendars) and communication (through electronic mail, voice mail and video conferencing).

Personal and Work Group Information Systems (WGSS)

Personal information system is the system designed to meet the needs of a single user while work group system is designed to meet the needs of a workgroup and to increase the productivity of the group.

MANAGEMENT INFORMATION SYSTEM(MIS)

The Management Information System (MIS) is a concept of the last decade or two. It has been understood and described in a number ways. It is also known as the Information System, the Information and Decision System, the Computer-based information System(Davis&Geist, 2004).Definition of Management Information Systems:The MIS is defined as a system which provides information support for decision making in the organization(Barton&Parolin,2005).The MIS is defined as an integrated system of man and machine for providing the information to support the operations, the management and the decision making function in the organization(Bendoly, 2008).The MIS is defined as a system based on the database of the organization evolved for the purpose of providing information to the people in the organization.The MIS is defined as a Computer based Information System(Bresfelean,2009).

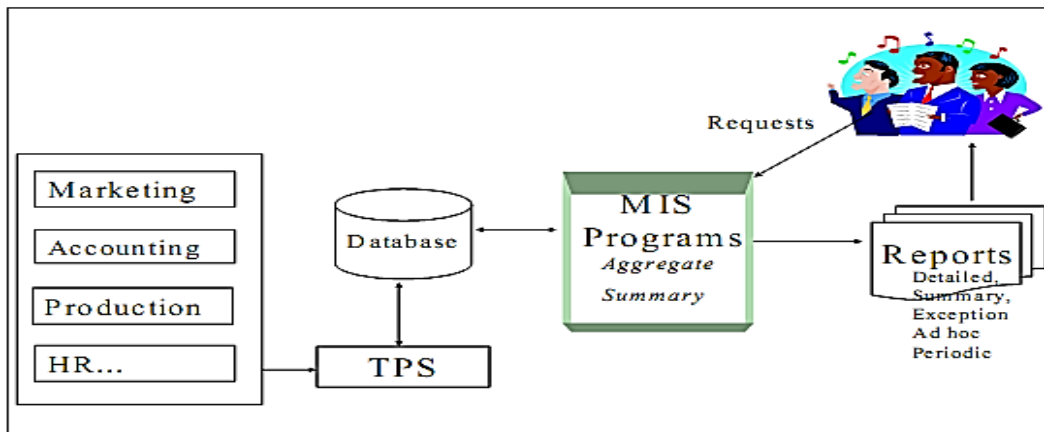


FIGURE 1: Simple View of MIS(Kumar,2006,45)

Decision Support System(DSS)

Decision-making is an essential component of organizational life. Decision makers receive and analysis information using many different media, including traditional print, group and interpersonal information exchanges and computer-based tools. Decision support systems (DSS) is a generic concept that describes information systems that provide analytical modelling and information to support semi-structured and unstructured organizational decision making. Common characteristics of DSS include:

- Problem structure, used in semi-structured and unstructured decision context
- Intended to support and augment decision makers not replace them
- Supports most phases of decision-making process
- Uses underlying data and model
- Interactive: DSS is designed to be an interactive decision aid

A decision support system (DSS) is an integrated set of computer tools allowing a decision maker to interact directly with computer to retrieve information useful in making semi structured and unstructured decisions (Power, 2002,. Ezine, 2010. James, 1998). The Decision support system are able to help groups to make the decision .It should not be responsible for individual decision making .The Decision support system is easy to use .A user should not be required to be computer operator to generate reports .It should be convenient for the user to use DSS(Singh&Sharma, 2012).

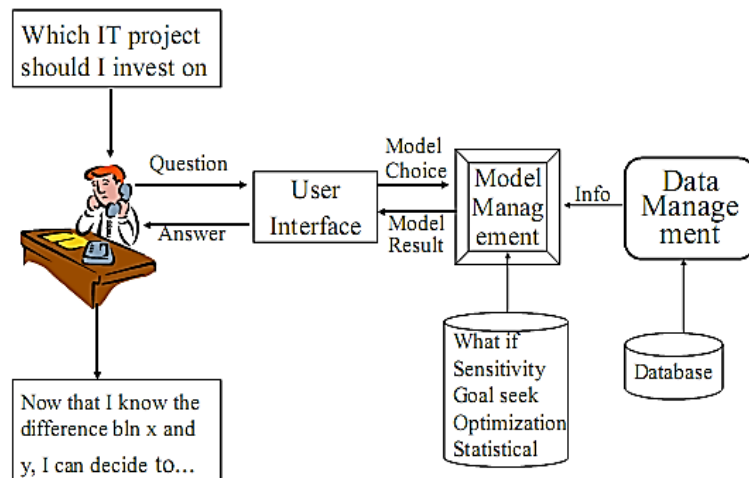


FIGURE 2: A Simple View of DSS((Kumar,2006, 75)

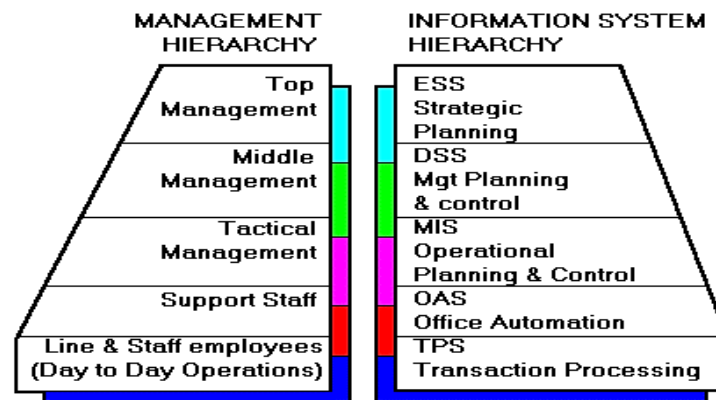


FIGURE 3: Types of Information systems and organizational hierarchy(Gabriel,2012,89)

TYPES OF DECISION SUPPORT SYSTEM

There are a number of decision support systems. These can be categorized into five types: communications driven DSS, data driven DSS, document driven DSS, knowledge driven DSS and model driven DSS. A communication driven DSS supports more than one person working on a shared task. Many collaborators work together to come up with a series of decision to set in motion a solution or strategy. Most communications driven DSSs are targeted at internal teams, including partners. The most common technology used to deploy the DSS is a web or a client server. In general, groupware, bulletin boards, audio and video conferencing are the primary technologies for communication driven decision support. Data driven DSS model puts its emphasis on collected data that is then manipulated to fit the decision maker's needs. This data can be internal, external and in a variety of formats. This model emphasizes access to and manipulation of a time series of internal company data and sometimes external and real time data. Simple file systems accessed by query and retrieval

tools provide the most elementary level of functionality. Most data driven DSSs are targeted at managers, staff and also product / service suppliers. It is used to query a database or data warehouse to seek specific answers for specific purposes. It is deployed via a main frame system, client server link or via web. Document driven DSSs are more common, targeted at a broad base of user groups. The purpose of such a decision support system is to search web pages and find documents on a specific set of keywords or search terms. This model uses computer storage and processing technologies to provide document retrieval and analysis. A document driven DSS model uses documents in a variety of data type such as text documents, spreadsheets and database records to come up with decisions and manipulate the information to refine strategies. The usual technology used to set up such decision support systems are via web or a client / server system. Knowledge driven DSSs are a catch-all category covering a broad range of systems covering users within the organization setting it up, but may also include others interacting with the organization. It is essentially used to provide management advice or to choose products or services. Knowledge-driven DSS can suggest or recommend actions to managers. These DSS are person-computer systems with specialized problem-solving expertise. The expertise consists of knowledge about a particular domain, understanding of problems within that domain, and skill at solving some of these problems. The typical deployment technology used to set up such systems could be client / server systems, the web, or software running on stand-alone PCs. Model driven DSSs are complex systems that help analyses decisions or choose between different options. A model driven DSS emphasizes access to and manipulation of financial, optimization and / or simulation models. Simple quantitative models provide the most elementary level of functionality. Model-driven DSS use limited data and parameters provided by decision makers to aid decision makers in analyzing a situation, but in general large data bases are not needed for model-driven DSS. These are used by managers and staff members of a business, or people who interact with the organization, for a number of purposes depending on how the model is set up. These DSSs can be deployed via software / hardware in stand-alone PCs, client/server systems or the web(Holsapple&Whinston, 2006).

DIFFERENCE OF MIS AND DSS

MIS and DSS are two abbreviations that are often heard in the field of Business Management. They differ in a few aspects. It is important to know that MIS stands for Management Information Systems whereas DSS stands for Decision Support Systems. It is interesting to note that MIS is a type of link that assists in the communication between managers of various disciplines in a business firm or an organization. On the whole it plays a very important role in building up communication among the corporate people. DSS on the other hand is an improvement of the concept of MIS. It is true that both of them differ in terms of their focus. DSS focuses more on leadership. It is all about senior management in a firm providing

innovative vision. On the other hand MIS focuses more on the information gathered and the information that has poured from different quarters. Experts on managerial behavior say that DSS focuses more on decision making. MIS on the other hand focuses more on planning the report of various topics concerned with the organization that would assist the managers to take vital decisions pertaining to the functioning of the organization. One of the finest differences between MIS and DSS is that MIS focuses on operational efficiency whereas DSS focuses more on making effective decision or in other words helping the company to do the right thing. Flow of information is from both sides, up and down in the case of MIS.

On the other flow of information is only upward in the case of DSS. In the case of DSS the report can be flexible whereas in the case of MIS the report is usually not flexible. MIS is characterized by an input of large volume of data, an output of summary reports and process characterized by a simple model. On the other hand DSS is featured by an input of low volume of data, an output of decision analysis and a process characterized by interactive model. Experts would also say that MIS is a primary level of decision making whereas DSS is the ultimate and the main part of the decision. This is one of the most talked about difference between the two. As a matter of fact MIS is all about theory whereas DSS is all about practice and analysis. An organization should employ both the systems effectively (Pride and Ferrell, 2006).

DECISION - MAKING

Decision - making is the process by which organizational members choose specific course of action in response to threats and opportunities (George and Jones, 1996: 428). Good decision result in courses of actions that help an individual, group or organization to be effective, the opposite is its reverse. Every organization grows, prospers or fails as a result of decisions made by

It is members; and decision according to Daft (2001: 399) can be risky and uncertain without any success. Simon (1984), a leading authority in management decision- making considers that decision making comprises four principal phases:

- Intelligence- searching the environment for conditions calling for decision making.
- Design- inventing, developing and analyzing possible courses of actions. This involves processes to understand the problem, to generate solutions and testing of solutions for feasibility.
- Choice- selecting an alternative or course of action from those variables.
- Review - assessing past choices. This model was later incorporated by George Huber into an expanded model of the entire problem-solving process (see figure 4).

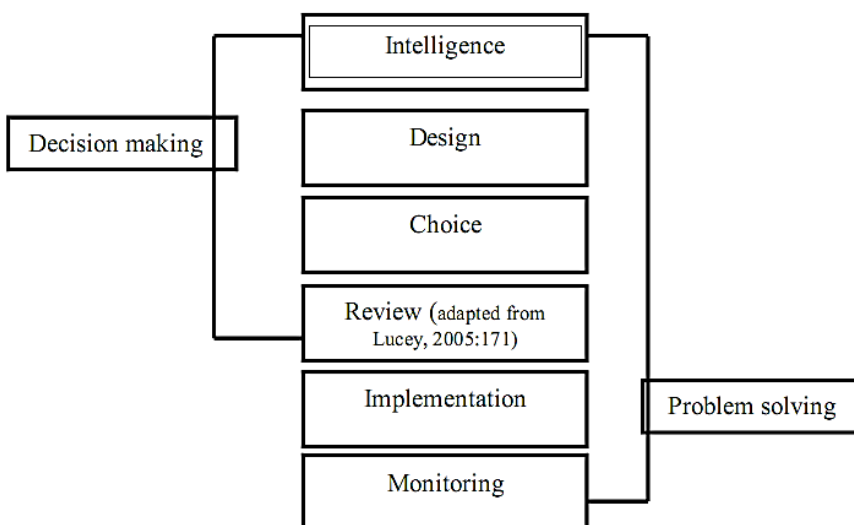


FIGURE 4: process of Decision - Making(Renolds, 2003,ppt65)

TYPES OF DECISIONS

A simple view of decision making is that it is a problem of choice among several alternatives. A somewhat more sophisticated view includes the process of constructing the alternatives (i.e., give a problem statement, developing a list of choice options). A complete picture includes a search for opportunities for decisions (i.e., discovering that there is a decision to be made). A manager of company may face a choice in which the options are clear (e.g., the choice of a supplier from among existing suppliers). She may also face a problem for which she designs creative decision options (e.g., how to market a new product so that the profits are maximized). Finally, she may work in a less reactive fashion and view decision problems as opportunities that have to be discovered by studying the operations of her company and its surrounding environment (e.g., how can she make the production process more efficient). There is much anecdotal and some empirical evidence that structuring decision problems and identifying creative decision alternatives determine the ultimate quality of decisions. Decision support systems aim mainly at this broadest type of decision making and in addition to supporting choice, they aid in modeling and analyzing systems (such as complete organizations), identifying decision opportunities, and structuring decision problems. Simon (1984) classified decisions into two broad categories according to the extent that the process of decision-making can be pre-planned:

- Programmed Decision: these are decisions made using standard rules, procedures or quantitative methods. To make a programmed decision, the decision maker uses a performance program, a standard sequence of behavior that organizational members follow routinely whenever they encounter a particular type of problem or opportunity (George and Jones :429). For example, inventory control decisions, machine loading decisions, scheduling, etcetera.
- Non-programmed Decisions: this type of decision deals with unusual or exceptional situations. They are decisions made in response to novel problems and opportunities. This

type of decision according to Lucey (2005: 171), is associated with high degree of uncertainty, cannot be delegated to low levels, may involve things, but always involves people. Examples: merger, acquisitions, launching of new product, personnel appointments, etcetera. Whether decision is of the programmed or non-programmed type, it depends hugely on inputs from management information systems.

Having good decision choices guarantees viable decision in organizations (Vital and Shivraj, 2008; and Jawadekar, 2006). Rhodes (2010) avers that MIS gives managers quick access to information. This can include interaction with other decision support systems, information inquiries, cross referencing of external information and potential data mining techniques. At other instances, MIS also is said to have revolutionized decision-making process through automated systems, through such systems, managers no longer rely on 24hour service from workers, instead, machines are to be programmed to do things, such as routine decisions, in place of humans (Jarboe, 2005). In his thinking, Adebayo (2007) stressed that MIS provides information that is needed for better decision on issues affecting organizations regarding humans and material resources. Lucey (2005:179) argued MIS supplies information explores alternatives and provides support where the manager takes the decision or the MIS takes the decision itself, especially the routine operational decisions.

DECISION AND MIS

Development of information and communication technologies as change structures of societies, it also affected task of manager's making decision. Many organizations prepare them self for effective and efficient use of new information and communications technologies. Information and communication technology has two benefits for organization. First, it enables organizations and managers to easily acquire data. This will cause further support the decision making process. Second, the use of information and communication technology enables organizations to have better operate in a global competitive environment and make effective decision making. Information and communication technology improve the quality of decision making that is crucial factor for organization. Cause dramatic changes in levels of the organization, including organizational leadership and strategy, and even members behavior. The information and communication technology has become an essential component in the process of decision making in organization and managers at all levels increasingly get help from information and communication technologies (Feizi&Moghadassi, 2012). No doubt modern information and communication technologies provide the field of information management system. Information and communication technology enables collect, analyze and evaluate data and transferring them from one point to another and cause instant access to information, Reduce costs, Produce better, Carefully, Coordination, Leading time, improved control and will lead to better services. No doubt, management has been a necessity for human since past, If you consider different management activities can be clearly seen that the essence of all the management activities is making decision. Decisionmaking is an integral component of management In each task, the management is so smart. In determine organization's policies, development objectives. Organization design, Choice, Assessment and management practices in

all forms, Decision-making are one of the main fundamental pillars. In a simple definition, decisionmaking is choose a way between different paths (Alvani,2012).

MIS AND DECISION MAKING PROCESS

According to Obi (2003), MIS is useful in the area of decision making as it can monitor by itself disturbances in a system, determine a course of action and take action to get the system in control. It is also relevant in nonprogrammer decisions as it provides support by supplying information for the search, the analysis, the evaluation and the choice and implementation process of decision making. Adebayo (2007) stressed the need for MIS in decision making as it provides information that is needed for better decision making on the issues affecting the organization regarding human and material resources(Reddy,2009).

MIS is an organization – wide effort to provide decision making process information. The system is a formal commitment by executive to make the computer available to all managers. MIS sets the stage for accomplishments in the other area, which is DSS, the virtual office and knowledge based systems. The main idea behind MIS is to keep a continuous supply of information flowing to the management. Afterwards, by data and information gathered from MIS, decisions are made(Asemi&Safari, 2011).

MIS may be viewed as a mean for transformation of data, which are used as information in decision-making processes. Figure 1 shows this understanding about information as data processed for a definite purpose(Lucey, 1997).

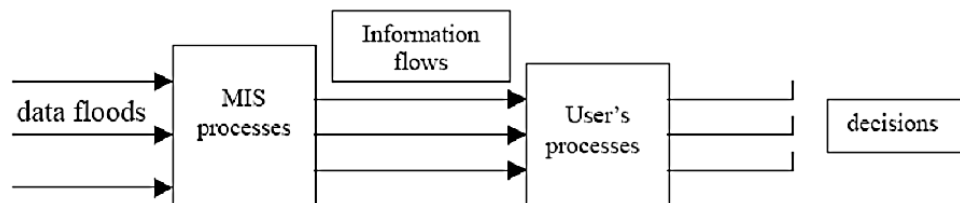


FIGURE 5: MIS and decision making process(Ajayi,2007, 97)

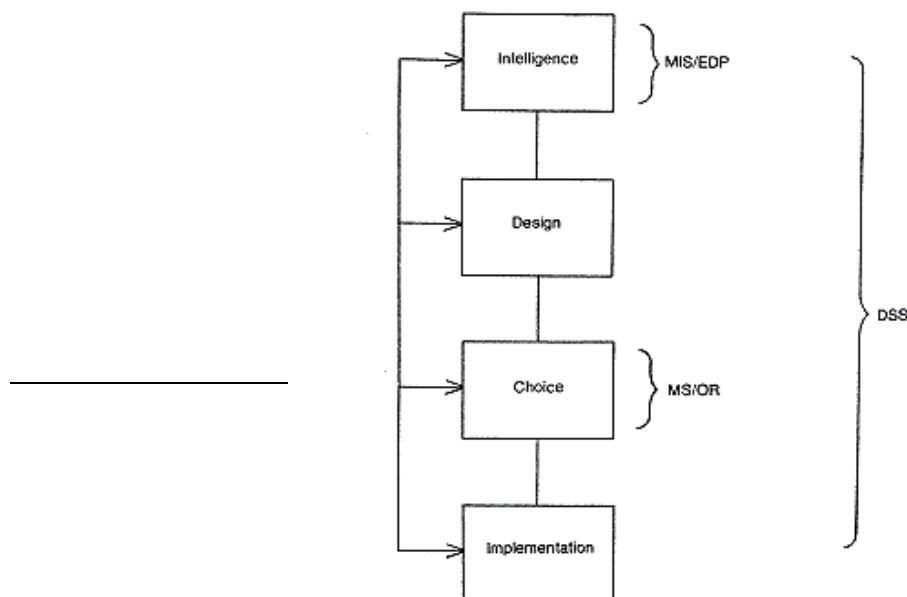


FIGURE 6: Phases of Decision Making and IS (Ajayi, 2007, 45)

CONCLUSION

The role of information in decision making cannot be overemphasized. Effective decision making demands accurate, timely and relevant information. MIS provides accurate and timely information necessary to facilitate the decision-making process and enable the organizations planning, control, and operational functions to be carried out effectively. MIS also plays the crucial role of providing a wide range of streamlined options from which decision-makers are able to make their preferred choices and this ensures that whatever choices are made by decision makers, the outcome, more often than not, becomes positive. This, as a matter of fact, is the reason why many decision makers tend to prefer using MIS tools when making tough business choices. MIS as renowned concept, having good decision choices guarantees viable decisions in our businesses. From the above discussion we can say that decision support system focus on decision making whereas management information system (MIS) focus on information. In Management information system it works on online mode but in decision support system it works on real time mode. The management support system supports medium level of data but in decision support system it supports huge volume of data. The management support system uses low supports of graphics but in decision support system it uses large support of graphics. The management information system focus only on fully structured task or routine for decision but decision support system focuses on structure as well as semi-structured data. Beside the above differences both MIS and DSS are core of an information system satisfying the requirement of different levels of management.

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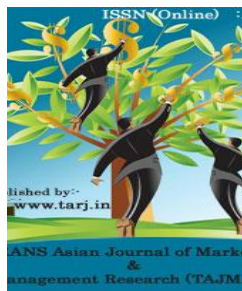
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PERSUASIVE MARKETING TECHNIQUES USED BY COMPANIES TO ATTRACT CHILDREN

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ABSTRACT

The point of this study is to depict the systems used to showcase undesirable food products and drinks to youngsters allowed to-air TV. Advertising procedures intended to speak to kids were distinguished from worldwide writing and abridged into a methodical coding device. Recurrence of promoting methods was dissected by and large and for use in notices advertising undesirable eatables, candidly or verbally engaging guardians, or including tyke performing artists. Sponsors' utilization of influential procedures by and large did not contrast by kind of nourishment publicized.. The range and unpredictability of these methods confuse the limitation of their utilization in nourishment publicizing to youngsters.

KEYWORDS: *Recurrence, nourishment publicized, unpredictability, enthusiastic*

INTRODUCTION

Persuasive Marketing applies the knowledge of human psychology to influence the consumers to buy the products or services. In other words, it uses the consumer's impulsive behaviour to market the product.

It doesn't revolve around telling people what the commodity offers in terms of material benefits but how the commodity makes the consumers different. For example, Marlboro, in 1954, came up with the Marlboro Man campaign. The Marlboro Man was a figure used to advertise cigarettes with filter (which were considered feminine at that time). The advertisements featured rugged men/cowboys in nature with a cigarette. This led the people, generally men, to believe

that smoking a Marlboro cigarette made them like the Marlboro Man, rugged and exotic. Not that it had anything to do with the product.

Sales persons all over the world have been using persuasive techniques for as long as they have been around. Mediums used for applying these persuasive techniques include but are not limited to Newspapers, Televisions Ads, Web Pages and the Radio.

One of the experiences of persuasive marketing is that clients' affectability to appealing arguments varies as indicated by various elements, including their prompt enthusiastic state. Thus, keeping in mind the end goal to build the odds of changing over a client, a sales representative or advertiser needs to search for a "persuasion window," open one on the off chance that they can, and make the arrangement before it closes once more.

An approach to produce appealing windows is to "alarm clock" a site. Numerous advertisers configure pages in a way that consumers have motivations to consistently check it to abstain from "passing up a great opportunity for" circumstances or offers.

Showcasing methods with more prominent unmistakable quality in undesirable nourishment publicizing were satisfactoriness, comfort, dream/creative ability, fun/bliss and toon characters. Commercials candidly speaking to guardians were essentially more inclined to put forth broad wellbeing or sustenance expressions, and engaged kids simultaneously through fun/bliss and dream/creative ability offers. Nourishment and refreshment sponsors utilize a scope of visual, sound and emotive procedures to speak to kids and their folks that don't separate by the kind of sustenance publicized

LITERATURE REVIEW

1. Kelly, Hattersley, King and Flood, in their study titled "Persuasive food marketing to children: use of cartoons and competitions in Australian commercial television advertisements" found that these advertisements were broadcasted when a large population of children are watching television. They also found that these advertisements use premium offers and was concentrated in ads for chocolates, confectionery, fast food restaurant meals and high sugar/low fibre breakfast cereals. Persuasive marketing is majorly to advertise food products rather than popular children programs. Persuasive marketing techniques are used repeatedly used in Australian television advertisements to market unhealthy foods by attracting and engaging children due to which these children force their parents to get them such food and get addicted to the television programs. In their study they also suggested that television advertising regulations must limit the use of such persuasive marketing techniques to children.

2. Jenkins, Madhvani, Signal and Bowers in their study titled “A systematic review of persuasive marketing techniques to promote food to children on television” gave out the results that this technique is one of the most common strategies, giving out premium offers, promotional characters, nutrition and health related claims, the theme of taste and the emotional appeal of fun. These techniques are majorly used to promote unhealthy food products. Although there are rules bounding these marketing techniques, these are not consistent and most of these common persuasive practices are not covered at all. To be compelling, any new and existing codes should be freely observed with important punishments forced for ruptures. Such activities would be an imperative stride in tending to calls by global wellbeing associations for activity in this field. This activity would likely make a significant commitment to checking the universal heftiness scourge attacking youngsters all through the world.

3. Kelly, Halford, Boyland, Chapman, Carroll, Cook, Coutinho, Effertz and others in their study titled “Television Food Advertising to Children: A Global Perspective” concluded that, globally, kids are presented to high volumes of sustenance publicising on TV. Despite the fact that the supreme recurrence of this publicising fluctuates by nation, its point is predictable: the promoting of undesirable items. The focused on communicating of unfortunate nourishment promotions when the most noteworthy quantities of kids are viewing and the utilisation of tyke arranged convincing showcasing strategies de-fine a media situation in which kids are oftentimes and purposely focused with business messages that run counter to nutritious proposals. Significant logical confirmation sets up a connection between undesirable nourishment promoting and kids' sustenance decisions, buys, and consumption. Limiting this nourishment showcasing is a critical preventive methodology against tyke hood weight, and the advancement or augmentation of statutory controls to disallow unfortunate sustenance promoting when a huge number of kids are watching could be a helpful initial step.

4. Borland, Harold, Kirkham and Halford in their study titled “Persuasive techniques used in television advertisements to market foods to UK children” results that The present review is the most exhaustive investigation to date of the way of sustenance publicizing on the UK TV stations most well known with kids. The American Academy of Paediatrics indicates that promoters utilize systems to which kids and teenagers are most vulnerable (AAP, 2006). Our present discoveries are reliable with this, and this information ought to give a helpful seat detriment for which to gauge advance in this field. Future research ought to concentrate on kept observing of these patterns and expanding our comprehension of the particular commitment that distinctive promoting strategies make towards deciding the adequacy of TV nourishment publicising at inducing kids to lean toward, demand, and expend unfortunate sustenance's.

5. Hendon, King and Kelly in their study titled “Art of persuasion: An analysis of techniques used to market foods to children” in conclusion that nourishment and refreshment promoters utilise a scope of visual, sound and emotive procedures to speak to kids and their folks that don't separate by the kind of sustenance publicised. The range and unpredictability of these strategies confuse the confinement of their utilisation in sustenance publicising to youngsters.

6. Calvert, in her study titled “Children as Consumers: Advertising and Marketing” gave us important information as to how advertising and marketing influence children and how its promoted the sale of unhealthy fast food products and confectionary which affect the health of the children and burdens the parents to unwillingly buy their children such stuff. Promoting to kids and young people is a lifestyle in the United States. Youngsters have both their own particular extra cash and impact over what their folks purchase, and advertisers endeavour to decide how those dollars are spent. TV now procures the greater part of the publicising dollars, yet more up to date advancements are giving better approaches to advertisers to achieve kids. Promoting practices, for example, reiteration, marked situations, and free prizes are successful in drawing in kids' consideration, making items remain in their memory, and impacting their obtaining decisions. Juvenile intellectual improvement, however limits the capacity of youngsters more youthful than eight to comprehend the convincing expectation of advertisements. In this manner, open approach manages how promoters can connect with kids by means of TV. Online situations are currently and most likely dependably will be less vigorously managed than more customary media. In spite of the fact that blemish publicising fuel the U.S. economy, the cost of that financial achievement requires significant examination.

ANALYSIS

This study has yielded important information and after careful analysis of the cases, we have identified a few persuasive techniques which are commonly used by companies to promote their products among children. These techniques are as follows:

1. Promotional characters and celebrity endorsers: Types of foods promoted A promotional character or a celebrity endorser featured on of food adverts. Significantly more promoted non-core foods than core foods.
2. Promotional characters: Use of brand equity versus licensed characters A significantly greater proportion used brand equity characters for e.g. Tony the Tiger promoting Kellogg's Frosties, than used licensed characters e.g. Spiderman advertising Nestlé Nesquik to promote food products
3. Persuasive appeals used in adverts aimed at children ‘Fun’ was the most commonly featured primary persuasive appeal, used more than ‘taste’, ‘health/nutrition’, and ‘product uniqueness’

4. Premium offers: Types of foods promoted These adverts were most frequently for non-core foods, significantly more than for core foods

5. Website promotion: A mean of 30.8% of food advertisements promoted a website. Of the food advertisements targeted at children, 20.4% directed the viewer to a website. For teens/adults this was 46.6%, and for food adverts targeted at 'all ages' 34.7% pushed a website address.

Amid youngsters' pinnacle seeing periods, the extent of all sustenance promotions for non-core food items expanded to 61.3%. The most as often as possible publicized nourishment sub-bunches amid this day and age were fast food eateries and chocolate and ice cream parlour. Most nourishment ads with influential promoting strategies were for non-core food products, both amid kids' pinnacle and non-crest seeing periods. Be that as it may, the extent of general non-core sustenance notices with powerful advertising was higher amid pinnacle times. The utilization of powerful showcasing strategies was disseminated over a moderately little scope of nutritional categories. Amid kids' pinnacle seeing circumstances, the larger part of nourishment notices containing limited time characters were for sandwiches, plates of mixed greens, soups and sauces, high sugar/low fiber breakfast oats, chocolate and candy parlour and supplements. Inside ads for the sandwiches, plates of mixed greens, soups and sauces nutrition type, special characters were only found in commercials for exquisite sauces and tinned soups. The utilization of premium offers amid this communicate period was amassed in notices for chocolate and candy store, fast food eatery suppers and high sugar/low fiber breakfast oats.

CONCLUSION

This analysis of an extensive sample of television adverts demonstrated the use of persuasive marketing techniques to promote unhealthy foods was extensive in broadcasting popular with children despite regulatory control. Further studies should incorporate an analysis of the content of websites promoted during food advertisements. It can also be concluded from the study that these advertisements need to be regulated because excess of persuasion shouldn't be used. There should be rules governing the advertisements which are being broadcasted, especially those which are targeted towards promotion of a product among children. These advertisements which promote fast food meals, chocolates and other confectionary products lead to obesity among kids which has adverse effects on the health. These advertisements also put the parents under a lot of pressure as they have to unwillingly fulfil their children's demand and feed them these harmful eatables.

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FEATURES OF INNOVATIVE WATER MANAGEMENT IN THE MODERNIZATION OF ECONOMY

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ABSTRACT

Under the conditions of economic modernization *innovative development of water management is one of the most urgent tasks. In this regard, this article discusses the system of formation of innovative markets, especially in the modernization of the system of enterprises of water management and implementation of innovation and shows the characteristics of infrastructure modernization and innovative development of water resources of the Republic of Uzbekistan.*

In assessing the ultimate effectiveness of the economic reforms implemented in the water sector, in particular, there is a need for theoretical study of water management systems, the study of theoretical aspects of innovative development based on their features (Abdullaev, De Fraiture, Giordano, Yakubov, & Rasulov, 2009). In our country, agriculture is a priority sector of strategic importance, which is directly and completely dependent on the water resources, and on the basis of innovative development of water resources, through effective use of the intellectual potential of its required technical and technological renewal on the basis of today's development requirements.

The research program covers the fundamental and practical results, and identifies new areas of scientific and innovative development. The implementation of such programs contributes to the improvement of production technology and water management systems.

Meanwhile, such a leading area of our economy, such as agriculture, no less than the industry in dire need of modernization ... "(Address By President Islam Karimov At The Opening Ceremony Of International Conference ("Fostering A Well Educated And Intellectually Advanced Generation – Critical Prerequisite For Sustainable Development And Modernization Of Country"), 2014.)

KEYWORDS: *modernization of the economy, water management, innovation, innovative policy, innovative development, innovation processes, innovation, innovation, innovation market, the development of innovative infrastructure.*

INTRODUCTION

At the present time, the level of social and economic development of the world economy is determined by the rate of growth of national wealth in the countries of the world, its geopolitical role in the world market, the level of scientific and technical and innovation development of economy (Abdulkarimov B.A, 2013).

Many developed countries are part of period, referred to as "information" or "post-industrial", is the main driving force of science. During this period, it is evident that the scientific and innovative potential of the representatives of the intellectual property sphere of science and education is a key factor in the effective organization of production.

In this regard, there has been some recovery in the conduct of scientific research on the study of the general economic problems of effective use of the available innovation potential in the sectors of the national economy (Akimov&Dollery, 2009).

As you know, the water sector is one of the important components of agroindustry complex. Given the importance of water resources in agricultural production and their role in irrigable agriculture, you can make sure they are undoubtedly a global role in the development of agriculture.

In assessing the ultimate effectiveness of the economic reforms implemented in the water sector, in particular, there is a need for theoretical study of water management systems, the study of theoretical aspects of innovative development based on their features (Abdullaev, De Fraiture, Giordano, Yakubov, & Rasulov, 2009).

In our country, agriculture is a priority sector of strategic importance, which is directly and completely dependent on the water resources, and on the basis of innovative development of water resources, through effective use of the intellectual potential of its required technical and technological renewal on the basis of today's development requirements.

That is why in recent years the government of our country pays special attention to the innovative development of water utilities system on radical modernization of the industry. As noted by the first President of the Republic of Uzbekistan Islam Karimov, "... targeted projects on modernization and technical updating basic sectors of our economy, the introduction of modern innovative technologies designed to give a powerful impetus to overcome in Uzbekistan to a new level, to ensure the competitiveness of our country in the world market. That is the task that we set aside do not have the right, if we want to live not only for today but also tomorrow, and if we think about our future, " (Bekchanov, Karimov, & Lamers, 2010; 'Text of President

Islam Karimov's Speech at the Joint Session of the Legislative Chamber and Senate of Uzbekistan's OliyMajlis', 2014.).

It is known that the modernization of the sector contributes to the efficiency of agricultural production, in particular yields agricultural plants. Meanwhile, the increase in crop yields in the first place depends on the fertility of irrigated lands, irrigation and drainage systems.

In particular, as noted by the First President of our country: "... we have taken under the modernization understood mainly modernization of industries. Meanwhile, such a leading area of our economy, such as agriculture, no less than the industry in dire need of modernization ... "(Address By President Islam Karimov At The Opening Ceremony Of International Conference ("Fostering A Well Educated And Intellectually Advanced Generation – Critical Prerequisite For Sustainable Development And Modernization Of Country"), 2014.).

THEORETICAL BACKGROUND

Management of scientific and technological development in agriculture is carried out through a system of scientific, technical and engineering research institutions, water management organizations, construction and operational organizations. This scientific development includes technical series of interconnected units, the processes of the development of scientific ideas to their practical application. Meanwhile, you can accurately divide the steps that deserve attention: the organization of research and direct the development of new ideas and recommendations of technical solutions; production inspections and testing of new jobs; ensure wide propagation of innovations in the field of science and technology of agriculture; training of scientific personnel and improvement of their skills; immediate introduction of achievements of science and technology.

In the management of scientific and technical progress must be considered a manifestation of his two interrelated features:

- first, management of scientific and technical progress in the vertical, which is expressed in the systematic association of industry and science in this area;

- second, the management of scientific and technical progress horizontally; while control is in the interests of the entire national economy and the ability to make some industries and types of equipment provides for regular joint implementation of a unified state technical policy.

Innovation process is the sum of direct communication to the use of certain organizational, technical and technological ideas on the basis of scientific developments and successive actions on their conversion to new technologies and individual components.

As a result of ongoing research into innovative market forming in water economy advisable to consider the following relationship of components (Figure1.).

As in other sectors of the economy, and in the water sector intellectual property plays a crucial role in the development of innovative activity, and the industry is observed mainly in the course of the research work.

The research program covers the fundamental and practical results, and identifies new areas of scientific and innovative development. The implementation of such programs contributes to the improvement of production technology and water management systems.

Scientific support of the water complex is developed together with the strengthening of the scientific potential of the water system, increasing the level of security industry with

qualified personnel, the introduction of economic methods of providing industry with qualified personnel, economic methods of management mechanism, improving the organizational and economic mechanisms of combining science and production (Brück et al., 2014).

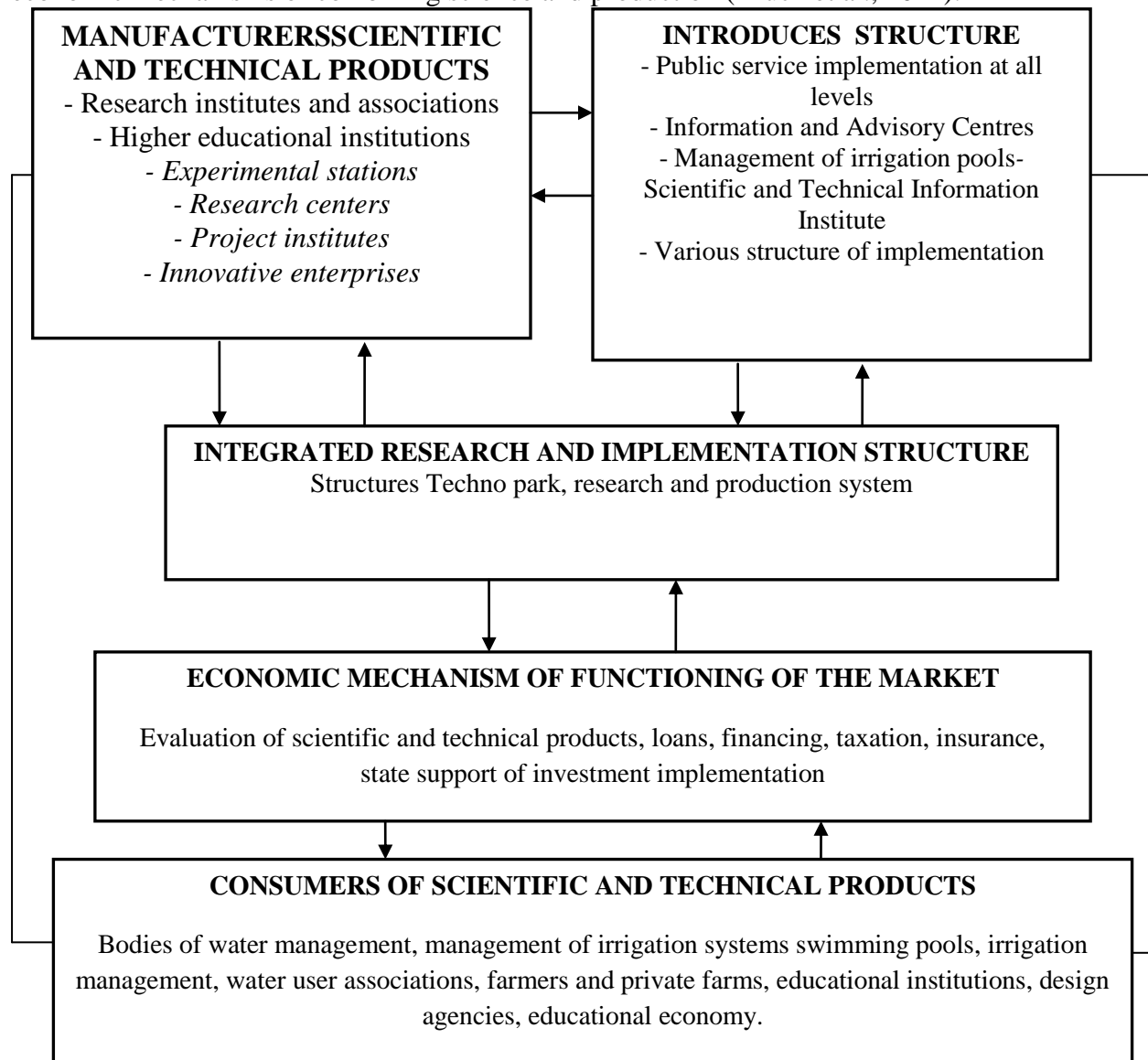


FIGURE 1. The system of formation of innovative market in the water sector.

Proceeding from the above in the modernization of enterprises of water management and innovation of implementation advisable to consider the following system:

- The fragmentation of water conservancy facilities and the great distance between them;
- Strict arrangement of water conservancy facilities in a specific location and the low level of mobility;

- The seasonal nature of the water in the lower levels of water management and the uneven distribution over the year of reclamation of water management funds;
- Characteristics of the organization of operational processes associated with the supply of water;
- The organization of the work of specialists in enterprises whose activities are related to the supply of water to agricultural producers;
- The duration of the growing season, while the water operating agencies, direct interconnection of reservoirs, canals, irrigation, pumping stations and other facilities to supply water to agriculture;
- Activities of water organizations associated with water extraterritorial nature, and requires the managers and specialists of high qualification, and strict liability;
- The limitations of water resources requires to consider a kind of natural, socio-economic, technical, legal and organizational factors in water and land relations.

Currently, among the economic sectors of our country's water industry has its own place and status. Therefore, we consider it expedient to pay special attention to improving the efficiency of labor in the industry, reducing production costs and services, constant updating of existing technical facilities through the development of research - Implementation of innovations.

FEATURES OF INNOVATIVE WATER MANAGEMENT IN THE MODERNIZATION OF ECONOMY

In the process of implementing the results of scientific research and innovations carried out by scientific institutions and higher education institutions active in the field of water management there are some interruptions. This, in turn, requires the removal of some of the problems and obstacles encountered in the process of modernization of water management and its transfer to the stage of innovation development. Including:

- Not sufficient formation of the financial system that reduces the level of risk in the process of innovation;
- Is not sufficient to study the internal and external markets to exit product innovation and development;
- Offer a small number of research products scientists agrarians and economists of many scientific institutions and universities that meet the requirements of customers and the market;
- Maturity of not enough infrastructures to ensure effective innovation.

Provincial Department of Agriculture and Water Resources, district offices, working directly with farming enterprises producing agricultural products, organizations that provide services for irrigation and drainage system of water management is mainly engaged in production and business activities and do not pay enough attention to innovation in system (Gürgen, 1999).

In our opinion, the development of innovative processes in agriculture and water management, and ensure the effective use of existing intellectual property, along with the decision of the above problems, first of all, you must not act within the framework of scientific

institutions and universities of opportunities and their proposed topics, and on the basis of actual requirements enterprises of Agriculture and Water, that is, market requirements.

In addition, good results can bring the development of innovation infrastructure sector, namely, the establishment of small business entities engaged in innovation activities with research institutions and universities.

Based on the foregoing, it should be noted, the creation of "Small innovative enterprises" with scientific institutions and universities and their involvement in the activities of owners of intellectual property involved in innovation activities will further enhance the effectiveness of intellectual property and innovation processes in the agricultural sector.

The further development of the use of innovative property and innovation processes in agriculture and water management is crucial to government support and regulation of institutions in the innovation system of scientific and technical, financial, organizational, and economic information and consulting fields.

Science and technology policy in developed foreign countries persecutes 2 main objectives, in the preservation and development of national scientific potential and the direction of its results on the development of specific areas and sectors of the economy, fundamental research. In most of these countries are developed and implemented special territorial programs. Summarizing the results of the analysis of foreign experience in the development of innovative processes can be noted, scientific-technical and innovative policies pursued by foreign states highly persecutes basically two objectives, that is:

1. Based on the characteristics and interests of specific areas and the preservation of the territorial constant development of scientific and technological potential. This mainly attention should be given to basic research.

2. The adoption of the state of legal, organizational and economic measures to ensure the scientific and technological activity and innovation, the formation of the optimal "innovation environment" [5].

On the whole, the analysis of innovation policy, the processes of innovation development of economy show that this process is based on the concept consisting of the three groups.

1. The concept of innovative development of the institutional structures. This concept provides for joint activities of state and representatives of the private sector in the realization of the implementation of scientific and technological progress in the national economy and its branches. This concept in economic literature conventionally referred to as "American" concept.

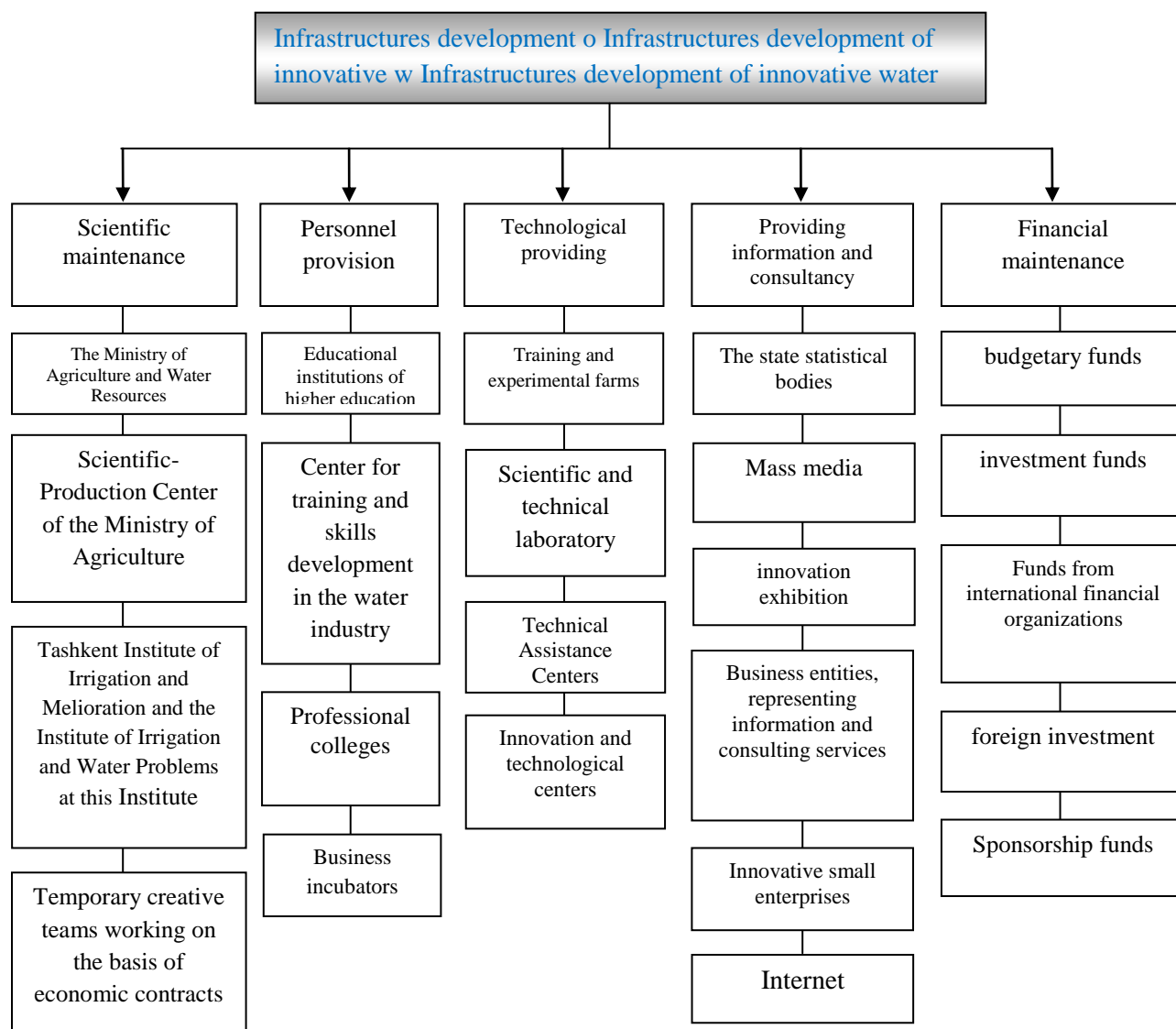
2. In identifying the priority sectors of the economy will be developed and implemented the concept of long-term involvement and financing of innovative development of these sectors, enhance their scientific and technological potential, investment and financing. The concept of innovation development is called "east".

3. Through the development of scientific and technological capacity in the economy and the education system, attention is paid to ensuring the competitiveness of national products on the world market. This process is mainly implemented with the participation of small and have great potential (power) companies and corporations. The concept of innovation development is called "European" [4].

In our opinion, in the process of economic modernization and innovative development should select and apply the best aspects of 3 abovementioned aspects of the concept. In

particular, we believe, with the innovative development of the water economy of the republic is necessary to develop a long-term state program of innovative development of industry ("Eastern" concept) and its phased implementation on the basis of this program. Thus, currently available at the enterprises of water conservancy facilities, equipment and technology are outdated, not only physically, but mentally, which limits the possibility of quick and efficient implementation of this process (Khalilov, 2014).

So far, the system of agriculture and water conservancy infrastructures formed a system of production and services. However, not enough developed level of infrastructures serving modernization and innovative development. Therefore, we believe it is advisable to organize the infrastructure of innovative development of water management systems mainly in five areas. This infrastructure of scientific support, staffing, technological providing, providing information and consulting services and financial support for these processes (Figure 2).



2-FIGURE. Classification of infrastructures modernization and innovative development of the water economy of the republic

As is well known, introduction into the economy of the developed market economy, modernization of the economy, including, water management and innovative development is one of the key conditions for creating the necessary infrastructure.

CONCLUSION

Coordinated activities of the organization and improvement of infrastructures five directions indicated in the figure serves as the basis for innovative development of the industry.

In addition, the efficiency of the organization and development of innovative infrastructures in water conservancy system is determined by the creation of a unified

information system on scientific and technical and innovation potential in the industry. Formation of such an information base is essential to accelerate the innovation processes and enhance their efficiency.

In general, the organization and the development of innovative activity in the system of water management, in particular, must take into account its particular provide in a market economy the results of scientific achievements, the inextricable link between the services and manufacturing, the improvement of innovation implementation mechanisms and economic incentives.

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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