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TRANS Asian Journal of Marketing Management Research (TAJMMR)

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“A STUDY OF ORGANIZED RETAILING AND ITS CHALLENGES IN RETAIL CUSTOMER SERVICES”

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ABSTRACT

India is becoming most favored retail destination in the world. Retail sector contributing 10% to country's GDP. Indian retail industry is ranked among the ten largest retail markets in the world. The change of attitudes of Indian consumers and the emergence of organized retail formats have transformed the face of retailing in India. Organized retailing offers huge potential for future growth of retailing in India. This paper provides information regarding the growth of retailing in India. And also focuses on the challenges faced by organized retail sector in India. It also emphasize on major players of retailers in India and customer services provided by the retailers. This paper also deals with various retail formats and the opportunities for the growth of retail industry in India and also provides some suggestions to overcome the challenges in the retail trading in the society.

KEYWORDS: *Retailing, Organized Retailing, Retail Formats, Customer Services*

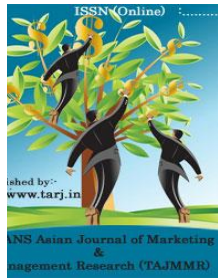
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ZCSPC FACULTY SWOT ANALYSIS: BASIS FOR HUMAN CAPITAL DEVELOPMENT PLAN

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ABSTRACT

This study aimed to determine the faculty profile in terms of age, sex, educational attainment, involvement in research and publication, community engagement and linkages, and trainings attended. The study employed a descriptive-qualitative research design through the existing data available in the offices of the institution. It was used to establish the strength, weaknesses, opportunities and threats for analysis. The findings revealed that majority of the faculty members were male middle-aged individuals who had a bachelor's degree. It was found out that faculty has a strong capabilities. The institution has been supporting faculty members by sending them out to seminars and trainings. In addition, faculty tends to be encouraged in conducting skill trainings to the community which is one of the best practices of the institution. This is a good manifestation that the institution is committed to serve the country by producing human capital by providing quality education to the stakeholders who will eventually contribute significantly to the community in addressing social and economic problems. It can be concluded that the Zamboanga City State Polytechnic College is committed to take actions on the needs of the faculty members with its dream of becoming university. With the support coming from the higher authority with its excellent human capital management and in cooperation of the faculty members, the vision, mission and goals can be possibly achieved. It is recommended that faculty development programs be developed by having its policies be in place and be fully implemented. The administration must continuously empower its faculty members for its institution's directions to development and excellence.

KEYWORDS: Human Capital, Management, Empowerment, Development, Excellence,

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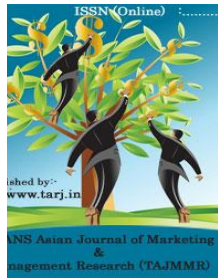
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A STUDY ON THE SATISFACTION LEVEL OF USING SOCIAL MEDIA BY THE UNDERGRADUATE STUDENTS WITH SPECIAL REFERENCE TO TEZPUR, ASSAM

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ABSTRACT

The use of social media is increasing day by day not within national arena but also in global arena. Whatever be the reason social media has almost become an addiction for almost most of the users. Social media is providing them entertainment, killing their monotony, passing their time, make them connected to their friends and distant relatives, sharing of knowledge and so on. But whether are really satisfied using this platform continuously? With such intent in mind a study was carried out amongst the undergraduate students of Tezpur to study their satisfaction level of using social media. The general colleges of Tezpur are considered with a sample size of 383 which is calculated by using the formula $\frac{N}{1+N(e)^2}$. The data were collected through questionnaire using Nth sampling method. Seven variables are considered along with a five point scale to measure the satisfaction level of using social media. For some variables the respondents are giving a good rating but facts also came to light that some of the respondents are also not so satisfied in some dimensions with social media. In light of such findings, certain suggestions are also brought forward so that its implementation can be given a thought.

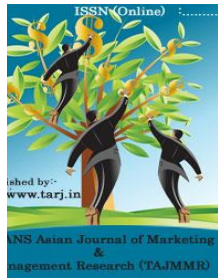
KEYWORDS: Social Media, Satisfaction Level, Sharing Of Knowledge, General Colleges, Platform.

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“A STUDY ON ACCESSING THE FACTORS LEADING TO THE PURCHASE OF BYJU’S AS A CURRICULUM”

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ABSTRACT

Today, in this fast-moving life, everyone is in hurry of getting their work done as soon as possible and least efforts. This tendency of humans has also affected the field of education. Now, people have a mindset that education should also be delivered in an easy and in a way, where comfort is ensured. The entire process of delivering lectures and providing education changed drastically, when a startup named THINK AND LEARN PVT. LTD., popularly known as BYJU’S, which is one of the learning App, started to work in order to revolutionize the whole education system in India. In this study to establish a relationship as to how BYJU’S has grown this big in a little span of time and what are the factors using which BYJU’S has risen in the pyramid to effect the overall satisfaction of the user to using their learning app. Unlike the previous time he also appeared for the interviews of the three premier IIM’S i.e. A, B and C and cleared the interview round. Instead of joining any of the institutes for a professional course which could have furthered his career he saw a potential in guiding/ counselling students in clearing CAT.

KEYWORDS: Education, BYJU’S, Learning App, Customer satisfaction, Effectiveness

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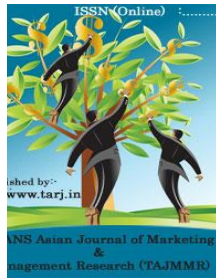
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"IMPACT OF BAN TO SELL MAGGI NOODLES IN INDIA DURING 2015 ON THE REVENUE OF NESTLE INDIAN LTD."

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ABSTRACT

The present research study entitled "Impact of Ban Maggi Noodles in India during 2015 on Revenue of Nestle India Ltd." was attempted with the main objective to find out the effect of ban on sale of Maggie Noodles on the profit, shares, revenue of Nestle India Ltd. as well as to regain the markets. This study reveals a present study shows a clear impact of Maggi noodles on fast food market in India. Induced during 2015 there was clear effect of ban on Maggi's sales, profit and market shares for at least 6 months. After re-launching the market shares of Maggi Noodles have persistently increased months by month. Maggi noodles had adopted variations strategies for attracting consumers such as attractive slogans, tailor made products according to desires of consumers, much emphasis on health and quality, sale promotion schemes and market research etc. for increasing sales. Though, in today's competitive era, varieties of fast foods are available in the markets. However, instant Maggi noodles have become universal food product for the peoples of all age groups. There are immense possibilities of earning huge profit. There is need to establish more accredited laboratories. Government must always have a vigilant check over the quality of products keeping public health in mind.

KEYWORDS: *Food Safety And Standards Act, 2006, FSSAI, Food Industry, Food Safety, Maggi*

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