

# CHANGING PARADIGM IN COMMERCE AND MANAGEMENT PRACTICES



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# Changing Paradigm in Commerce and Management Practices

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# QUANTIFYING HUMAN RESOURCE ANALYTICS: A METHODOICAL LITERATURE REVIEW

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## ABSTRACT

With the emergence of HR analytics in organizations, obtaining, analyzing, and measuring HR data has gotten simpler. HR Analytics acts as a tool, which is a collection of statistical methodologies that enable collecting, analysis, measurement, and forecasting of data. HR analytics exposes the answers to organizational difficulties and creates good judgments. HR analytics therefore connects HR strategy with the whole business strategy to achieve a competitive advantage. HR analytics has advanced through the phases of examining the sub-HR functions. HR Analytics presents multiple opportunities to corporations as it predicts workforce wants, allowing HR to achieve corporate goals, and boost organizational performance, which aids enterprises in obtaining success. We attempt an evidence-based review employing an integrated synthesis of current peer-reviewed literature on Human Resource analytics (HR Analytics). Our search of multiple publishing databases yielded 85 papers on this problem, albeit only 43 articles were in quality peer-reviewed journals. Our evaluation of these



# **IMPACT OF CORONAVIRUS PANDEMIC ON FAST MOVING CONSUMER GOODS (FMCG) SECTOR IN INDIA: A CONCEPTUAL STUDY**

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## **ABSTRACT**

E-commerce deals with selling and purchasing of goods and services through internet and computer networks. There have been tremendous changes in the global market due to the pandemic crisis. Indian FMCG firms are at greater risk because of sudden changes in the marketing environment and changes in the behavior of customers during the situation of pandemic. Necessity is the mother of invention; we are living with the new normal situation because of a pandemic. Customer's behavior is going to change, according to the changing environment, not only in human life but also in the field of business. During pandemic and post-pandemic situations, most of the FMCG firms have struggled more to exist and survive in the business environment, so more innovations and digital marketing or online marketing activities have taken place in the FMCG sector to overcome different difficulties. This paper discusses the positive and negative impact of corona virus on the FMCG in Indian perspective. The

# CONSUMERISM IN THE GLOBALIZED ECONOMY

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*"Amidst of an active propaganda machinery, controlled by the world's largest corporations constantly reassuring that consumerism is the path to happiness, governmental restraint of market excess is the cause our distress, and economic globalization is both a historical inevitability and a boon to the human species, a consumer is a shopper who is sore about".*

**David Edward**

## **ABSTRACT**

It would be appropriate to quote the greatest of Arab historians, Ibn Khaldun, who said, "In civilization, there is a limit that cannot be exceeded." When prosperity and luxury come to a people, they are followed by excessive consumption and extravagance, which undermines the human soul both in its worldly and spiritual lives," especially in the context of globalization, liberalization, and consumerism in India. This is what is happening in India under the aegis of multinational corporations (MNCs) and developed-country trade policies that are ostensibly designed to devour the third-world consumer kingdom.

Indians have a proclivity to copy what western nation states do, but when it comes to consumer rights and responsibilities, we've come up



# **SUPPLY CHAIN MANAGEMENT AND CUSTOMER SATISFACTION IN SMALL TO MEDIUM ENTERPRISES ON PRODUCT QUALITY AND FLEXIBILITY**

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## **ABSTRACT**

To circumvent the possibility of business failure, small to medium enterprises in emerging economies face mounting pressure to increase the satisfaction of their customers. The adoption of supply chain management practices is critical to the provision of quality products and services as well as the satisfaction of customers by small to medium enterprises. This paper investigated the relationship between customer satisfaction, supply chain management practices and three input factors: namely, product quality, flexibility, and product variety in small to medium enterprises. The study adopted a quantitative approach in which a four-section questionnaire was distributed to 131 managers in small to medium enterprises based in Gauteng Province, South Africa. Hypotheses were tested using regression analysis. The results of the study revealed that product quality and flexibility predicted supply chain management practices. Supply chain management practices were also statistically significant and mediated

# **A STUDY ON EMPLOYEES MOTIVATIONAL TECHNIQUES IN ORGANIZATIONS SPECIAL REFERENCE TO TIRUPATTUR DISTRICT**

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## **ABSTRACT**

The purpose of the study is to know the employees' motivational techniques used in the organization. The employee's motivation is one of the key important factors used to terminating the success of the organization. It helps the employees resulting in their performance and productivity. The questionnaire design taken by the researcher to collect the necessary data from the respondents. Multiple choice and dichotomous question. A sample size is 50 employees was considered to this study. The statistical tool is used for the study is simple percentage analyzing method. The result of the study shows that the employees are motivated by the various motivational factors.

**Keywords:** Employees Motivation, Motivation Techniques, Performance, Productivity, Organization

# RELEVANCE OF INNOVATIONS IN FINANCIAL SERVICES SECTOR

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## ABSTRACT

Progress of financial services sectors post reforms has been phenomenal in terms of introductions of new products and processes. If we compare the pre and post reforms of the financial services sector the changes are incomparable. It is often termed that the main reason behind this transformation is increased competition from the global players and innovations that have happened in the last two decades. This chapter is an attempt to explore the role of innovations in growth of the financial services and will also explore other reasons as well responsible for this transformation.

**Keywords:** innovations, product value, financial services sector, liberalization, customization.

## 1. Introduction

The modern-day financial services have relevance with the colonial past of India. All the major financial products popular were introduced by the British. They were the outcome of the British education system that was focused on creating a middle class that has a need for products and services created by the British. Financial products of banking,



# **THE IMPACT OF LOCKDOWN AND OPPORTUNITIES OF UNLOCKING IN RETAIL SECTOR DURING THIS PANDEMIC**

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## **ABSTRACT**

Retailing in India is a business activity which evolves from ancient and medieval periods. It has faced many developments and changes in multiple folds in the last three decades. This COVID- 19 has brought so many changes around the world in all aspects. It has marked an imprint on the retail sector also. It has given so many challenges to the modern retailers and provided a lot of opportunities to both traditional and modern retailers. All these challenges and opportunities made the retail sector take a new facet. While it would be business as usual for kirana and mass merchandise stores, hypermarkets and consumer durables/IT product stores would be hit hard. That Covid-19 has been humanity's biggest disrupter of life and businesses is an understatement. In the context where the online and multi-channel impact were being seen across the world on physical retails including

# **STUDY ON JOB SATISFACTION WITH SPECIAL REFERENCE TO GENERAL PUBLIC IN VELLORE DISTRICT**

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## **ABSTRACT**

The most important invention of the observation is to decide the activity pride of personnel. It includes determining diverse parameters that influence activity pride and the gifts degree of pride of the personnel. To recognize personal perceptions approximately the activity and give you tips for the agency to enhance the extent of activity pride. The method used to perform the observation turned into a Job Satisfaction Questionnaire. The questionnaire consisted of diverse sections like personal details, working conditions associated questions, salary and promotion opportunities associated questions, work relationships, abilities, and abilities associated questions, and questions on the role performed. The legionnaires circulated in diverse project teams at Tirupattur and also the respondents belonged to diverse designations. The findings were that employees at Tirupattur district valued work relationships and healthy working conditions the most

# **FROM LOCAL TO GLOBAL: INFLUENCER MARKETING IS AN EMERGENT TREND IN DIGITAL MARKETING TO INFLUENCE CONSUMER PURCHASE JOURNEY**

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## **ABSTRACT**

With the magnificent growth of technology and proliferation of social networking sites as a significant digital marketing tool, the opportunities are increasing for both common people and businesses. SMIs or social media influencer marketing is one of the recent trends in the category of digital marketing techniques. These influencers are the common people who are popular on social media platforms for the personality they carry, the lifestyle that they share on social media, and the content which they curate by posting blogs and vlogs. The marketing managers had recognized these trends and started collaborating with these influencers as these SMIs are very famous among common people and also have their credibility and trust among them. The marketer's leverage this fame and trust feature of these SMIs as these influencers affect the buying decisions of the consumers. This



# **A STUDY ON EFFECTIVENESS OF ONLINE MARKETING WITH SPECIAL REFERENCE TO GENERAL PUBLIC IN TIRUPATTUR DISTRICT**

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## **ABSTRACT**

This examination is led to perceive how the shoppers' image discernment and buying choices are impacted by various internet showcasing devices utilized across the enterprises like Word of Mouth (WOM), online Chat help, and Email upgrade. Its motivation was to concentrate on the connection between the different internet showcasing instruments and methods, WOM, Online visit, and Email and their consequences for the brand discernment and purchaser buying choice, There is a great deal of other impacting factors remembered for a decision making of a customer for buying and fostering a discernment about a specific brand however the main factors that play a characterizing job in changing the purchaser brand sight and buying choice the reliance exists on these three main elements. Our outcomes show that the occupants of Karachi who are dynamic on the web lean toward WOM over the other two factors which are online talk and

# **A STUDY ON CAUSES OF STRESS AND STRESS MANAGEMENT AMONG YOUTH WITH SPECIAL REFERENCE TO THE GENERAL PUBLIC IN TIRUPATTUR DISTRICT**

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## **ABSTRACT**

Stress is the situation of intellectual stress for unique men or women going through troubles from the environment and social wellness which ends up in such a lot of diseases. Young age is the important duration due to the fact currently teens face plenty of modifications in/her existence. They are anticipated to be the elites within the society. Thus, they ought to beautify their pressure control abilities to stay a healthy existence after getting into society. When a baby enters into the teen's age, they no longer handiest adapt themselves to the brand new existence and new surroundings however additionally be acquainted with many new people, events, and things. The existence of pressure on them is considerable. Therefore, expertise in the assets of pressure amongst them and the way they can cope with the pressure

# **A STUDY ON MEASURING THE QUALITY OF LIBRARY SERVICE IN MARUDHAR KESARI JAIN COLLEGE (MAKJC) FOR WOMEN, VANIYAMBADI**

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## **ABSTRACT**

The purpose of the study is to know the quality of library service towards the students at Marudhar Kesari Jain College for women at Vaniyambadi. This study is to know the student's satisfaction level of library service. The questionnaire was used as a data gathering method. All the closed ended questions were designed to evoke responses to measure respondent satisfaction and perception of service quality. This study will be helpful for improving the service in the library. This study also suggests some recommendations to increase library service.

**Keywords:** Quality, library service, MKJC institution, service quality.

## **1. Introduction**

The success of a library center largely depends on the quality of services to its users. Managing a library as a social institution involves specialized and complicated tasks. The primary purpose of an academic



# THE FUTURE DIRECT MARKETING IS CONVERSATIONAL MARKETING

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## ABSTRACT

Personalization in marketing will no longer be a choice; it will be a must by 2020. Prospects that come to your website expect to find what they're searching for quickly and to be taken care of and directed through the process from start to finish. Conversational marketing may be an automated method of employing chatbots to communicate with your website's users, or it can be real-time messaging via live chat or conversational landing pages. The progress of technology and the expectations of more discriminating, smart, and impatient customers have fueled significant changes in marketing during the last decade. Even though consumers' preferences for how they access products, services, and information are developing, most businesses continue to fall behind their customers' demands and requirements, relying on high-frequency, one-way interactions while attempting to build urgency to drive conversions. This appears to be especially true in the field of direct marketing, which relies primarily on one-way channels to push the current sales offer in neatly packaged, mostly text-based campaigns in the hopes of moving the needle a few percentages points. In summary, instead of employing mass communication, this strategy