

MANAGEMENT ISSUES ACROSS THE SPECTRUM OF SOCIETY

**Dr. Asma Farooque
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Dr. Moiz Akhtar**



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THE SPECTRUM OF SOCIETY**

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SOCIAL ADVERTISING: A CRITICAL APPRAISAL

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1. Introduction

Advertising till date has been known for promoting ideas, goods and services. But to the contrary Social Advertising promotes a community's health and wellbeing, such as programs that educate people about drugs, diseases and other social issues.

Advertising has a prominent role in society, it can also be used to make positive and social changes. The same promotional techniques with which it sells the products and services can be effectively used to deliver social welfare messages. Well-crafted advertisements delivered with a blend of persuasion and appropriate appeal backed with ample exposures not only make audience sit up and notice social issues, but they also have potential to command positive attitudinal change.

As in present scenario we are witnessing the rapid changes in every field of life. These changes are also source of various socio – economic conflict for civilization. These socio-economic conflicts have a deep impact on different economies in different ways. Now the general public is highly influenced by change in life styles and behavior patterns. The whole world is facing changes in technology, business, society, culture and economy.

WORK FROM HOME, A CHALLENGE FOR EMPLOYERS AND EMPLOYEES

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1. Introduction

The COVID-19 outbreak has made work from home a new way of working for millions of employees in the India and around the world. Due to the pandemic, many workers and employers suddenly switched to remote work. Many of them were experiencing it for the first time and were also doing it without any preparations.

Work from home is a concept where the employees do their “official work from home” through company’s approved assets, policies and tools. Work from home gives flexible working hours to the employee as well as the job given by the employer is done with ease. It is helpful in delivering work life balance to the employee, and also helps the company to get the work done.

Like all the organizational changes, work from home as a change also has some benefits and drawbacks. Usually, adopting this flexible way of working has been done as a planned choice that requires a specific period of time for designing, preparation, and adaptation. Then only organizations can effectively support their employees’ in retaining their productivity and ensure them better work-life balance. However, this

GROWTH OF FINANCIAL INCLUSION IN INDIA

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1. Introduction

Financial inclusion means the efforts to make financial goods and services accessible and affordable to people and businesses, regardless of their personal Net Worth or company size. Financial inclusion aims to remove the barriers that hold back people from participating in the financial sector and using these services to upgrade their lives. It is also called inclusive finance.

Financial inclusion is outlined because the availability and equality of opportunities to access monetary services. It indicates a method by that people and businesses will access acceptable, affordable and timely monetary product and services. These embody banking, loan, equity, and insurance product. Monetary inclusion efforts generally target those that are unbanked and under-banked and directs property monetary services to them. Monetary inclusion is known to travel on the far side just gap a checking account. It's potential for banked people to be excluded from monetary services. Having additional inclusive monetary systems has been connected to stronger and additional property economic process and development and so achieving monetary inclusion has become a priority for several countries across the world.

CRITICAL ISSUES OF FINANCIAL SECTOR: A STUDY ON LOAN SCAM IN INDIA

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1. Present Status of Loan Scams in India

The banking system of any country comprises of the small savings of the people. When a large number of people deposit the money it becomes the huge amount in the hands of the banks. Commercial Banks lends this money to individuals, traders and institutions and earns profits in the form of interest. But when the lenders do not returns this amount to the banks it becomes the threat to the banks. Data from a report by the **Reserve Bank of India (RBI)** shows that **up until March 2021**, banks had declared loan fraud total around five trillion, which is about 4.5% of the total bank credit. In all, 45,613 cases were reported by 90 banks and financial institutions. State Bank of India (SBI), which also happens to be the biggest lending body in India, reported the maximum fraud amount at over INR 78,000 crore (**Saha, 2021**). Such amounts are staggering, causing a huge dent in the economy of a developing country like India.

In Survey Report of “**Statista, 2022**” Showing Number of bank fraud cases across India between financial year 2009 to 2021.

ANALYSIS OF PURCHASE BEHAVIOR OF CONSUMERS FOR FMCG (PERISHABLE GOODS) IN SELECTED CITIES OF UP”

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1. Introduction

Marketing has progressed a lot from the earlier concept of sales to the recent concept of social marketing, paving ways for several concepts, methods, or techniques, thereby signifying an indispensable place in the market. The previous concept was initiated with an array of goods and ended with selling. Post that, taking help from several authorities such as (Stanton, 1967) a different idea popped up, which was named as the concept of marketing. This led to the orientation of consumers supported by internal marketing. In order to achieve long-term sales, it was imperative to focus on customer satisfaction. Moreover, it can also be said that a company can earn tremendous profit by merely shifting the focus towards the target customer or the market instead of focusing on the product.

Like Copernicus, who stated that the center of the universe is not Earth but revolves around the sun, the economy's universe is not about the enterprise but revolves around the potential customers.

ROLE OF GOVERNMENT IN PROMOTING LEATHER EXPORTS FROM INDIA AND ITS FUTURE POTENTIALITY

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1. Introduction

In India's economy, the leather industry is quite important. This industry is noted for consistently high export revenues and is one of the country's top 10 foreign exchange earners. During 2019-20, India's exports of footwear, leather, and leather products totaled \$5.07 billion. Because of its enormous potential for export growth and job creation, the Government of India has designated the Leather Sector as a Focus Sector in its Foreign Trade Policy. The Leather Sector has also been designated as an employment incentive sector by the Planning Commission for the 12th Plan term.

According to official DGCI&S monthly export data, the export of Leather and Leather products for the period April-December 2020 totaled US \$ 2599.97 million, down 34.15 percent from US \$ 3948.13 million in April-December 2019. In currency terms, exports totaled INR 194143.47 million in April-December 2020, down 30.18 percent from INR 278056.32 million in April-December 2019. In the FTP, Kanpur, Agra, and Ambur have been named "Towns of Export

IMPACT SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF STUDENTS

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1. Introduction

People generate stuff, share it, bookmark it, and network at a rapid rate on social media, which has grown as a category of online conversation. Social media is rapidly transforming public debate in society and defining trends and agenda in themes ranging from the environment and politics to technology and the entertainment sector, thanks to its simplicity of use, speed, and reach (Asur and Huberman, 2010). The online world has changed tremendously in the last 10 years, owing to the creation of social media, where young men and women now communicate thoughts, sentiments, personal information, images, and videos at an incredible rate. Social networking websites are currently used by 73% of wired American teenagers (Oberst, 2010).

The concepts of social media are shared by Martn, (2008) and Lusk, (2010). To them, social media refers to the usage of Facebook, blogs, Twitter, MySpace, and LinkedIn for conversation and the sharing of photographs and videos. However, for the sake of this study, social

EFFECTIVENESS OF MANAGERIAL ECONOMICS IN BUSINESS DECISION

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1. Introduction

Businesses need to make important day-to-day decisions. These decisions can be about investment opportunity, new product, new competitors or company direction. In such important decisions, businesses need to rely on professionals. These experts came from behind Managerial Economics. Manager Economists finds sitting at a table with executives, rather than being part of the company's top branch. They are professionals who provide value for money on a variety of occasions and urge the company to continue.

The purpose of economic management is to provide economic terminology and to think about the development of management decisions. Microeconomics studies the issues related to goods and services from the perspective of decision-making organizations — that is, homes and businesses. Macroeconomics achieves the same level at an integrated level, for example, total utilization and regional production. Microeconomics and each macroeconomics have their own merits.