

Indian World - Class Manufacturing - The Road Ahead

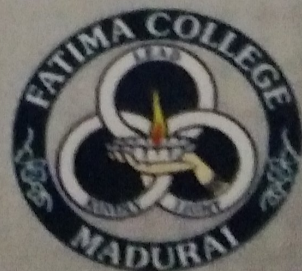


MBA Programme

Fatima College

Autonomous

College with Potential for Excellence
Re-Accredited with "A" Grade by NAAC
Mary Land, Madurai-18.



First published in 2015 by

World Literature Books Centre and Publisher Pvt. Ltd

www.Worldbookscentre.com

75,76, 2nd Floor, Northveli Street, Simmakal, Near Simmakal Konar Kadai,

Madurai – 625001, Tamilnadu, India,

Copyright © World Literature books centre and Publisher Pvt. Ltd 2015

First Impression 2015

All rights reserved.

No part of this publication may be reproduced, transmitted, or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying, and recording of otherwise, without the prior permission of the publisher.

ISBN: 978-81-93023-488

Edited by

Management Programme,

Fatima College (autonomous),

College with Potential for Excellence,

Re-Accredited with "A" Grade by NAAC,

Mary Land, Madurai-18.

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated, without the publisher's prior consent, in any form of binding or cover other than that in which it is published.

68. QUALITY OF WORK LIFE - THEORETICAL PERSPECTIVES	275
69. RETAIL MARKETING:INDIAN PERSPECTIVE	279
70. RISK PROFILE AND BEHAVIORAL BIASES OF INDIVIDUAL INVESTORS	284
71. ROLE OF E-MARKETING TOWARDS CONSUMERS WITH SPECIAL REFERENCE TO SOCIAL NETWORKING	292
72. ROLE OF HUMAN CAPITAL IN REDEFINING THE MANUFACTURING	297
73. ROLE OF SOCIAL MEDIA NETWORK IN INDIA	303
74. RURAL MARKETING	308
75. SUSTAINABLE LOGISTICS IN PRACTICE	308
76. THE IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY	314
77. THE NECASSICITY TO PROMULGATE THE EFFECTIVENESS OF REFERRAL SOURCE OF RECRUITMENT IN ORGANISATIONS- AN ANALYSIS	317
78. THE STUDY ON EFFECTIVENESS OF THE SKILL DEVELOPMENT PROGRAM IN AN AUTOMOTIVE MANUFACTURING INDUSTRY	318
79. WIN LOSS ANALYSIS AND CONSUMER BEHAVIOR STUDY ON TWO WHEELER INDUSTRY	318
80. THE STUDY OF MANAGING EMPLOYEE ABSENTEEISM AND TURNOVER IN THE HOSPITALITY INDUSTRY	319
81. CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR	323
83. CAPABILITY GAP IN IT/ITES INDUSTRY	326

(2) Before making any product manufacturer/producer should call suggestion of people by help of social media that which kind of product they want and price of the product so that they can make product according to need of the customer.

(3) Manufacturer should use social media with proper planning and in systematic manner for increasing success of their product in market.

Conclusion

There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create. Majority of Internet users are aware about social media & they are using it also, so it can be a best tool for brand promotion, if used efficiently. Social media not only make customers' aware about brands, but customers also prefer the brands advertised through social media while making their final purchase. But still there is no significant relationship between awareness and preference of brands that are promoted on social media sites. Customers have positive perception towards social media marketing practices; they consider social media advertising more interesting, innovative, informative and interactive as compare to traditional advertising

By the following research it can be concluded that:

(1) People have knowledge about social networking/media.

(2) People are using social media not only for communication but also for collecting information regarding product.

(3) Face book is the most used website as social media.

(4) Now days in 21st century buying behaviour decision making is influenced by social media directly and indirectly.

(5) In today's competitive environment and in 21st century social media became very useful technique for marketing promotional strategy.

References

<http://www.ijechb.com/July2011/13.pdf>

<http://www.diva-portal.org/smash/get/diva2:532049/FULLTEXT02>

<http://www.borjournals.com/a/index.php/jbmssr/article/viewFile/1660/1046>

<https://facultylive.iimcal.ac.in/sites/facultylive.iimcal.ac.in/files/3-effects-social-networks.PDF>

www.sciencedirect.com/science/article/pii/S1877042814039202

http://www.researchgate.net/publication/251511530_Do_social_media_marketing_activities_enhance_customer_equity_An_empirical_study_of_luxury_fashion_brand

<http://www.johronline.com/issue/20131218-064725,758.pdf>

72. ROLE OF HUMAN CAPITAL IN REDEFINING THE MANUFACTURING

Dr.M.Nagarenitha ,Assistant Professor, Department of MBA, Fatima College(Autonomous), Madurai

Human capital is the sum total of a person's knowledge and skills that the company can use to further its goals. In fact, it takes human capital to create some other forms of capital. While a machine may