

AN INVESTIGATION OF THE CONSUMERS PREDISPOSITION TOWARDS ENROLLING INTO THE RETAIL LOYALTY CARDS

Retailing in India is growing at an incredible pace. The retail industry players are using all the permutation and combination of strategies to establish themselves in the market. As the companies enter into the growth stage from introductory stage it is very important from them to carry forward the existing customer base and keep attracting new customers. Loyalty card is one of the strategic tools retailers may use to fulfill their objective. This paper focuses on the antecedents factors making an impact on the decision making of the consumers if they should enroll for a loyalty program for a firm or not. This paper also touched upon the critical issue related to loyalty programme, the effect of enrolment in the loyalty programme of a firm and consumer loyalty to the firm.

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CRITICAL CHALLENGES AND ISSUES IN PATENT DOCUMENTATION: A STUDY OF POST GATT ERA IN INDIAN PHARMACEUTICAL SECTOR

The paper focuses basic objectives of Government's Policy relating to Indian pharmaceutical sector. The industry is facing new challenges on account of liberalization of the Indian economy in post GATT era. With dynamic changes in the environment of patent filing in pharmaceutical sector it requires new initiatives directed towards promoting accelerated growth and making it more internationally competitive. The paper focuses on the problematic issues in present patent documentation process and stresses on online processing of patent applications for speedier growth and innovation by patentee.

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ATHEORETICAL ANALYSIS OF THE STRUCTURAL STRATEGIES OF EMERGING ECONOMY MULTINATIONAL ENTERPRISES

The article does a review of theories that define the relationship between internal and external strategic factors and the growing internationalization of enterprises hailing from emerging economies. The trends of direct investment in Africa by the emerging economy of India have been studied. The twin approaches of transaction cost analysis and bargaining power have been analyzed to gain insights into degree of control of international operations. Agency theory and the interdependence model are used to study the mechanisms for managing the foreign subsidiaries.

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USE OF PLASTIC BAGS: FACTORS AFFECTING ECOLOGICALLY ORIENTED BEHAVIOR IN CONSUMERS

Environmental hazard due to use of plastic bags and improper disposal is becoming a threat. The objective of this research was to analyze the factors responsible for using plastic bags by the consumers and identify the important psychological barriers to a more widespread adoption of ecological sustainable life styles. Seven Hundred consumers of Delhi and NCR region were identified based on convenient sample for the data collection covering all segments of society. Four independent factors were identified and labeled as Environmental Awareness, Active Participation, Health Hazards and Alternative Choice, from all segments together. The results reveal that mere knowledge does not help until measures are taken at policy level for its usage implementing strict measures to drive behavioral practices.

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CUSTOMER SATISFACTION AS A PREDICTOR OF CUSTOMER ADVOCACY AND NEGATIVE WORD OF MOUTH: A STUDY OF HOTEL INDUSTRIES

Companies are competing in the market to lure customers by their services and products but a customer who avail the service or purchased the product feels a satisfaction after product meets the customers need. Customer Satisfaction is an important ingredient in the retention of an imperative for all product and services. Customer satisfaction is not a one activity, one-stop event but a continued satisfaction of the customer's need with the entire product-services bundle. Just because a customer is satisfied, he motivated others to use the product and becomes a real brand ambassador of the company by advocacy. This is also important to know the factors contributing customer advocacy and factors contributing dissatisfaction which may lead to negative word of mouth. This study is well ahead to find the relation of customer satisfaction with customer advocacy and negative word of mouth in Hotel Industry.

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