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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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# THE ANALYSIS EFFECT QUALITY PRODUCT, PRICE AND QUALITY SERVICE, TOWARD CUSTOMER SATISFACTION AND LOYALTY

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## ABSTRACT

*Customer Satisfaction & Loyalty are not new concept. First of 20 century, so many businessman in the world, familiar, that Customer Satisfaction & Loyalty are high priority. Those are too relevant concept. The simple logic from businessman are the customer feel satisfy and loyal, it can be work on in future. Customer Satisfaction and loyalty will be influence to finance continuity, short and long term. The objectives of this study are: to measure customer level satisfaction and loyalty toward product, price and corporate service in PT. Waru Abadi. This study is categorized as survey research with descriptive analysis method by taking sample from population and using questionnaire as the main data collecting instrument. The population in this research is all customers of PT. Waru Abadi in West Java. The respondents are chosen by using probability sampling and systematic random sampling techniques. The research sample is chosen randomly for the first data whereas the following is using certain interval. The result of analysis using Structural Equation Modeling (SEM) are : (1) Product quality has positive and significant effect toward customer satisfaction. (2) Price has positive and significant effect toward customer satisfaction. (3) Service quality has positive and non-significant effect toward customer satisfaction. (4) Satisfaction has positive and significant effect toward customer loyalty. (5) Product quality has positive and significant effect toward customer Loyalty. (6) Price has positive and significant effect toward customer Loyalty. (7) Service quality has positive and non-significant effect toward customer loyalty*

## CHALLENGES OF GAUGING PRODUCTIVITY IN TEACHING IN HIGHER EDUCATION: A STUDY

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### ABSTRACT

*In a world led by results and strategies designed for the same, where does teaching stand? A manufacturing concern shows this with its world class products and improvising on the same from time to time. The enhanced quality from time to time reflects its improvements. The service industry is faced with a different set of challenges. Yet, they raise their benchmark to define productivity. If teaching is considered in particular for understanding productivity and its various nuances, what are the ideal parameters? Teaching is a profession which involves active participation of the student community and the teaching fraternity, synthesized with effective learning resources. The researchers design an operational definition for defining productivity in the typical context of teaching in higher education. In this humble research effort to explore the various challenges and probable suggestions to the given premise, the researchers build a quantitative tool and a qualitative appraisal model. Here, responses are collected through a data collection tool, at the grass root level through purposive sampling choosing teaching professionals from the higher education space. The results clearly indicate multi-layered challenges encountered and lack of clarity at various levels on various counts, apart from lack of standardization in the system, although the apex institute – University Grants Commission – lays down an elaborate protocol.*

# **A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE OF PNB AND HDFC BANK**

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## **ABSTRACT**

*A better performance in terms of Efficiency and profitability of banking sector is must for a flourishing economy to ensure the growth and development by facing intense competition, meeting greater customer demands and changing banking reforms. The fast moving competitive environment unleashed by Government policy of liberalization and globalization has brought about significant changes in the working of Indian banking industry. Recently the Indian economy has witnessed the emergence of many banks in the private sector. There are several reasons behind the increasing number of commercialization of banks. The growth of such banks is not possible unless they witness some success in the context of customer satisfaction or may it be the net assets held by these banks, efficiency of their management or the networks of each bank both in private as well as the public sector bank. The main objective of this paper is to make an evaluation of the financial performance of Punjab National Bank and HDFC Bank. The financial performance of a bank is measured by a number of key indicators with reference to Deposits, Advances, Total Income, Investment and Net Profit etc. Recommendations and suggestions have been given for improving the performance of both the Banks in India.*

**MARKETING STRATEGIES ADOPTED BY PATANJALI AYURVED LIMITED****DR. RAJSHREE. R****HEAD****DEPARTMENT OF COMMERCE****KASTURBA GANDHI COLLEGE FOR WOMEN****SECUNDERABAD****SHIVALAXMI****LECTURER****KASTURBA GANDHI COLLEGE FOR WOMEN****SECUNDERABAD****T. SUSHMA SADANAND****LECTURER****KASTURBA GANDHI COLLEGE FOR WOMEN****SECUNDERABAD****ABSTRACT**

*Patanjali Ayurved Limited was founded by Swami Ramdev Maharaj and Acharya Shree Balakrishna at Haridwar Uttarakand on 13/1/2006. It is the fastest growing Indian FMCG Company which imports herbs from Himalayas of Nepal. The Company aims at manufacturing Ayurvedic medicine as well as distribution of products ranging from food, beverages to cosmetics and fabri-care. The focus or USP has been to provide natural ingredients and herbal cosmetics solutions to consumers at affordable costs. Since its inception the company has grown manifold expanding across many segments and many countries worldwide. Today Patanjali has established itself as a formidable player in the FMGC industry. It has grown exponentially in term of size and revenue. It has gained popularity and dominance over markets in urban and now even in rural areas under the umbrella of spiritually. This paper focuses on the strategies adopted by this giant corporation which has contributed to its success.*

## ISSUES AND PROSPECTS OF MARINE FISHERIES SUB-SECTOR IN INDIA

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**NAVSARI**

### ABSTRACT

*Fisheries, marine fisheries in particular, constitute an important sector of the Indian economy. It makes an important contribution to Indian economy in terms of employment, livelihoods, food security and foreign exchange earnings. It plays significant role in the development of coastal communities of India. The marine fishing sub-sector accounts for approximately one percent of national Gross Domestic Product (GDP). Fisheries constitute about 4.75 per cent of the agriculture GDP. This paper briefly describes the growth of marine fisheries in India. It reviews and identify key issues and opportunities and recommend some changes that could improve the productivity of marine fisheries sector and increase net benefits from the sector.*

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## SERVICE QUALITY IN IT SERVICES: A CASE STUDY

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### ABSTRACT

*Information Technology (IT) industry has played a significant role in transforming India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. This study is based on service quality assessment of IT services. The main objective is to identify the relationship between customer satisfaction and customer retention in the IT industry. The study adopts a case study design. The application of Kano model variables and their relevance in service quality of the company are critically evaluated. Questionnaire is used to collect primary data from respondents who are the customers of the company. From the analysis, it is evident that customer satisfaction and customer retention are highly correlated. The Kano model variables which result in customer satisfaction when fulfilled and in dissatisfaction when not fulfilled are design of user interface and security. The other factors which contribute to customer satisfaction are content management services, free optimization services and site traffic analysis. The factors which neither result in satisfaction and dissatisfaction were also identified. The factors which result in reverse quality are over adherence to contractual agreements, presence of bugs and low price. Frequent client communication, after launch services and timely completion of the project are the major factors which result in customer retention. The study poses various implications in the field of service quality of IT firms.*

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## FUNDAMENTAL VICISSITUDES: A CASE OF SAARC COUNTRIES

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### **ABSTRACT**

*SAARC countries are populated by those civilizations in the world, where people from all races and religions have co-existed over a long period of time. The South Asian Association for Regional Cooperation (SAARC), as a role model for political or economic regional integration. India has been the central core of this region both physically and culturally. This paper mainly focuses on the growth and fundamental vicissitudes in the South Asian countries since the last two decades. For this purpose, certain common parameters including growth rate in GDP, Employment in different sectors, transformation from Rural to urban migration, declining share of agriculture in GDP, increasing the share of industrial and service sector and certain another indicator will be studied.*



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**MAPPING OF MUNICIPAL LOAN CAPACITY IN INDONESIA**

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**ABSTRACT**

*Region's dependence on central government is very high, the contribution of the balancing funds from 2010 to 2015 is consistently in the range of 60%. Thus the role of the region issuing municipal bonds is required. This paper examines loan potential area focused on the regional financial capacity and accountability using DSCR (Debt Service Coverage Ratio), Capability of LGR and BPK's opinion. Quantitative approach with descriptive statistical method is used to map the potential supply from region as issuer and local community as potential investors. Potential demand is quantified using ratio of deposits to the population of the local area. The results of this research indicate there seven provinces with greatest potential supply namely DKI Jakarta, Sumatera Utara, Jawa Barat, Jawa Tengah, Jawa Timur, Sulawesi Selatan, and Nusa Tenggara Barat. While the potential demand comes from DKI Jakarta, Sumatera Utara, Bali, Papua and Kalimantan Timur. These results prove that only two provinces that were ready to issue municipal bonds both demand and supply, they are DKI Jakarta and Sumatera Utara.*

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**SOLID WASTE MANAGEMENT: A CHALLENGING UNDERTAKING**

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**ABSTRACT**

*A substantial amount of fund being released in the account of "Swachh Mission" and to a great surprise, cities getting more and more crowded with the problem of solid waste which includes the waste product extracting both from house hold and Industrial setups. The improper handling of garbage not only encourages environmental degradation but it attracts many communicable diseases in the surrounding. An estimated study shows the declining health among the Indian city inhabitants and the reason is drastically shameful as it held polluted and poor sanitation living conditions responsible for it. This paper will present the background and will imply some concrete formulae for the proper dumping of solid waste. The research study will also delve into the causes and effects of improper, immature negligence of the subject of sanitation.*

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**AN ANALYSIS OF IMPACT OF GDP GROWTH ON HDI: A STUDY OF INDIA****AMRITKANT MISHRA****RESEARCH SCHOLAR****JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY****NOIDA****ABSTRACT**

*Human development has become an important issue for the entire world. Earlier time people were not giving much attention about it. In today's economic life, the prosperity of the nation is not only related to the economic growth but also to the human development of the nation. Many research has done to investigate actual relationship between economic growth of the country and the its human development progress. The result of developed country and underdeveloped country shows different result. This paper is an attempt to investigate the relationship between human development index and its different component with the economic growth of India for the period of (2000 to 2014). For my analysis I have utilized Pearson correlation analysis to investigate the types of relationship between economic growth of India and the it's human development progress. The result shows that the HDI and EG are very minor correlated. As far as other component of HDI is concerned the situation is same. It means the EG is does not mean that people of the India becoming more and more educative, healthy, intellectual etc.*

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