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Integrated Marketing Communications- A Conceptual Study

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Abstract

Changes in the business environment, along with technological innovation, increasing consumer sophistication and changes in marketing communications practices, have led organizations to seek to improve relationships with their consumers, and to strive to deliver consistent messages to all stakeholders across a wide range of marketing communications channels, in order to effectively reinforce their core proposition. Although Integrated Marketing Communications (IMC) is an emerging field with a seemingly underdeveloped theoretical base, it appears to be an unavoidable trend which will continue into the future. This paper throws light upon- meaning and importance of IMC, factors inducing IMC, components of IMC, principles of an effective IMC campaign and on integrated marketing management platform.

Keywords: External Audience; IMC; Marketing Communications; Promotional Mix; Strategy

Introduction

Marketing touches every part of our lives -- everything is driven and determined by marketing. We all are aware about four basic elements marketing and the various interactions they have with each other. These four elements are:

1. Product
2. Price
3. Place
4. Promotion

The first three elements of the marketing mix -- Product, Price and Place are controlled entirely by the producer / service provider. The features of your product, the color and size options, where you will sell it, at what price-- all of these are decisions that a company makes independently. Besides the marketing team, various other teams are involved in making decisions on Product, Pricing and Place (distribution). Promotion or Communication is the one aspect of the marketing mix that is solely handled by the marketing team. It is also the only part of the mix that is affected by the end user on a real time basis. This fourth P of the marketing mix;

Promotion, is at the core of Integrated Marketing Communications. In other words all the tools used in the promotion stage of the marketing mix need to work together and communicate the same message for maximum impact.

Marketing is the way by which companies strategically develop, price, promote, and distribute their products to increase customer interest and attain organizational goals. Marketing communications refers to the messages and related media used to communicate with a market.

IMC can be defined as "the concept and process of strategically managing audience-focused, channel-centered, and results-driven brand communication programs over time" By drawing from the fields of psychology, marketing and mass communications, IMC reveals the subtle ways in which consumers respond to marketing communications, thus helping marketers to better manage their marketing communications choices and maximize their effectiveness.

Importance of IMC:

Organizations that are well integrated will maximize the impact on their consumers and other end users at a minimal cost for all of the organization's communications,

whether business-to-business, customer-focused, or internally oriented. Such organizations will enjoy consistent messages with a consistent style and theme. Consistency will be maintained across a wide range of communications channels; costs will be reduced through the prevention of duplication of effort; corporate cohesion will increase; and dialogue and relationships with customers will also improve. It is also believed that IMC has the potential to thrive in conditions where there is the availability of experienced managers; where the market share for products or services is growing; and where competitive intensity is high. In addition, IMC helps organizations maximize their resources and link their communications activities together. IMC integrates elements of the promotional mix as well as the creative elements, organizational factors and the promotional mix with other marketing mix factors. IMC also integrates information and database systems, communications to internal and external audiences, corporate communication and promotes geographical integration. A major feature of IMC is the shift from traditional one-way marketing communications and advertising channels like advertising, public relations, sales promotion, specialty items, merchandising, packaging and licensing; to two-way channels such as personal sales, direct response marketing, events and sponsorships, trade shows and exhibitions, e-commerce, customer loyalty programs, plant tours and other customer service activities .

Factors Inducing Integrated Marketing Communication

Below mentioned changes in marketing environment induce the marketers to adopt IMC, to achieve the promotional goals:-

- Communications agency mergers and acquisitions.
- An increasing sophistication of clients and retailers, causing marketers to develop more elaborate and quicker response systems.
- The desire of firms for interaction and synergy with their stakeholders.
- The need for firms to save costs, causing companies to pursue new methods to

increase productivity and value from marketing and media expenses.

- The increasing cost and decreasing effectiveness of traditional marketing and advertising, due to the rapid development and increasing effectiveness of integrative and interactive information technology.
- The decreasing cost of database development and usage.
- Increasing global competition.
- Increasing global and regional coordination.
- The rise of corporate brands which companies can use to communicate core values to different stakeholders, as against individual brands which are costly to manage and promote.

The Components of an Integrated Marketing Communication

Integrated Marketing's holistic approach sees it utilize a wide variety of both traditional and nontraditional media and promotional methods to effectively deliver its core campaign message.

1. Advertising

Paid advertising is a mainstay of modern marketing campaigns. And while the focus on traditional media advertising channels has shifted in recent years, new technology has given rise to a far more diverse range of digital and online advertising channels.

Common Advertising Methods

- Traditional broadcast media including print, television and radio.
- Outdoor channels such as billboards, vehicle and transit advertising.
- Online outlets including blogs and websites.
- Advertising in an Integrated Marketing Campaign:
- Online or web advertisements that are run on select sites to target a specific segment of the online audience.
- Broadcast advertisements that direct customers to specialized websites, landing pages or social media accounts.

2. Marketing

Integrated Marketing utilizes existing databases of current and potential customers to engage with them directly, delivering a tailored message that drives them to action, whether this be visiting a website, signing up to a newsletter or making a purchase.

Common Marketing Methods

- Direct mail including letters, catalogues, offers and coupons.
- Telemarketing and direct selling.
- Branded products and assorted goods.
- Email and newsletter campaigns.

Marketing In an Integrated Marketing Campaign:

- Promotional material including catalogues, pamphlets or coupons that encourage a response such as visiting a website.

Email campaigns and newsletters that rely on value-driven content and calls to action.

3. Public Relations (PR)

Public Relations (PR) provides marketing teams with an effective outlet to quickly and effectively build good relations with customers, as well as increase the business's overall corporate image and standing within the local and greater general public.

Common PR Methods

- Special events including publicity stunts and community events.
- Press coverage including interviews and features in both web and print media publications.
- Press releases and conferences.

PR In an Integrated Marketing Campaign:

- Press releases and announcements delivered via local, national and international online news outlets.
- Public or community events that build good will, brand recognition and drive interest.

4. Social Media

The continued rise of social media is providing marketing teams with the unique ability to cut out the middle-man and connect, communicate and interact with customers directly. As a result, marketing teams now have far greater control over how their message is communicated. This involves customers as an active participant in the sharing, communication and amplification of a marketing campaign's main message.

Common Social Media Methods

- Social communication platforms including Twitter, Facebook and Google+
- Video and image sharing services including YouTube, Vine, Instagram and Snapchat
- Professional networks such as LinkedIn
- Social sharing platforms including Foursquare and Pinterest.

Social Media in an Integrated Marketing Campaign:

- Twitter campaigns that utilize unique hashtags and call for community involvement.
- Instagram competitions that invite customers to submit their own content (images) that relate to the core campaign message.
- Video content via YouTube or Vine.
- Inviting customer feedback and participation, especially in the case of a re-brand or product re-launch.

5. Digital and Mobile

Digital and mobile marketing channels continue to grow at breakneck speed. In fact, nearly two-thirds of American adults – some *64 per cent* – now own a smartphone. Which makes the inclusion of digital and mobile channels a must for any modern integrated marketing campaign that needs to get results.

Common Digital and Mobile Methods

- Search engine optimization (SEO) and search engine marketing (SEM)
- Pay per click
- Companion mobile apps
- Interactive media

Digital and Mobile In an Integrated Marketing Campaign:

- In-app advertisements and calls to action that lead to specialized landing pages
- A fully-featured online presence and responsive mobile website
- Companion apps in the form of resources, tools or games
- Search engine optimization (SEO), online visibility and brand recognition
- QR codes and other interactive media that leads to specialized websites or landing pages.

The 4Cs of an Effective Integrated Marketing Campaign

Effective Integrated Marketing Campaigns are built around four major governing principles —that ensure marketing teams are able to maximize the impact of every marketing channel at their disposal.

1. Coherence

Integrated Marketing's strength lies in its ability to deliver a strong, focused brand message across a range of diverse marketing channels. It's only able to do this as long as every channel utilized is communicating a coherent message — one that's working towards the same overall marketing goal

2. Consistency

Consistency across all marketing channels is crucial to the success of any integrated

marketing campaign. Like a house of cards, a message communicated by one channel can't be contradicted by that of another, or the entire campaign falls down, and the illusion is broken. By maintaining a consistent look, feel and message across all media, marketing teams are able to ensure that customers receive the same core message, irrespective of the platform, media or marketing channel they're receiving it on.

3. Continuity

Modern marketing campaigns are highly fluid things, progressing and evolving over time as marketing teams analyze what works, what doesn't, and where changes can be made to increase their effectiveness. Continuity ensures that these 'next steps' follow a logical progression, always keeping sight of the core campaign message.

4. Complementary

Not all marketing channels are created equal: what works for one marketing campaign may not work for another. By identifying complementary channels that account for the strengths and weaknesses of the others, integrated marketing campaigns are able to more effectively deliver their message.

Integrated Marketing Management Platform- as a solution provider to IMC

Modern marketing teams are now required to meet campaign goals and objectives, while at the same time creating, launching and managing marketing campaigns across a far wider range of disparate channels than ever before. Technological advances are quickly outpacing the capabilities of marketing teams the world over. This has left many feeling as though they don't have access to all the tools they need to effectively achieve the marketing goals set by businesses and internal stakeholders.

But there is an answer. With the introduction of a cloud-based Integrated Marketing Management Platform, marketing teams the world over now have access to a modern toolkit to help them meet the challenges they face on a daily basis. With this, marketing teams are able to run more effective marketing campaigns in

an increasingly digital age. They are better able to create, manage and launch multiple integrated marketing campaigns from a single, unified platform, all while maintaining 100 per cent visibility across every aspect from budgets to teams, agencies, conversations and results. Marketing Management Platform, it's never been easier to set and distribute a marketing budget across all areas. This ensures marketing campaigns achieve maximum possible results within budget. It also make marketing campaigns more effective, improving marketing team performance, and increasing returns on investment by between 15 and 25 per cent.

Conclusion

Integrated Marketing Communications is not like a software package that can be bought, installed and run in one go. It is a far-reaching change that affects every aspect of the organization, external agencies as well as the end user.

The attempt is to make all the various marketing tools that we have at our disposal to work together in a synergistic manner so that they make up for each other's deficiencies. That is easier said than done. Give the organization time and solid direction on how to go about this process and see how the fruits of collaboration and marketing synergies come together to build a stronger, more successful brand in the long run.

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Analysis of Challenges of Diverse Work Force of Telecom Sector in India

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Abstract

Workplace diversity refers to the differences that people bring with them to their jobs on the basis of gender, age, race, ethnicity, culture or professional background. Those differences have a direct and/or indirect influence on the work done. Negative attitudes and behaviours can be barriers to organizational diversity because they can harm working relationships and damage morale and work productivity. Negative attitudes and behaviours in the organization include prejudice, stereotyping and discrimination which should never be used by management in hiring, retention and termination practices subsequently which lead to costly litigation.

The pluralism in HR policies that the diversity in Indian context produced has often resulted in questions about equity and equality that are guaranteed under law becoming a casualty in practice due to domination of tradition over modernity and the relative weakness and tardiness of the formation of modern elites in India. Managing workplace diversity is one of the challenges for human resource managers in India today. Old days are gone when most people in the office looked the same, spoke in the same manner and had the same outlook in life. Now things are somehow change.

Keywords: *Work force diversity, Impact of diversity, Telecom sector, Challenges of work force diversity*

JEL Classification: *M140*

Introduction

Workforce Diversity

Employees in every organization are likely to be of different with respect to gender, age, religion, colour, cultural background, race, thought, experience and ethnicity. They also differ in terms of lifestyle, attitudes, values, beliefs, behaviours, expectations, skills and experiences. These issues are not just regarding discriminatory practices but they modify the nature and demands placed on leadership and management and bring into focus the concept of diversity. How well managers are prepared to invest in the concept of diversity will impact not only on work issues but also on sensitivity to customer's needs, legal compliance, business' ethical issues and profitability.

Today's diversity issues are considered important and are projected to become even more important in the future because to increasing differences in our population. Organizations need to focus on diversity and look for ways to become totally inclusive organizations because diversity has the potential to increase productivity and competitive advantages (SHRM, 1995). Stephen G. Butler, co-chair of the Business-Higher Education Forum, United States of America believes that diversity is an invaluable competitive asset that any country cannot afford to ignore (Robinson, 2002).² Managing and valuing diversity is an important part of effective people management, which can improve workplace productivity (Black Enterprise, 2001).³ Demographic changes (increasing importance of women in the workplace, organizational restructurings and legislations to provide equal opportunity to men/women) will require organizations to revise their management practices and develop creative approaches to manage human resources. Changes will increase work performance and customer satisfaction.

Telecom Sector In India

Indian telecommunication sector is growing at a great pace and expected to become a manufacturing hub for the rest of the world in telecom equipments. The Indian telecommunications network is the 3rd largest in the world and the second largest among the emerging countries of Asia. Today, telecom sector is the fastest growing market in the entire world. The telecom sector still continues to register

remarkable success during the year and has emerged as one of the key sectors responsible for India's economic growth. Due to increasing demand for a wide range of telecom equipment especially in the area of mobile telecommunications, has provided excellent opportunities to Indian and foreign investors in the manufacturing sector.

The Indian telecom network with 621 millions subscribers (as on March 2010) is the 3rd largest in the world. This sector is growing at a speed of 45 percent during the recent years. This expansion is possible because of many proactive and positive decisions taken by government of India and contribution of both i.e. public and private sectors. This rapid growth in the telecom sector have been facilitated by liberal policies of the government that provides easy market access for telecom equipment and a fair regulatory framework for offering telecom services to the consumers at a reasonable price.

Challenges of Diverse Work Force – Telecom Sector in India

Given below are some of the challenges of diverse work force which were explained in the questionnaire and respondents were asked which challenge/challenges are faced by their organization due to work force diversity:

- 1. Ineffective Communication** - For diversity programs to succeed perceptual, cultural and language barriers have to be overcome. Ineffective communication results confusion, lack of teamwork and low morale.
- 2. Resistance to Change** - There are employees who will not accept the fact that the social and cultural makeup of their workplace is changing. The "we have always done it this way" don't accept new ideas and inhibits progress.
- 3. Difficulty in Implementation of Diversity in the Workplace Policies** - This can be the overriding challenge for all who advocates the diversity. Equipped with the results of employee assessments and research data, they must build and implement a personalized strategy to capitalize on the effects of diversity for their particular organization.
- 4. Problem in Successful Management of Diversity in the Workplace** - Diversity training is not only sufficient for your organization's diversity management plan. A strategy must be formed and implemented to make a culture of diversity that

permeates every department and function in the organization.

5. Diversity Diminishes Cultural Relatedness – Work Force diversity also diminishes cultural relatedness. Diversity may cause disutility along with utility because in diverse work forces the cultural relatedness would be considerably reduced and homogeneity may indeed bring about market, production, technological benefits and get better shared experiences of managerial cognitions, strategy formulation, implementation and control. Although this work was not based on an empirical study, it was nevertheless significant in illustrating possible disadvantages of diversity.

6. Diversity May Jeopardize Workplace Harmony - Diversity advocate the concepts of differential systems and perspectives existing in harmony. But the trend for managers to create rules and guidance to maintain successful environments means that diversity is restricted by regulations. There is also insufficient evidence to propose that diversity enhances workplace harmony, while it surely demands the management of conflict.

7. Organizational Slack and Tight Fit May Conflict - The just in time approach to business is largely motivated by a need to be elastic in relation to demand and lean in production. These two aspects disagree with each other. To be more successful, the process utilizes low numbers in a highly skilled team, but also expected a mechanical logic in responding to the supply chain. So diversity within limits is the result, with little chance to change team structures without conflicting existing structures. But managing diversity is about managing dissimilarity, paradox and complexity and in the end about achieving a balance between different forces. An economic actuality of commercial organizations is that life can only be sustained by earning revenue and profits. Failure to achieve financial success for any length of time is fatal.

8. Increase in the Cost of Training - This increase comes from costs associated with seminars, programs and lectures given to promote diversity in the organization. These types of training are given to all levels of staff within the organization. They teach employees how to accept the personalities and ideas or thoughts of others. These programs also teach one how to deal with conflicts and prejudice in a professional and civil manner.

9. Reverse Discrimination- Reverse discrimination is a claim by employee that he/she has been unfairly discriminated against. They claim they are equally or more qualified for the position, yet were passed over for a minority to receive the job. This can cause lawsuits in some cases, but mostly a sense of rejection by other workers in the company toward the minority who received the position.

10. Longer Decision Times, Lower Member Morale - In the absence of effective diversity management, culturally diverse workgroups may have certain dysfunctional outcomes such as longer decision times, lower member morale and lower team cohesiveness than culturally homogeneous workgroups. The negative consequences of diversity can reduce creativity and innovation, problem solving and workgroup cohesiveness. As a result, these negative consequences can reduce market share, profitability and achievement of organizational goals.

11. Financial Cost - The financial cost caused by high turnover, absenteeism and lawsuits. Companies lost all the money invested in recruiting and training when an employee leaves. In addition, high turnover means employees are constantly in the learning stage instead of performing at full potential. Absenteeism results in a significant cost.

12. Reduced Individual and Organizational Productivity - This occurs when people experience prejudice and non-acceptance. People who feel unappreciated are less innovative and are less aggressive in pressing their ideas or in assuming leadership. They will not voice disagreement, because they want to be accepted and time will be wasted due to poor communication and misunderstandings.

13. Spoil Corporate Image - A less obvious impact is the tarnished corporate image that develops around employee dissatisfaction. If a corporation becomes known as one that alienates nontraditional employees, it will have a hard time finding qualified workers in periods of limited skilled labour supply.

14. Negative Attitudes and Behaviours - Negative attitudes and behaviours can be barriers to organizational diversity because they can harm working relationships and damage morale and work productivity. Negative attitudes and behaviours in the workplace include prejudice, stereotyping and discrimination, which should never be used by management for hiring, retention and termination practices (could lead to costly litigation).

15. Imposed by Government Rather Than Self Initiated - Equal Employment Opportunities (EEO) was imposed by government rather than self initiated. The response to this forced change was in many cases grudging compliance.

16. Difficult to Accommodate Employee's Needs - Although the premise of workplace diversity is mutual respect, making way to accommodate each diverse worker's request can be burdensome of employers, which makes it difficult to manage diversity. Some employee work constraints such as race, religion, country of origin and gender can sometimes be overwhelming if the diversity in the organization tends to be so much to the extent that the company has to employ a fulltime staff to keep track of accommodating the employee's needs.

17. Informal Divisions Amongst Workers - Social incorporation at the workplace cannot be influenced to the maximum degree. Forming exclusive social groups is often a natural process that cannot be controlled sometimes. Therefore, companies tend to experience some degree of informal divisions amongst their workers thereby creating conditions where diverse employees avoid having contact with each other during leisure times and when work is over. Although this scenario doesn't seem fundamentally wrong, it can reduce the effectiveness of knowledge sharing amongst teams and hence decreasing productivity.

18. Competition for Opportunities - Already, there are rising tensions among the disadvantaged groups jockeying for advancement. Employers are being put into the uncomfortable position of having to decide which disadvantaged group is most deserving.

Research Objective

The objective of the study is to analyse the challenges of diverse work force of Telecom sector in India.

Importance of the Study

Diversity in work force is growing. With having more diverse work environment organization can produce better performance. It is important for the companies to know diversity and how to handle the issues relating to it. Also the need of the

diverse work force is getting more not only because there are different people but also because they can produce better results with having different types of people working. Leaders in the organizations should learn diversity (differences of gender, age, sex and religion in their work environment and also to communicate between them) and how to manage it effectively.

Review of Literature

This portion of study consists of reviews of secondary data collected from other journals, books and primary data. It also outlines the literature and relevant theoretical model reviews regarding work force diversity and employee performance and determined and defined deeply about the variables. The determinant of variables is necessary to understand to the relationship between the independent variables (gender, age, ethnicity, and education background) and the dependent variable.

Tsui, Egan, and O'Reilly (1992)[†] explained that the level of gender diversity impacts the performance of the group and organizational members in different ways depending on the ratio of one gender to the other and the gender of the direct manager.

Pelled (1996)[‡] this study was about Demographic Diversity, Conflict and Work Group Outcomes: An Intervening Process Theory. This study developed a theoretical model to explain the turnover and mixed performance consequences of demographic diversity in work groups. The model also suggested that each demographic diversity variable with respect to age, gender, race, group tenure, organization tenure, education and functional background can be classified according to its level of visibility and its level of job relatedness, visibility is the extent to which the variable is easily observed by group members and job-relatedness is the extent to which the variable directly shapes perspectives and skills related to cognitive tasks.

Latimer (1998)[‡] argued that diversity in terms of ethnicity, age, gender, personality and educational background promotes creativity and problem-solving capability. He suggested that groups had been found to be less risk averse than an individual's 'risky shift'. Increased diversity leads to lower levels of risk aversion and better

decision-making and problem-solving capability. This arises because diversity promotes a more robust critical evaluation of the first solution to receive substantial support.

Choi and Rainey (2010)⁷ this study explored the effects of diversity and diversity management on employee perceptions of organizational performance in U.S. Federal Agencies. The three variables under investigation were diversity, diversity management, and perceived organizational performance. The study showed how managerial efforts and other contextual variables such as organizational culture, demographic characteristics of group members and supervisors moderate the relationship between diversity and organizational outcomes. Levels of diversity of 67 federal agencies have been measure and analyzed as to how diversity management affects the relationship between levels of diversity and perceptions of organizational performance.

Khaled Helaly (2011)⁸ had explained that diversity is not only about preventing unfair discrimination and improving equality but also valuing differences and inclusion, spanning such areas as ethnicity, age, race, culture, gender, physical disability and religious belief.

Jackson and Joshi (2004)⁹ the study was about multi-attribute, multilevel analysis of team diversity and sales performance. This article demonstrated that an improved understanding of the relationship between team diversity and team performance can be reached by considering the combined effects of team diversity and demographic social context.

Scope of the Study

The study proposes to cover leading companies from Telecom sector of India. The sample included in the study was drawn from different places of India. The sample size of the research consisted of 250 managers and executives working in different areas in Telecom companies at top level and middle level in the organization.

Research Methodology

Instruments for Data Collection

Primary data were used to achieve the objective taken up in the study. For primary data collection, questionnaire was prepared with the help of experts from management. The questionnaire was individually made available to respondents through e-mails, by Indian post, by courier, by hand according to availability of respondents. The respondents were approached at their respective work place or residence and their willingness to participate in the study was sought and objectives of the study were made clear to them. It was explained to the respondents that these items of information were needed for research purpose only and will kept confidential. So respondents were requested to provide genuine and correct view. If any of the respondents has doubts in the mind were duly taken care of and answered properly so that they could give the correct view.

Sample Design

1) Area of the study:

The sample will be selected from those places where Telecom companies are situated throughout India i.e. Gurgaon, Delhi, Noida, Hyderabad, Bangalore, Chandigarh etc.

2) Population:

In order to fulfil the objective respondents from top level and middle level were taken for the study.

3) Sampling method:

Non-probability sampling technique will be used as Convenient Sampling technique and will be adopted to choose the Telecom companies. Every sincere effort will be taken by the researcher to avoid bias in the selection of respondents.

4) Statistical tools used

To achieve the objective of the study weighted average mean was used and tables were made using SPSS 16.0 version software package.

Reliability of Data

Reliability analysis is important and widely used in measuring the accuracy of a study. Below are the descriptions of how coefficient alpha is labelled.

Table 1 Internal Consistency (Coefficient Alpha)

Sr. No.	Constructs	Coefficient Alpha
1	Questionnaire	.892

Source: Data generated by SPSS version 16.0

From the table 1, the Cronbach's alpha was used to test the internal consistencies and stability of the multi-item scale. The closer the Cronbach's alpha to value of 1 the higher the internal consistency of the particular item.

The constructs show coefficient alpha at 0.892. Questionnaire gives a very good reliability. In conclusion, the reliability coefficient (coefficient alpha) of all examined constructs in the questionnaire is acceptable. The constructs shows a Cronbach's alpha more than 0.6 which signifies the consistency and reliability of the questionnaire.

Analysis of Challenges of Diverse Work Force of Telecom Sector

Given below are the responses of respondents from telecom sector regarding challenges faced by their organizations due to work force diversity. Values given in brackets represents score $\{n \times (18-r+1)\}$ and values without brackets represents number of respondents (n) who opted rank (r) from 1-18 for challenges of work force diversity.

Table 2: Challenges of Work Force Diversity of Telecom Sector

Sr. No.	Challenges of Work Force Diversity	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	Total Score (TS)	Avg. TS/21	Overall Rank
1	Ineffective communication	29 (522)	20 (340)	15 (240)	13 (195)	14 (196)	18 (234)	25 (300)	20 (220)	9 (90)	8 (72)	7 (56)	2 (14)	5 (30)	7 (35)	8 (32)	9 (27)	5 (10)	4 (4)	2617	12.00	1
2	Competition for opportunities	18 (324)	15 (255)	12 (192)	14 (210)	7 (98)	8 (104)	12 (144)	15 (165)	16 (160)	8 (72)	10 (80)	12 (84)	17 (102)	8 (40)	9 (36)	15 (45)	17 (34)	5 (5)	2150	09.86	10
3	Financial cost	9 (162)	3 (51)	15 (240)	8 (120)	19 (266)	5 (65)	8 (96)	9 (99)	15 (150)	12 (108)	14 (112)	15 (105)	15 (90)	18 (90)	13 (52)	19 (57)	20 (40)	1 (1)	1904	08.73	13
4	Increase in the cost of training	21 (378)	13 (221)	13 (208)	15 (225)	18 (252)	8 (104)	12 (144)	15 (165)	5 (50)	9 (81)	8 (64)	12 (84)	15 (90)	18 (90)	16 (64)	9 (27)	5 (10)	6 (6)	2263	10.38	6
5	Informal divisions amongst workers	13 (234)	16 (272)	9 (144)	9 (135)	16 (224)	23 (299)	24 (288)	8 (88)	9 (90)	7 (63)	15 (120)	26 (182)	2 (12)	2 (10)	8 (32)	9 (27)	12 (24)	10 (10)	2254	10.34	7
6	Difficulty in implementation of diversity in the workplace policies	22 (396)	17 (289)	16 (256)	15 (225)	8 (112)	9 (117)	12 (144)	15 (165)	14 (140)	12 (108)	16 (128)	18 (126)	19 (114)	8 (40)	5 (20)	4 (12)	2 (4)	6 (6)	2402	11.02	2
7	Diversity diminishes cultural relatedness	12 (216)	15 (255)	14 (224)	18 (270)	16 (224)	15 (195)	16 (192)	12 (132)	14 (140)	8 (72)	9 (72)	7 (49)	8 (48)	15 (75)	14 (56)	19 (57)	6 (12)	0 (0)	2289	10.50	5
8	Problems in successful management of diversity in the workplace	19 (342)	12 (204)	15 (240)	18 (270)	16 (224)	9 (117)	11 (132)	7 (77)	6 (60)	13 (117)	14 (112)	15 (105)	12 (72)	14 (70)	19 (76)	5 (15)	5 (10)	8 (8)	2251	10.33	8
9	Difficult to accommodate all employee's needs	16 (288)	20 (340)	17 (272)	17 (255)	16 (224)	15 (195)	13 (156)	9 (99)	15 (150)	6 (54)	4 (32)	2 (14)	2 (12)	21 (105)	16 (64)	5 (15)	8 (16)	16 (16)	2307	10.58	4

Table 3: Challenges of Work Force Diversity of Telecom Sector

Sr. No.	Challenges of Work Force Diversity	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	Total Score TS/21 (TS)	Avg.= TS/21 ₈	Overall Rank
10	Organizational slack and tight fit may conflict	1 (18)	8 (136)	9 (144)	7 (105)	15 (210)	15 (195)	12 (144)	26 (286)	25 (250)	15 (135)	14 (112)	8 (56)	9 (54)	7 (35)	12 (48)	14 (42)	15 (30)	6 (6)	2006	09.20	11
11	Reverse discrimination	0 (0)	14 (238)	6 (96)	15 (225)	12 (168)	7 (91)	8 (96)	14 (154)	18 (180)	19 (171)	5 (40)	13 (91)	9 (54)	12 (60)	15 (60)	12 (36)	14 (28)	25 (25)	1813	08.32	16
12	Diversity may jeopardize workplace harmony	4 (72)	16 (272)	9 (144)	13 (195)	1 (14)	5 (65)	12 (144)	9 (99)	14 (140)	35 (315)	26 (208)	18 (126)	9 (54)	7 (35)	5 (20)	1 (3)	10 (20)	24 (24)	1950	08.94	12
13	Resistance to change	21 (378)	20 (340)	35 (560)	8 (120)	9 (126)	5 (65)	1 (12)	4 (44)	15 (150)	20 (180)	25 (200)	1 (7)	0 (0)	15 (75)	0 (0)	10 (30)	26 (52)	3 (3)	2342	10.40	3
14	Reduced individual and organizational productivity	15 (270)	13 (221)	6 (96)	16 (240)	13 (182)	17 (221)	12 (144)	18 (198)	19 (190)	15 (135)	6 (48)	10 (70)	7 (42)	13 (65)	15 (60)	21 (63)	1 (2)	1 (1)	2248	10.31	9
15	Imposed by government rather than self initiated	4 (72)	5 (85)	18 (288)	19 (285)	15 (210)	16 (208)	8 (96)	9 (99)	5 (50)	2 (18)	1 (8)	18 (126)	17 (102)	16 (80)	13 (52)	25 (75)	8 (16)	19 (19)	1889	08.67	14
16	Longer decision times, lower member morale	6 (108)	3 (51)	3 (48)	7 (105)	5 (70)	26 (338)	15 (180)	17 (187)	6 (60)	16 (144)	16 (128)	18 (126)	22 (132)	1 (5)	15 (60)	12 (36)	16 (32)	14 (14)	1824	08.37	15
17	Negative attitudes and behaviours	3 (54)	0 (0)	2 (32)	0 (0)	9 (126)	9 (117)	10 (120)	4 (44)	6 (60)	13 (117)	13 (104)	9 (63)	32 (192)	21 (105)	20 (80)	15 (45)	19 (38)	33 (33)	1330	06.10	18
18	Spoil corporate image	5 (90)	8 (136)	4 (64)	6 (90)	9 (126)	8 (104)	7 (84)	7 (77)	7 (70)	0 (0)	15 (120)	14 (98)	18 (108)	15 (75)	15 (60)	14 (42)	29 (58)	37 (37)	1439	06.60	17

Source: Primary Data

To fulfill the requirement of study eighteen challenges faced by telecom companies is studied. In this part, view of 218 respondents from telecom sector is analyzed. The method used here to analyze the data is weighted average mean score. It has been analyzed from the above tables 2 and 3 that 'Ineffective communication' is the challenge which most affect to telecom companies in India as average value for it is 12.00. Work force diversity will create ineffective communication due to different language, religion, habit, thought, basics, rituals, priorities, aims, objectives etc. Second most affect challenge is "Difficulty in implementation of diversity in the workplace policies" with average value 11.02. This can be the overriding challenge for all who advocates the diversity. Equipped with the results of employee assessments and research data, they must build and implement a personalized strategy to capitalize on the effects of diversity in the workplace for their particular organization. "Negative attitudes and behaviours" is the least affect challenge having average value 6.10. Negative attitudes and behaviours can be barriers to organizational diversity because they can harm working relationships and damage morale and work productivity. Negative attitudes and behaviours in the workplace include prejudice, stereotyping and discrimination, which should never be used by management for hiring, retention and termination practices. The ranking of other challenges can also be checked from table.

Managerial Implications

The study will help the manager to study and manage the challenges of work force diversity and help managers to make policy to manage the diverse workforce. Successful management of diversity will now become an important business issue for company practitioners.

Limitations nd Future Research

No study is complete and there are always chances of improvements in the universe. The study is based on the data collected through a sample survey and,

therefore, sampling errors cannot be ruled out, notwithstanding the fact that all care has been taken to keep it free from biasness as explained in the sampling procedure. Due to time and cost constraints, it was not possible to go for larger sample size and thereby produced an exhaustive work. Some of the respondents were unwilling to open up while giving information because of disclosure of organization study and qualitative nature of the study. The scope of the study had to be limited to the some companies in Telecom sector with a view to carry out an in depth analysis within stipulated timeframe and resources available within the researcher.

Directions for Future Research

Although the present study has shed some light into management of challenges faced due to diverse work force, there are several limitations that must be kept in mind. First, the participants of this study were selected from a professional group of human. The response to the questions asked might not be free from their personal biasness. Second, the study is based on workplaces in India; hence the findings might not be applicable to other countries. Lastly, the emphasis on challenges due to work force diversity in this present study and other workplace diversity issues such as age, educational qualification, ethnic group, religion all which are factors that can affect human resource development practices.

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Customers' Perception Towards Advertisements of Fast Moving Consumer Goods: A Study

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Abstract

Indian FMCG market has been divided for a long time between the organized and unorganized sector. Indian market remained highly fragmented with roughly half of the market going to unbranded unpacked home made products. This presented a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. Advertising is the mirror of the society, reflecting peoples tastes, habits and desires. After the introduction of the new economic policy in 1990 the total scenario of Indian economy has undergone a change. The new policy has given greater priority to liberalization and globalization. With the result that a number of MNC's have entered the Indian market in various economic activities and as a result a battle started for greater market coverage as Indian market is constituted of both rural and urban sections. Perception is the process by which people become aware of and give meaning to events around them. It is through perception that reality can be defined. Perception is the process by which people organize and obtain meaning from the sensory stimuli they receive from the environment. It is not foolproof. No two people in the same situation will perceive it in exactly the same way. Perception has close relation with the personality of the person perceiving the things and his culture. Here the scope of advertising cannot be denied since advertising it may affect the whole marketing strategy. Advertising has become the part and partial of the commercial life. Advertising is virtually everywhere in daily life and its forms and roles are both contested and admired. This paper deals with the consumers' perception towards advertising of fast moving consumers goods.

Introduction

Advertising is not developed in vacuum; it is one key element in the process of marketing. Businesses, individuals, governments and non profit organizations all develop products to satisfy customers, the people or organizations that purchase a product and advertising helps persuade customers to select one product rather than another. Perception means the sense of perceiving and the word perceive means to become aware of by one of the senses. It is therefore an intelligent observation or understanding. The word perception refers to the intuitive faculty. The word percept is the mental product with the help of this intuitive power the human beings including animals perceive or become aware of through the senses or by mind. Other meanings of the word perceive are to discern, to apprehend, to understand, to comprehend or to have knowledge. Perception is the process by which we become aware of and give meaning to events around us. It is through our perception that we come to define 'Reality'. Perceived reality is what individuals experience through one or more of the human senses and the meaning they ascribe to those experiences (Pierce et al.). Perception is the process by which people organize and obtain meaning from the sensory stimuli they receive from the environment. It is the process by which we make sense of the world. It is not foolproof. No two people in the same situation will perceive it in exactly the same way. Perception has close relation with the personality of the person perceiving the things and his culture. To define the personality, the collection of psychological characteristics or traits that determine a person's preferences and the individual style of behaviour. Culture is the way in which a society as a whole perceives the world. In these hard times of core-competence it is significant, the source research is undertaken in order to really understand the nature of the prospective buyers, their perception towards Advertisement of FMCGs. This study is in the same direction and brings forth the reason for the prevalent position amongst present generation and managers. Study shall also suggest ways and means to amend the attitude in life at individual level and suggest the action to be taken at social level. It suggests amendment in business pattern on management programmes and expects to set standard afresh in the light of modern day advancements.

Effective Advertisement

Advertisement is simply the power to persuade the people to buy the product. It does not mean that it is super power to get anything sold or purchased advertisement is a subsystem of economic system it is indirectly backbone of the economic activity as it touches and influence the life of each and every person of the society. Advertisement after converting desires into needs for a particular product or service changes once mind leading to compulsive purchase of a particular product / service. Experts and economists are of the opinion that high and quality based frequent advertisement decreases the level of competition and create conditions favorable for the product. Due to mass advertisement in highly professional way increases the demand for some particular products or services leading to higher production for meeting the high demand for the product. It helps the customer in terms of rich, wide and relevant information for selection and going for justified right product and services. In the present market scenario the role of Advertisement has undergone a tremendous change. Since the customer perception is a very delicate subject and has the capacity of change without any notice and even during discussion on the subject it may shift its stand from a positive position to the negative position and any minor change in the situation shall be discounted by it. The basic models such as AIDA, DAGMAR etc. do advocate certain characteristics but, in the modern times the role of advertisement has changed a lot and its primary function in the present scenario is to establish brand image and then concentrate on other functions therefore advertisements have nowadays lost its original charm efforts should be made by advertisers is to strengthen the Brand image of the company and its products. Unless a company has a well established brand loyalty with the customers it is not possible to stand in the market of cut throat competition. Secondly the expenditure on advertisement is a burning issue with the management and the advertisement department is answerable in terms of return of finance in the shape of increased sale against every rupee spent on it no doubt that the cost of advertising is ultimately passed to consumer in one and the other form.

Fast Moving Consumer Goods

Fast Moving Consumer Goods is the forth largest section in the economy and the industry essentially comprises consumer non-durable products (CND) products and caters to everyday need of the population. Products belonging to FMCG segment generally have the following characteristics: (i) they are used at least once in a month; (ii) they are used directly by the end consumer; (iii) they are non durables; and they are sold in packaged form. The prime segment of the FMCG sector includes personal care, household care, packaged food and beverages, spirits and tobacco. Major companies engaged in this trade are Hindustan Unilever Limited, Tata Global Beverages Limited Godrej soaps, Colgate-Palmolive Limited, Dabur India Limited, Procter and Gamble (India) Ltd , Marico limited, Reckitt & Colman, Reckitt Benckieer (India) limited, Nirma Limited, Nestle India Limited, ITC, God Frey, Philips and Shaw Wallace Ltd. VI John International,.

There are several problems associated with setting objectives for a brand or product category. Many brand managers limit themselves to setting financial objectives. They ignore strategic objectives because they feel this is the responsibility of senior management. Most product level or brand managers limit themselves to setting short term objectives because their compensation packages are designed to reward short term behaviour. Short term objectives should have been considered as milestones towards long term objectives. Often product level managers are not given enough information to construct strategic objectives. It is sometimes difficult to translate corporate level objectives into brand or product level objectives. Changes in shareholders equity is easy for a company to calculate. It is not so easy to calculate the change in shareholders equity that can be attributed to a product or category. More complex metrics like changes in the net present value of shareholders equity are even more difficult for the product manager to assess.

2 Review of Literature

Vaishnani (2012) examined and measured brand equity perception with reference to sales promotion schemes for selected FMGC products and it is concluded that there is no significant difference between brand equity perception among gender

as one of the demographic variables. Apart from it is concluded that there is significant difference between brand equity perceptions among various employment status. Adding to it is clear that self employed consumers compare to not employed consumers perceive sales promotion schemes less favourably. Furthermore, it is concluded that there is no significant difference between brand equity perception and educational qualification.

Franco et.al.(2012) analyzed and discussed on use of modern portfolio theory in price promotions, which have become a key component in the marketing mix of stimulating sales particularly in the FMCG environment. The hypothesis of this study is that previous limitation of portfolio theory in marketing can be overcome through use of brackets of price promotion. This is proven through study of FMCG data and it is shown that price promotion can be optimized to improve return without increased risk.

Vijayudu (2009) in their study of “ Brand Awareness in Rural Areas- a case study of Fast Moving Consumer Goods in Chittoor District of Andhra Pradesh found that the consumers of FMCG products were influenced by advertisement in Television. Illiterate people who are in the age group of 30 and above are also changing to branded products. The promotional activities undertaken on the massive scale by the producers of FMCG products influence the people to a great extent in buying these products.

Owolabi (2009) in the study “Effect of Consumers Mood on Advertising Effectiveness” that a positive mood does not lead to positive evaluation of advertisement . The study suggested that a positively evaluated environment context, or a context that evokes appositve mood leads to a less positive advert evaluation and especially less advert processing. He study mentions that for an advert to achieve the desired aim of creating a favourable impression in the minds of the audience it seems to be useful if members of the audience are in a happy mood.

Research Methodology

The present paper involves the following stages of research process:

Statement of the Problem

It is rightly said, "A problem well defined is half solved," A poorly defined problem causes confusion and does not allow the researcher to develop a good research design.

The present study can be stated as Customers' Perception towards Advertisements of different Fast Moving Consumer Goods.

Objectives of the Study

The present study attempts to:

- (I) know the awareness level among the customers towards advertisements of FMCGs;
- (ii) study the customers' perception towards the feature of advertisements of FMCGs;
- (iii) to suggest the ways to prepare the advertising strategies by advertising agencies for attracting the customers towards FMCGs.

Hypotheses of the Study

The hypotheses formulated for the present study are as follows:

- H1 All the customers are aware about the advertisement of FMCGs.
- H2 There is significant relationship between the customers' perception toward advertisement of FMCG and demographic variables.
- H3 Responsiveness has a significant positive influence on customers' perception towards advertisement of FMCGs.
- H4 Factors associated with customers' perception towards advertisement of FMCGs are significant drivers of overall customers' perception towards advertisement of FMCGs.
- H5 Advertisement assurance of FMCGs has significant influence on customers' perception quality.

Significance of the Study

In order to infer the magnitude of this study, "Customers' Perception towards Advertisements of Fast Moving Consumer Goods: A Study" various dimensions of this topic have been explored. This topic has attracted the attention of researchers

belonging to diverse fields. This area of research has been enriched not only by educationists, marketers, but also by psychologists, philosophers and social reformers who have made significant contributions in their fields. The study is aiming to provide an insight into the Marketing factors of the companies in the trade of FMCGs (Fast Moving Consumer Goods) that makes the difference between the satisfied and unsatisfied customers and perception towards Advertisements of such products. The study is going to be useful to corporate bodies in FMCG trade individual, teachers, parents, employees and even administrators who would require knowledge about the satisfaction level of population and their aspirations, their subliminal perception, their attitudes while formulating future policies, rules and regulations in the business for the future. In these hard times of core-competence it is significant, the source research is undertaken in order to really understand the nature of the prospective buyers, their perception towards Advertisement of FMCGs. This study is in the same direction and brings forth the reason for the prevalent position amongst present generation and managers. Study shall also suggest ways and means to amend the attitude in life at individual level and suggest the action to be taken at social level. It suggests amendment in business pattern on management programmes and expects to set standard afresh in the light of modern day advancements.

Discussions

During the period of present severe recession the world's manufacturing companies are in the state of turmoil. These companies are facing a global economic recession on a scale not seen for generations. Uncertainty or instability of the market situations has jolted the corporate bodies and any future step which involves any financial implication is being thoroughly scrutinized. Such characteristics have not only unsettled their lives but have created a fear of losing the financial and market position of the company. During such periods, cultural changes and new ideologies are likely to exert stronger control over action and to be accepted more rapidly. The organization at the time of such crisis would be receptive to new ways of operating and to expand energy necessary for organizational transformation. The comparative study of the response from the

respondents of urban and rural population is very much needed since the impact of globalization will also be felt in rural India as much as in urban. The lack of infrastructure, multiplicity of knowledge and dialectics keep the marketers away from country side. Very few studies have been carried out in India for understanding the perception of the rural customers in comparison with the urban customers and then customizing the products in accordance with the taste of rural population. Those who understand the pulse of rural customers better have posed threats to national and international players by serving the selected niches. Therefore a comparative study has been carried out to understand how rural customers behave in comparison to the urban counterparts. This will help the marketers to revise their marketing offerings and strategies.

After reviewing the existing literature, the topic so selected is considered to be a hot subject since the advertisement has become a very expensive affair in the economically backward country like India. So the research attracts the attention of the Intellectuals, students, working and non working ladies and house wives and the general public at large in urban and rural India. With this view in mind various scholars have taken up such research projects in the past but while analyzing the same, those are found to be little different in nature and had been conducted under separate conditions altogether. So it is not possible those researches to relate them in proximity with the one in hand and may not serve the required purpose. More so the concept of customers' perception is such that even while being fully convinced at times, the person loses its charm under the changed circumstances and wish to adopt new ways and means to accomplish such jobs afresh with more consciousness and undertake such new projects with more vigour, energy and perceive based on the life experiences.

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Women Empowerment - A Conceptual Study

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Abstract:

Women's empowerment is put forth as a means to promote development by empowering women, increasing productivity, and improving welfare. This paper explores women's empowerment that contributes to the economic growth of a country. Normally women are more likely to have the final say in household decisions, as measure of empowerment. But at the same time the empowerment of women needs to be exercised with due devotion with an explicit goal of economic growth in the country as the prime objective. With this view any action towards women empowerment will definitely bring positive results and the nation will have the second most progressive front in the acceleration of economic growth. The relative status of women is poor in the developing world, compared to developed countries. Increases in per capita income lead to improvements in different measures of economic growth. Gender equality in education and health can bring considerable improvement in the economic development of the country. The relative status of women is poor in the developing world, compared to developed countries. Increases in per capita income Gender equality in education and health can bring very positive results in case a systematic planning is made and the action plan are drawn keeping in view the objectives of growth of economy. These systematic planning in women will suggest that more investment in women will bring efficient economic growth. Societies that have a preference for investing in women necessarily reflect acceleration in economic growth of the World

Key words: *Economic Development, Women Empowerment, Social Security, Peace and Tranquility*

If a test of civilization be sought, none can be so sure as the condition of that half of society [women] over which the other half [men] has power. – Harriet Martineau, “Women” (1837)

Every thing in the universe happens for a cause. The fruits of Karma constitute a person's nature, tendency, mental and physical peculiarities. In the present periods the women constitute a major participant in the economic development and participate in almost all avenues open for exploitation of resources for generating income and upliftment of personal standards. Gone are days when the women folks used to depend on the male partners to earn for them and feed them, now the situation has all together changed and the women are all out to earn an equal workforce and assist in improving the living standards of families and education of children.

Right to work in the Indian constitution

Article 41 in part iv (Directive Principles of State Policy) in the constitution of India reads: “ The state shall, within the limits of its economic capacity and development, make effective provision for securing the right to work, to educate and to public assistance in cases of unemployment, old age, sickness and disablement and in other cases of deserved want.”

Abolition of untouchability and civil equality through fundamental rights are the prime norms with the states to improve the economic conditions of the people.

Merits of Economic Planning

It is through the economic planning that a nation can hope to improve the living standards of its people and to use its resources to optimum national economy by selecting the most productive combinations of projects and judicious allocation of available resources. It helps to correct and eliminate regional imbalance by focusing attention on the need of backward areas and women in particular. It promotes co-ordination between the different sectors of the economy.

It is the only reliable way in which the state can try to remove the economic disparities and establish societies free from social and political tensions. It also helps the society to judge the performance of their governments which in a planned

economy, have to work for the achieving pre-determined targets and rate of growth.

Planning Commission

The necessity of planning was advocated in India much before independence. It was however, after independence that the government of India set up a planning commission in March 1950 to prepare a plan for the most effective and balanced utilization of the country's resources.

Rural upliftment and improvement in occupational planning for women In India

Necessary steps are being taken by the government to provide opportunities for the upliftment and improvement in occupational planning for women in India. The new avenues of service in defense and police services are major steps of women empowerment. The recent start of women Police station in the states is another step for improvement of the women folk. This will help the women to organize their own affairs in the best possible manner in consultations with women group organizations. Once the necessary guidelines are made for the improvement of the women will emerge as a guiding tool for the improvement of the general masses and women in particular.

Objectives

- i) To stimulate creativity and to encourage an innovative approach in women empowerment.
- ii) To infuse positivism in the entire women empowerment system
- iii) To bring about an improvement in every sphere of working life of women
- iv) To bring the entire system and process work life of women very simple and implementation friendly.

Review of related Literature

Dollar David and a Gatti Robert (1999). The author states that the relative status of women is poor in the developing world, compared to developed countries. Increases in per capita income lead to improvements in different measures of gender equality, suggesting that there may be market failures hindering investment

in girls in developing countries, and that these are typically overcome as development proceeds. The author also states that gender inequality in education and health can also be explained to a considerable extent by religious preference, regional factors, and civil freedom. These systematic patterns in gender differentials suggest that low investment in women is not an efficient economic choice, and that gender inequality in education is bad for economic growth. Thus, societies that have a preference for not investing in girls pay a price for it in terms of slower growth and reduced income.

Mehra Rekha (1997) states that development policies and programs tend not to view women as integral to economic development process. The author states that women throughout the world engage in economic development activities and growth. They earn incomes however their earnings are generally low. According to the author the position has changed during the last 20 years as the Non Government Organizations have been effective in improving the womens' economic status. They have projected women as the fundamental in economic development

Batliwala S.(1994) the author states that democratic context has contributed to slow progress in empowering women special in South Asia. The author states that women empowerment has not survived in authoritarian regimes based on gender subordination and ideologies of male dominance. Grameen (Rural) banks have encouraged the women to open bank accounts and start savings, income generation, and skill developments and help them to engage in development activities.

Present day Challenges for women empowerment

There are several challenges that are currently plaguing the issues of women's rights in India. Targeting these issues will directly benefit the empowerment of women in India. To name a few are cruelty against women in domestic affairs, lack of modern education facilities in rural areas, female feticide, bonded labour activities , Poverty, Health constraints, sexual crimes against women and non sharing of property rights for women and such other intimidation activities .

Steps for Improvements Towards Women Empowerment

1) International Women's Year

The United Nations declared 1975 as the International Women's Year in order to focus on the advancement of women all over the world. The special themes for the international Women's Year were equality, development and peace. Special programmes are drawn in India for the equality of men and women in respect to wages and end of discrimination in employment were guaranteed by legislations.

ii) Education as a training activity- Step towards Women Empowerment

Education is considered as training, service, service before self, more path and living a good virtuous life. Education not only provides knowledge and skill but also inculcate values, train instincts, foster right attitudes and habits. Education is indeed a bonanza for developing the youngsters as the right men for the right job. Education does not merely mean the acquisition and skills which help a man to lead a fully comfortable and worth while life.

Knowledge requires a global outlook and a synthesis of various types of information and experiences which are only possible with the help of the right type of educational stream in universities. The aim of education must be to equip each generation to work for the progress of culture and the welfare of all being in the world. Therefore, the great thinker

Alfred Adler stressed that an individual could be mentally healthy only then he is able to adjust himself properly in the social, mental and vocational fields.

Dr. A P J Abdul Kalam remarked, "As the developed world moves to forging an information based society founded on education. India cannot remain behind as a non-competitive labour oriented society. India has to envision bringing a competitive knowledge economy. India has to create an environment that does not produce industrial workers and labourers; but, one that foster knowledge resources. Such resources must be at the cutting edge of knowledge, be competitive and innovative. Education development has a major role to play in shaping knowledge resources in turn, placing India in the vanguard in the information age. Therefore, a vision for education in India has to inspire creation of a knowledge based society, induce competitiveness and yet foster a sense of co-operation."

iii) Emerging trends for exclusive universities for Women Empowerment

Altogether, a new trend is seen that not only schools and colleges but separate universities for women are being set up. Separate colleges for management

education for women are the latest worth mentioning addition. Proposed 33 per cent reservation for women by the central government is an indication for much more women contributions on the threshold of the coming years. There are institutions which give more and exclusive emphasis on women empowerment. John Stuart Mill mentions that “women in statesmanship, managing territories, governing countries, even making wars, have proved themselves equal to men, if not superior. In India, I have no doubt of that whatever they have had the opportunity; they have proved that they have as much ability as men, with this advantage – that they seldom degenerate. They keep to the moral standard, which is innate in their nature. And thus as governors and rulers of their state, they prove at least in India far superior to men”.

Conclusion

Industry in India has been expanding its technology-base and therefore, it is essential that a realistic and effective scheme on women participative Management should be evolved and implemented with an honest and concerted joint-efforts by the Management planning departments. Unless such a safeguard is provided with profound conviction and profuse faith, of course with a pragmatic approach coupled with positive attitudes, the women participative scheme cannot achieve the desired results. The women participative management is a pre-requisite for the industrial democracy. This scheme provides a thrust to a real participation at the grass roots level and envisages the development of a new pattern of team work at the various strata of hierarchy with a Link-pin by a high-power watch dog council suiting to the changing scenario in which the women are going to excel at all levels of economic growth in the country. Hence it is imperative to create a room for women entrepreneurs for social upliftment and to generate good governance strategies.

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Consumer Behavior: Offline to Online

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Online Consumer Behavior

Online shopping behavior refers to the process of purchasing products or services via the Internet. Online shopping has become the third most popular Internet activity, immediately following e-mail using instant messaging and web browsing. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information.

Review of Literature

Bellman, Lohse and Johnson (1999) examine the relationship among demographics, personal characteristics, and attitudes towards online shopping. These authors find that people who have a more “wired lifestyle” and who are more time constrained tend to buy online more frequently, i.e., those who use the Internet as a routine tool and or those who are more time starved prefer shopping on the Internet. Bhatnagar, Misra and Rao (2000) measure how demographics, vendor service product characteristics, and website quality influence the consumers' attitude towards online shopping and consequently their online buying behavior. They report that the convenience the Internet affords and the risk perceived by the consumers are related to the two dependent variables positively and negatively, respectively. E-commerce is selling of goods and services via

electronic media to facilitate exchange of detailed information between buyers and sellers. Online shopping has become an integral part of business. Online shopping refers to the shopping behavior of consumerism an online store or a website used for online purchasing purpose (Monuwe et al. 2004). Allred, Smith and Swin yard (2006) identify the online consumer to have the following characteristics younger, wealthier, better educated, having a higher “computer literacy” and are bigger retail spenders. Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Objectives of the Study

1. To check the factors affecting the online consumer behavior.
2. To identify the effect of Demographic factors' impact towards on-line shopping behavior of consumers with special reference to on Age, Gender, Income with reference to Possession of internet, Frequency of online purchase and Motivation drives for online purchase

Research Methodology

For accomplishing the first objective 25 articles taken from the various reputed journals related to the online consumer behavior, Online shopping, E- marketing etc. The type of study was descriptive. For accomplishing the second objective a Questionnaire is framed for collection of data.

Sample Design: Under sample design the method of Random Sampling is been used to collect data from the respondents.

Sample size: 100 respondents were taken for observation and statistical tool ANOVA is used for analysis of data.

Objective 1

Factors Affecting the Online Consumer Behavior

Online shopping is the process whereby consumers straight buy goods or services from a seller in real-time, without an mediator service, over the internet. It is a form

of electronic commerce. An online shop, e shop, e-store, Internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks and mortar retailer or in a shopping center. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business, it is called business-to-business (B2B) online shopping.

E-loyalty

According Allagui and Temessek (2005), the theoretical foundations of loyalty to a company of the Internet are similar to those of conventional loyalty. The concept of loyalty is central to marketing research. This concept has been the subject of much research Jacoby and Chestnut, (1978), Dick and Basu, (1994); Uncles and Laurent, (1997); Zeithaml and al, (1996); Oliver, (1999). The diversity of these studies demonstrates the richness of the subject. However, it is also the source of a sense of dispersion that does not satisfy the theorist nor the practitioner. Given the limitations of behavioral and attitudinal approaches largely developed by the marketing literature, contemporary research tends to adopt a relational approach to fidelity.

E- Satisfaction

Satisfaction, according to Oliver (1997) is “the summary psychological state resulting when the emotion surrounding expectations is coupled with a consumer's prior feelings about the consumer experience.” From his perspective, “satisfaction may be best understood as an ongoing evaluation of the surprise inherent in a product acquisition and consumption experience.” In this research, e-satisfaction is defined as the satisfaction of the customer with respect to his or her prior purchasing experience with a given Electronic commerce firm.

Online Risk

Online risk is that risk which arises due to online transactions and other online activities. It is divided in three aspects like production risk, perception financial risk and privacy risk. Production risk is that risk which is generated by manufacturing, financial risk is in monetary form and privacy risk is about secret information leak in

Second objective

H:1 Age of consumer significantly impacts on parameters of consumers. Consumers' response variations for online behavior across different age groups. (Uses of internet, Frequency of online purchase, satisfaction of consumer through online purchase)

	Mean	Std. deviation	F-value	Sig.
Uses of Internet	1.11	.320	7.125	000
Frequency of online purchase	3.41	.577	4.561	006
Satisfaction of consumer	2.23	1.024	1.493	.225

The results show that Age as one of the variables of demographics factor does impact uses of internet and Frequency of online purchase online shopping behavior of Consumer.

H2: Gender of consumer significantly impacts online shopping parameters of consumer. Consumers' response variations for online behavior across different income groups (Uses of internet, Frequency of online purchase, satisfaction through online purchase)

	Mean	Std. deviation	F-value	Sig.
Uses of Internet	1.31	.321	2.82	0.25
Frequency of online purchase	3.62	.557	5.27	.002
Satisfaction of consumer	2.52	1.024	1.156	.225

The results show that Gender as one of the variables of demographics factor uses of internet and Frequency of online purchase of consumers.

H3: Income of consumer significantly impacts online shopping parameters of consumer. Consumers' response variations for online behavior across different income groups (Uses of internet, frequency of online purchase, satisfaction through online purchase)

	Mean	Std. deviation	F-value	Sig.
Uses of Internet	1.31	.321	2.7	0.23
Frequency of online purchase	3.62	.557	5.7	.001
Satisfaction of consumer	2.52	1.024	1.1	.386

The results show that Income as one of the variables of demographics factor has a significant impact on impact Frequency of online purchase of consumers.

Findings

After accomplishing the first objective the study concludes that targeting more suitable consumer groups, civilizing product service quality and improving website quality can absolutely influence consumer attitude and behavior, potentially leading to increased frequency of initial purchase and repeat purchases on the part of consumer. Consumers are mainly chosen online shopping for time saving and quick delivery as well as they needs harmless transactions. After discussion a general approach is conducted that online factors affecting e-loyalty, e- satisfaction, and perceived risk are heavily affected the consumer behavior during the online purchase. The study found that customers demanding more facilities in online purchasing with comparatively offline purchasing.

In the second objective it is clear by the analysis results for consumers response across different demographics factors shows that only gender does impact uses of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variable under study. The overall results prove that the respondents have apparent online shopping in a optimistic manner. At the end the study concludes that online purchasing is beneficial for the consumer and the trend of online buying will be increase in coming future.

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