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TRADE FLOW ANALYSIS AND DEVELOPMENT STRATEGY OF INDONESIAN LOBSTER EXPORT

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ABSTRACT

Lobster (Panulirus sp.) has a great potential to be developed as export commodity. Moreover, there is increasing trend global consumption of fishery products. However, Indonesia faces many challenges in the midst of intense competition in the globalization era. The export volume and value of Indonesian lobster is declined in recent years. This study aims to analyze factors affecting trade flows of Indonesian lobster export and to formulate alternative development strategy of Indonesian lobster export. Data collected from secondary sources and interview with stakeholders related to Indonesian lobster export. This research used export demand function by panel data to analyze trade flow and alternative strategies are formulated using Analytical Hierarchy Process (AHP). Estimation of panel data shows that all the factors affecting trade flow of Indonesian lobster exports to the destination countries (Gross Domestic Product per capita, economic distance, exchange rate, export price, and free trade agreement) significantly affect lobster export value. Based on Analytical Hierarchy Process (AHP) analysis, alternative strategy that has the highest priority is the development of infrastructure and aquaculture technology, followed by trade regulation, and product quality improvement.

A STUDY ON TELEVISION ADVERTISEMENT IMPACT ON PURCHASE PSYCHE OF A CONSUMER

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ABSTRACT

In recent years Television has become a very important fixture in Indian households. This aspect has made every company to choose Television as a prime media for their advertisement which can impact at large population. TV Viewing in India is increasing over the years. TV is viewed more by children compare to other category of viewers. TV ads create subconscious influence on consumer. TV ads will have impact on viewers'. Strategies are used by companies to increase the profit and sales but it might not be successful because consumers are not just influenced by TV advertisement, there are various other factors influencing their buying psyche. An attempt has been made to analyse the influence of television on consumers purchase psyche.

KEY ACTIVITIES IN MANAGING SOFTWARE PROJECT EFFORT

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ABSTRACT

Accurate effort estimation is a crucial task for software business progression: for customers, acquiring software products or making project contracts for software implementation, accurate effort estimation enables adherence to schedule and budget without delay in deployment and introduction (Conte, et al., 1986; Sommerville, 2001). A software supplier organization strives to estimate the effort needed in building software as accurately as possible to ensure the project's budget and schedule, and the success of resource allocation. Despite the numerous effort estimation approaches and applications available, the estimates have remained inaccurate. The objective of this paper is to find out the management practices of software development project effort, resulting in increased effort estimate accuracy. In the quest of its goal, the paper commences by presenting the theoretical background and the key concepts related to software project effort management approach. This paper focuses on an activity set of general software project activities, which are found to be one of the major software project activity categories besides software construction and project management effort.

**E-SPEAKING AS GOOD PUBLIC SERVICES FOR HUMAN RIGHTS, KINGDOM OF
CAMBODIA**

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ABSTRACT

The research paper focuses on e-speaking as good public service for individual communication that was personal/individual expression the individual rights. For example; we were in field survey and interviewed each officer who works for some departments of Secretariat General of the Senate, Cambodia. The Senate of Kingdom of Cambodia is a legislative branch called Upper house parliament of Cambodia so please; we try our best to understand of his/her freedom of speech's perspectives that related to human rights in social relations. The paper wasn't presented to the whole country was a apart of a case study relationship how the officers who works for different departments of Secretariat General of the Senate practiced e-speaking rights to other people who live in different places of Cambodia and we will do more researches to compare to get more resources and data how to measure and understanding development personal rights.

REVIEW ARTICLE ON MODERN PORTFOLIO THEORY: MARKOWITZ MODEL

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ABSTRACT

Noted economist, Harry Markowitz ("Markowitz") received a Nobel Prize for his pioneering theoretical contributions to financial economics and corporate finance. His innovative work established the underpinnings for Modern Portfolio Theory—an investment framework for the selection and construction of investment portfolios based on the maximization of expected portfolio returns and simultaneous minimization of investment risk. This paper reviews portfolio selection model by Markowitz and provides perspective on some open issues. It starts with a review of the classic Markowitz mean-variance framework. It then presents the portfolio choice approach developed by various authors. Martingale methods and resulting portfolio formulas are also reviewed. Their usefulness for economic insights and numerical implementations is illustrated. Areas of future research are outlined based on the Review article. For the long period of time Portfolio theory has been an area of interest of many economists.

UNIFIED PAYMENT INTERFACE (UPI) FOR LESS-CASH INDIA

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ABSTRACT

The study finds out that UPI will serve the three great purposes - universal electronic payments, a less cash society and financial inclusion using latest technology trends, as envisaged in the Payment System Vision Document 2012-15 of Reserve Bank of India. When UPI will be widely used on a mass scale by majority of India's vast population for their routine payments – for payment of a chhota recharge of Rs. 10/- to payments at the local Kirana Store, Sabzi Mandi, or for payments to Rikshawwala or for the payment of Loan EMI of your big house, it will definitely bring a great revolution, truly leading to a less cash economy in India. The way WhatsApp (free SMS as called in rural India) brought a revolution in the messaging system across the world, it is expected that UPI will one day bring similar revolution in India thereby demonstrating UPI as the WhatsApp Moment for India, as appropriately described by Nandan Nilekani, Advisor to National Payment Corporation of India (NPCI). Wider acceptance of UPI may gradually make other modes of payment (Cash, Cheques, even ECS/NACH and even NEFT) redundant or obsolete in few years down the line. Government of India & various State Governments and local bodies (including proposed smart cities in the country) can capitalize on the infrastructure of UPI to collect various taxes and receivables from its citizens in a smart way. We hope that UPI will significantly contribute to make India a less cash economy in the future.

IMPACT OF SPIRITUALITY AT WORKPLACE ON ORGANISATIONAL PERFORMANCE

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ABSTRACT

Spirituality at Workplace is concerned with an individual's meaning and purpose of work depending on inner life, meaningful work and community. It recognizes the fact that employees have an inner life, something above and beyond money which needs to be nourished for their better enactment of work. The present paper is an attempt to study how this workplace spirituality increases their performance and they start associating themselves to their workplace through commitment at various levels. We are also striving to see how meditation at work brings an insight or wisdom to employees so that they take better decision. Work takes new meaning and becomes more relevant when it is seen as a calling, a sacred duty, a service opportunity or a way to serve God, other deities, or a higher purpose. Hence, productivity and performance increases as a result of deeper meaning at work.

BUILDING BRAND VALUE THROUGH INNOVATIVE CSR PRACTICES

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MERRUT**

ABSTRACT

The purpose of the study is to measure the impact of various CSR techniques on the brand image and to analyze the inputs of CSR initiatives as a catalyst to the increased brand value. The study is Primary data based conducted on a sample of 40 respondents in Meerut-Modinagar region. The findings show that the customers tend to become more loyal for the organizations which are engaged in societal development activities. It was also found that the customers need to be made more aware about the CSR practices to stimulate their ability to identify CSR focused organizations. Corporate Social Responsibility has evolved various ways for the organizations to develop and sustain in the dynamic environment where the brand image of an organization or a brand is not limited to the product's quality or price only. CSR has now become a value proposition tool for the companies which endeavor to contribute to the under privileged sections of the society catering to their developmental needs through assisting and uplifting them. Such an effort makes a direct positive impact on the loyalty status of a customer or a potential customer towards the brand which helps the organizations boosting their brand value. The major findings of the study strengthen the need of incorporating customer educational programs by the organizations to make this value-proposition tool more effective and fruitful for them.

**FARMER PRODUCER COMPANY MODEL AS FARM TO MARKET LINKAGE:
LEARNING AND CASES FROM CHHATTISGARH**

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ABSTRACT

The women former make a Self-help Groups (SHGs), they purchase cocoon of the Government cocoon bank and sale the thread of cocoon bank, cocoon bank sale of the cocoons to SHGs and private cocoon trader. Reelers are sale the thread to cocoon bank, they purchase the thread and sale the thread trader, Government is providing facilities to reeling machine and working infrastructures. Kanker District in durgkondal block is working with Self-Help Groups in 13 villages, with 117 women in group. They are starting of tussar farming in forest area, there are more host plant available in this area. Farmers are farming own land and Government forest.

IMPACT OF LEADERSHIP QUALITIES OF EMPLOYEES IN CORPORATE HOSPITALS IN CHENNAI

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ABSTRACT

The employees of the corporate hospitals expresses that the Leadership in management is achieved through the participative leadership which helps the organization to improve its production. They perceived that the work commitment is the primary aim of employees to acquire Leadership. The enlightened motivation is increased with the help of dynamic supportive and instrumental leadership among the employees.

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Thanking you profoundly

Academically yours

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