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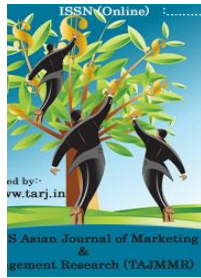


TRANS Asian Journal of Marketing Management Research (TAJMMR)

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SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	EMERGING TRENDS OF SOCIAL MARKETING IN CREATING SUSTAINABLE CUSTOMER VALUE FOR BUSINESS ORGANISATIONS Dr. Suresh R	4- 12	10.5958/2279-0667.2019.00016.6
2.	THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMERS' HEDONIC VALUE & ATTITUDE TOWARDS SHOPPING MALLS Santosh Kumar Mishra, Dr. Parag Dubey	13-25	10.5958/2279-0667.2019.00017.8
3.	IMPACT OF DEMOGRAPHIC VARIABLES ON EMOTIONAL INTELLIGENCE AND LEADERSHIP BEHAVIOR OF EXECUTIVES OF PRIVATE INSURANCE COMPANIES WORKING AT NAGPUR Prof. Yogesh Bhowte	26-35	10.5958/2279-0667.2019.00018.X
4.	A STUDY ON PERFORMANCE RATING OF SBI GROUP: CAMEL MODEL ANALYSIS Ms. Swati Sharma, Dr. Ajay Kumar Patel	36-49	10.5958/2279-0667.2019.00019.1
5.	STUDY ON FUTURE OF M-COMMERCE :WITH REFERENCE TO BANKING SECTOR-SBI Mahvish Abidi, Dr.Ugrasen	50-57	10.5958/2279-0667.2019.00020.8



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EMERGING TRENDS OF SOCIAL MARKETING IN CREATING SUSTAINABLE CUSTOMER VALUE FOR BUSINESS ORGANISATIONS

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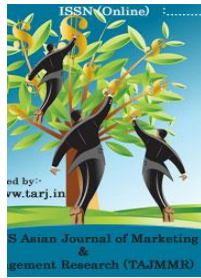
ABSTRACT

Predominantly 'Social Marketing' has been and is a medium adopted by most of the nations across the world to percolate information and awareness on health and related issues to the general public. Of-late, the rapidly growing electronic media supported by most advancing information technology has transformed social marketing to become powerful medium both for personal communications and for organisations which obviously is something that can not be undervalued. Recent times have shown key trends in how social marketing works for different business organisations to create and maximise customer value. Social marketing uses the benefits of doing social good to secure and maintain customer engagement. Value creation is important in social marketing and perhaps 'Consumer Participation' is the basis for value creation in social marketing as consumers not only jointly create value with an organisation, but co-construct the experience to suit their contexts. Business Organisations that are active in positioning themselves as most successful, involve customers' participation as a necessity to create long term and sustainable customer value. This paper endeavours to highlight the emerging trends of social marketing in creating value for business organisations.

KEYWORDS: *Business Organizations, Social Marketing, Commercial Marketing, Customer Value, Social Media, Positioning*

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THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMERS' HEDONIC VALUE & ATTITUDE TOWARDS SHOPPING MALLS

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ABSTRACT

A highly competitive environment is changing the business landscape. Rising customers' income & awareness levels have shifted customers' preferences to better experiences. Customers of today are more empowered, well informed, digitally savvy and time compressed. The changes in lifestyle and rising expectations have made them more demanding. Customers want authentic experiences Pwc(2015) and are willing to shop in an environment that satisfies their experiential needs. Shopping malls are the one-stop destinations that serve the recreational & shopping purpose of customers. Among the various formats of retail, the shopping mall is the one where experiential factors play a crucial role in shaping the customers' expectations. The present study (N=250) explores the impact of experiential marketing factors (4Es) on customers hedonic value which influences customers' attitudes towards shopping malls. The study adds to the existing body of knowledge (Sadachar.A, 2014) as experiential marketing factors (4Es) remain unexplored in shopping malls of central India.

KEYWORDS: *Experiential Factors, Perceived Value, Shopping Malls.*

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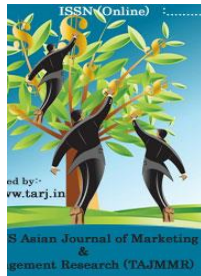
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IMPACT OF DEMOGRAPHIC VARIABLES ON EMOTIONAL INTELLIGENCE AND LEADERSHIP BEHAVIOR OF EXECUTIVES OF PRIVATE INSURANCE COMPANIES WORKING AT NAGPUR

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ABSTRACT

Environmental changes are causing fundamental transformations which have a dramatic impact on organizations and presents new challenges for human resources management in general and leadership in particular. The transformations do represent a shift from traditional intelligence to a new paradigm of Emotional intelligence. It has been human nature to desire stability even in the ever changing professional lives. This system of life and organizations is fluid dynamic and potentially self renewing wherein today's best leaders are learning to "go with the flow" to accept the inevitability of constant change cannot be cuddled and integrated without addressing to the deepest thoughts and feeling of Indian managers. This requires the managers to open up the heart and deal with the emotions, welcoming them into the workplace to ensure success in this ever changing industrial environment. Various research studies have unraveled that the leaders with higher emotional intelligence see changes as opportunities for something better, and they do not cherish stability but ongoing development of individual workers and of the organization itself become their prime agenda. This phenomenon of paradigm shift has led many researches in the area and present one is also an attempt in the line. The challenges get multiplied when the industry executives have to work in diverse work culture. The work force diversity has not only affected the emotional stability of the executives but has also come in the way of leadership behavior and effectiveness. It is observed that a person's leadership style changes, the research were puzzled by the fact that while IQ could predict the academic

performance to some level, the professional and personal potential, yet there was something in the equation. Some people with extraordinary IQ scores were doing poorly in the professional life. One could say that they were wasting their potential by thinking, behaving and communicating in a way that hindered their chances to succeed, and the major missing part in the success equation was identified as cognitive skills. The discovery of cognitive skills and abilities, through appears to be outside the scope of IQ, yet is indisputably important. If there are some critical components of human intelligence independent of those measured by IQ, their discovery and elucidation will contribute a better, more complete theory of human success with proper blend of Emotional Quotient(EQ).

KEYWORDS: *Intelligence, cognitive skills, Human, Blend, Emotional Quotient. Etc*

SUGGESTIONS

When a leader exhibits competencies like initiative, nurturing attitude, team leading , self confidence, achievement motivation ,and empathy etc.,the performance is bound to be more effective. The results of this study can be translated into specific suggestions to enhance leadership effectiveness and that is through emotional intelligence .Under mentioned are some recommendations/suggestions that stemmed out of the study ,and if implemented in letter and spirit ,can go a long way in enhancing leadership effectiveness with more emotional intelligence among corporate executives. A leader's passion for work reasons less money or power and his ability to pursue goals vigorously and persistently are more important. Instead of securing short term goals, achievement for the sake of achievement should be the goal of every manager and that in turn needs high level of achievement motivation in the leader to help him in leading from the front. Every leader should be aware that his job is as much about getting people to work together as team, as it is about motivating individual members of the team. Thus, the leader's aim should be to build, which is cohesive, self supporting and must know it is going. In order to develop a team spirit,high morale and induce a feeling of shared responsibility for achievement, the leader must foster an environment of mutual trust and confidence and create a feeling of interdependence amongst the team members.

Assertiveness is a highly desirable trait for every leader. But assertions with aggression will lead to negative results. Hence ,the leaders of the day should be assertive, instead of being aggressive



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A STUDY ON PERFORMANCE RATING OF SBI GROUP: CAMEL MODEL ANALYSIS

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ABSTRACT

The merger and acquisitions in public sector banks especially SBI with its associate banks, have stirred the banking sector. There is various view point by experts that the merger will lead to rationalization of resources, improve productivity, customer service and lower cost of lending funds. The current work tries to evaluate the merger of largest public sector bank i.e. State bank of India and its five associate banks viz, State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala, and State Bank of Travancore and Bharatiya Mahila Bank with effect from April 1, 2017 The merger is to be done in phased manner. The study has adopted CAMEL (Capital Adequacy, Asset Quality, Management, Earning and Liquidity) Model to evaluate the SBI and its associate banks performance and rank the selected banks on target performance indicators. The study concludes that SBBJ has high efficiency in terms Capital Adequacy, SBP in Assets Quality, SPT in Management Quality, SBH in Earning Quality and whereas in Liquidity SBI has the top position. All banks have different competitive advantages and the merger has lead to exploit each other competitiveness for banks overall performance.

KEYWORDS: CAMEL, Bank, Profitability, Liquidity, NPAs.

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STUDY ON FUTURE OF M-COMMERCE: WITH REFERENCE TO BANKING SECTOR-SBI

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ABSTRACT

Mobile commerce researches has become the most attractive interests of current research scholars, this begins to be the most popular interest when mobiles and portable devices became an extensive and effective means of communication and other business transactions & practices. In the current era, It is observed that all the transactions are being done by mostly through e-commerce and m-commerce. Considering the excessive use of mobile phones and portable devices, which is not only the means of communication and business needs but it also fulfills the financial needs of family. This paper provides the glimpses of future of M-Commerce services in India through banking sector also discussing the future growth segment in India's M-Commerce referring banking sector. It will also finds various factors that will help in maintaining growth of Indian M-Commerce services. In this paper we will find rapid growth of M-Commerce services in coming years in emerging market of India through banking sector.

KEYWORDS: M-Commerce, M-Payment, Mobile Devices, Banking Services.

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