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**Dr. S. Kavitha**

Sambodhi  
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**TREE STRUCTURED ANALYSIS FOR EXPECTATION OF THE EMPLOYEES  
INFLUENCING JOB SATISFACTION AMONG THE EMPLOYEES OF TAMILNADU  
CIVIL SUPPLIES CORPORATION IN TAMILNADU**

**\*S.SANTHI, \*\*DR.S.KAVITHA**  
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**Abstract:** The Job satisfaction causes a series of influences on various aspects of organizational life. Some of them such as the influence of job satisfaction on employee productivity, loyalty and absenteeism are analyzed as part of this text. The preponderance of research evidence indicates that there is no strong linkage between satisfaction and productivity. For example a comprehensive meta-analysis of the research literature finds only a.17 best estimate correlation between job satisfaction and productivity. Satisfied workers will not necessarily be the highest producers. There are many possible moderating variables, the most important of which seems to be rewards. If people receive rewards they feel are equitable, they will be satisfied and this is likely to result in greater performance effort. Also, recent research evidence indicates that satisfaction may not necessarily lead to individual performance improvement but does lead to departmental and organizational level improvements. Finally there are still considerable debate whether satisfaction leads to performance or performance leads to satisfaction. This study focus on expectation of the employees influencing job satisfaction among the employees of Tamilnadu civil supplies corporation in Tamilnadu.


**Keywords:** Employee, Expectation, satisfaction, Tree Structured Analysis

**1. INTRODUCTION**  
The issue of job satisfaction, what it is and why it is important, brings with it a great deal of research and opinion accompanied by a vast store of written material. However, the topic job satisfaction lacks clarity and is sometimes controversial. The term "job satisfaction" is understood to mean everything from "making all aspects of a job easy for employees" to "making the job meaningful, significant and challenging." Research on the importance of job satisfaction can be equally confusing with some research clearly indicating no correlation between job satisfaction and job effectiveness while other research indicates there is a definite connection between the two. The likely reason for this confusion, beyond a lack of understanding on the topic, is that all factors associated with job satisfaction are not understood, agreed upon, measured or correlated.  
According to Dictionary of Education, job satisfaction is the quality, state and level of satisfaction as a result of various interests and attitudes of a person towards his job. *Okpara (2005)* observed on job satisfaction: "as senior faculty members retire at the leading U.S. universities over the next decade, it is increasingly likely that they will be replaced by younger faculty members who are women, under-represented minorities or foreign-born scholars. This changing landscape of faculty members at U.S. universities will require that university administrators deal with issues related to faculty job satisfaction across a variety of personal and professional dimensions."

**2. SCOPE OF THE STUDY**  
The Job Satisfaction is an important and widely discussed research topic. Since the rise of the human relations movement in industry in the thirties and forties, it has become a major focus of research. Many researchers have focused on Job Satisfaction ever since the revelations made by the Hawthorne high-lightings, and its importance in effective human relations leading to Organizational effectiveness.  
The purpose of this research was to investigate the job satisfaction in the Tamilnadu Civil Supplies Corporation employees. Low motivation of employees was experienced recently when in a bid to

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151

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International Journal of Management (IJM) .  
Volume 11, Issue 11, November 2020, pp.2722-2730, Article ID: IJM\_11\_11\_255  
Available online at <https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>  
ISSN Print: 0976-6502 and ISSN Online: 0976-6510  
DOI: 10.34218/IJM.11.11.2020.255

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## FACTOR ANALYSIS FOR SATISFACTION OF THE EMPLOYEES TOWARDS TRAINING PROGRAMMES IN TAMILNADU CIVIL SUPPLIES CORPORATION IN TAMILNADU

**S.Santhi**

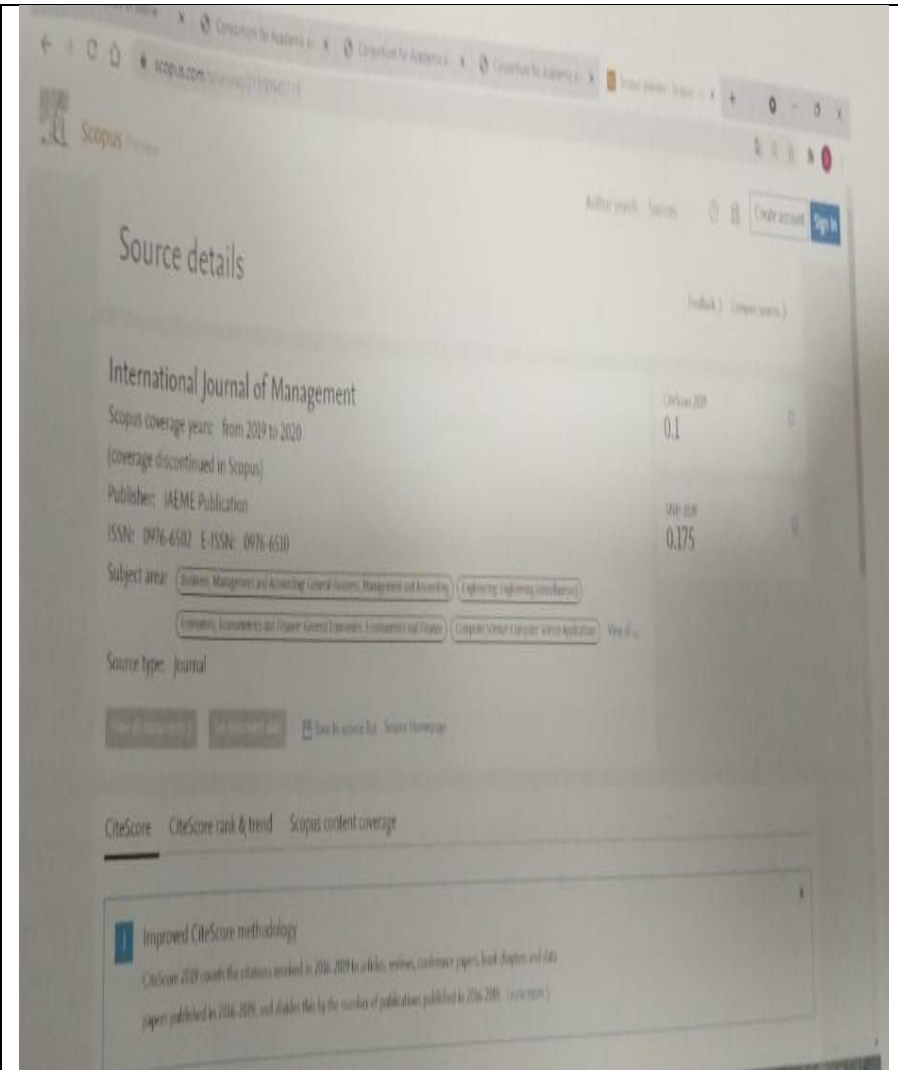
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**Dr.S.Kavitha**

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### ABSTRACT

*The training need for an organization arrives from the following main causes: It is not always possible to have right man for the right job, Change in structure, in relationship in the people who man the structure, in policies, process or procedures, To bring about changes in performance, attitude and behaviour or relationship. In general, there are three types of needs arise in any organization viz., Organizational level needs, Professional level needs and Individual level needs. To make the training effective, the organization must decide what type of deficiencies their employees have? And what types of training is needed? To answer these questions, the present study is needed. Moreover, the training helps everyone develop their abilities and confidence, and it provides opportunities for developing themselves. Training gives a clear knowledge about what the employee has and what the job demands. This automatically helps employees improve their performance, which leads to good superior-subordinate relationship.*



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- ISI-ISSN:** 0.175
- Subject area:** Business, Management and Accounting (General Business, Management and Accounting); Engineering (Engineering technologies); Economics, Econometrics and Finance (General Economics, Econometrics and Finance); Computer Science (Computer Science Applications); View all...
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**A STUDY ON RURAL CONSUMER'S BEHAVIOUR TOWARDS WASHING MACHINE WITH SPECIAL REFERENCE TO MADURAI DISTRICT**

*\*N. Gomathi, \*\*Dr. L. Leo Franklin*

*\*Research Scholar, \*\*Assistant Professor*

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**Abstract**

In the current century, the new technological world introduces lots of inventive home appliances for reducing the work burden. In that washing machine considered one of the most essential parts of home appliances, especially for working women. The washing machine is not only to decrease their physical work but also save gives quality washing. But there is a rapid growth between well-reputed washing machine companies. The consumers are not in a position to categorize the good branded washing machine. Many companies have their unique features to cater to diverse consumer needs. For conducting the research, data was collected through a convenience sampling of 100 consumers of Madurai city.

**Key Words:** Washing Machine, Brand preference, satisfaction level of the consumers and problem faced by the consumers

**Introduction**

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**Kala Sarovar** ISSN: 0975-4520  
(UGC Care Group-1 Journal) Vol-23 No.04(IV) October-December 2020  
**A STUDY ONCONSUMER BEHAVIOUR TOWARDS HOUSEHOLD DURABLE  
GOODS- WITH SPECIAL REFERENCE TO MADURAI DISTRICT**

**N. Gomathi**

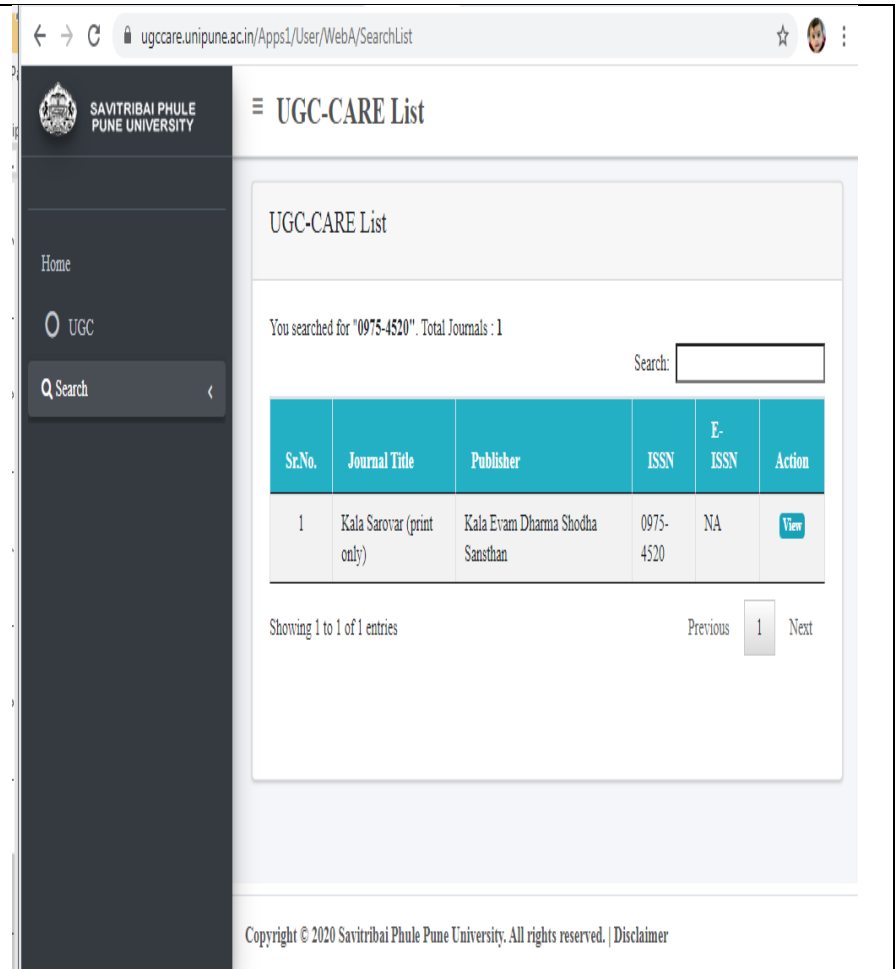
Research Scholar. P.G. & Research Department of Commerce, JJ College of Arts and Science  
(Autonomous), Pudukkottai- 622 422 (Affiliated to Bharathidasan University)

**Dr. L. Leo Franklin**

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#### **Abstract**

Consumer is the midpoint of modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may affirm their desires, wishes but act otherwise. They may not be in-tuned with their deeper motivations. India's consumer marketplace is riding the crest of the country's economic boom. Motivated by a young population with access to disposable incomes and straightforward finance options, the buyer market has been throwing up staggering figures. Marketing problem enhancing from the buyer's behaviour features a greater degree of similarity behavioral problems concerning the consumer durables. The use of durables is becoming increasingly popular in recent years in India. The introduction of various sorts of durables has



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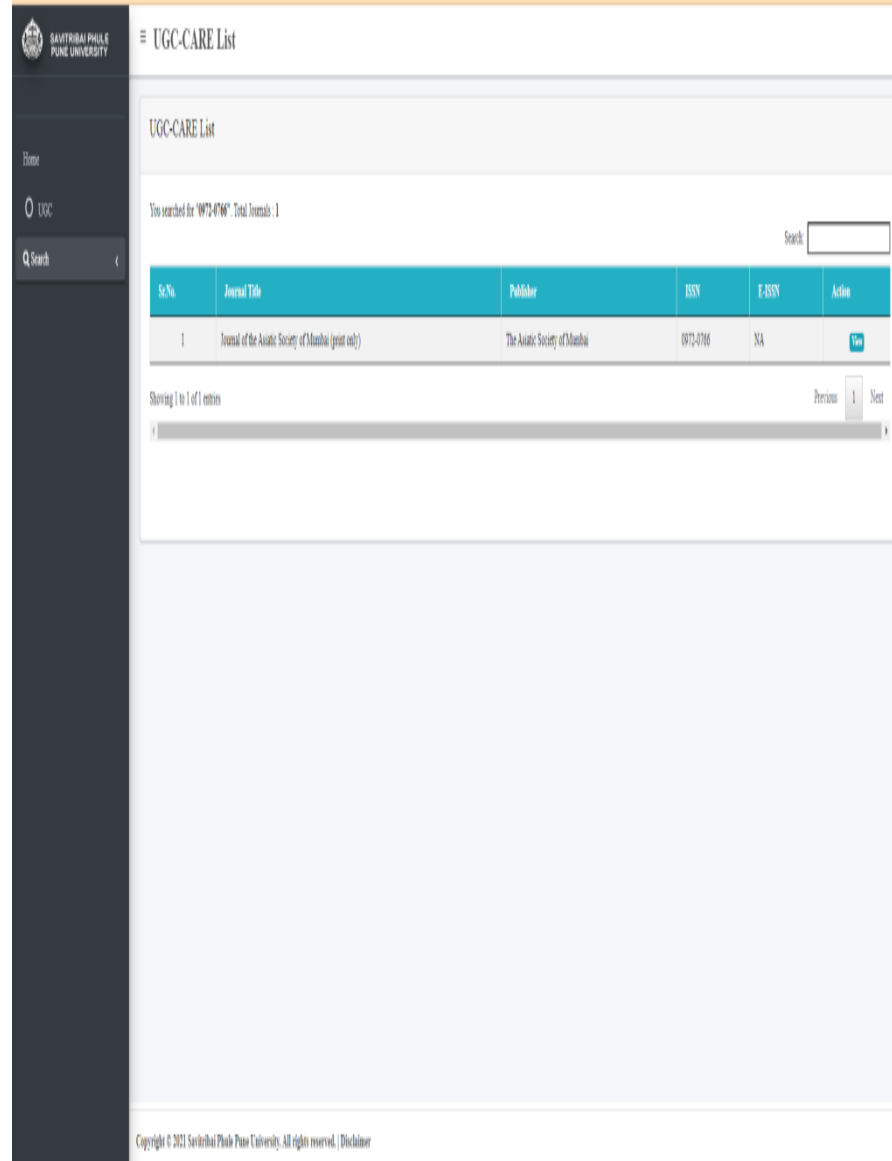
## A STUDY ON PUBLIC FREE BUS USER SATISFACTION IN MADURAI DISTRICT

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### Abstract

The study aims to identify the attributes that enrich the satisfaction level of free bus users in Madurai. The researcher assesses the attributes using quantitative research methods, which indicates that the attributes induce satisfaction are comfort, convenience, and mobility. Chi-square analysis exhibits that demographic attributes(age, education, occupation, and income) are associated with the level of satisfaction. Moreover, the study finds that comfort, convenience, and mobility& accessibility associates with user satisfaction. All the attributes impact satisfaction; mobility and accessibility have a higher impact on user satisfaction. Overall, the satisfaction of public free bus user satisfaction is high in Madurai District.



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Sambodhi  
(UGC Care Journal)

ISSN: 2249-6661  
Vol-44 No.-01 (XVII) January-March (2021)

**EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP DEVELOPMENT IN  
KERALA: OPPORTUNITIES AND CHALLENGES**

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\*\*Assistant Professor, MES Ponnani College, Part time Research Scholar, Sudharsan College of Arts & Science, Pudukkottai

**ABSTRACT**

Entrepreneurship development among women can be considered as a practical solution for the economic empowerment of women. Development of women as an entrepreneur will not only provide economic freedom but also gives her the freedom to make decisions. This will enhance her mental ability and uplift social status significantly. Along with generating income for herself, a woman entrepreneur builds a source of income for many other women by providing employment opportunities. This article is an attempt to describe and analyze the need for developing women entrepreneurship in the country, the efforts taken by government and other agencies towards this objective and the awareness and attitude of women towards such initiatives.

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Sambodhi  
(UGC Care Journal)

ISSN: 2249-6661  
Vol-44 No.-01(II) : 2021

### A STUDY ON WORK LIFE BALANCE AMONG IT SECTOR EMPLOYEES WITH SPECIAL REFERENCE TO ERANAMKULAM DISTRICT

*\*Gireesan E.M, \*\*Dr. C. Subramanian*

*\*Research Scholar, Bharathidasan University, Trichy*

*\*\* Assistant Professor, JJ College Of Arts & Science Puthukkottai*

**Abstract:** Work-Life Balance is not a new concept. The change in the pattern of work and the concept of the workplace after the industrial revolution in the second half of the 18th century gave a new dimension to the concept of Work Life Balance. As time progressed, nuclear families increased. A later change was the fading away of the "ideal home" in which the earning member's spouse took care of the home. With improved education and employment opportunities today, most homes are ones in which both parents work because of necessity and the desire to augment incomes. The need to create congenial conditions in which employees can balance work with their personal needs and desires became a factor that companies had to take note of both to retain them as well as to improve productivity. It was a compulsion that they could not afford to ignore. Having realized that, companies started introducing schemes to attract and retain employees and improve their



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Facilitating Factors That Influence The Business Choice Of Women Entrepreneurs Of Kerala- An Analytical Study.

Turkish Online Journal of Qualitative Inquiry (TOJQI)  
Volume 12, Issue 6, June 2021: 1958-1966

Facilitating Factors That Influence The Business Choice Of Women Entrepreneurs Of Kerala- An Analytical Study.

**K.M.Rabeena**

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Part Time Research Scholar, Sudharsan College Of Arts & Science, Padukkottai - 622104  
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**Dr. C.Sabramanian**

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**Abstract**

Kerala Has An Ideal Environment That Encourages And Supports Entrepreneurship. Several Institutions Are Working In The State For Providing Various Types Of Support For Women Entrepreneurs. They Play A Significant Role In The Development Of Women Entrepreneurship In The Country. These Institutions Include Institutions Run By The Central Government, State Government, Institutions Providing Financial Assistance, Non-Financial Assistance Etc. This Article Is An Attempt To Analyse The Facilitating Factors That Influence The Business Choice Of Kerala Women.

The screenshot shows a web browser window with the Scopus Preview interface. The page title is "Source details" for the "Turkish Online Journal of Qualitative Inquiry". The CiteScore 2020 is 0.0, and the SNIP is also 0.0. The Scopus coverage years are from 2020 to Present, with a note that coverage was discontinued in Scopus. The publisher is Abdullah Kuzu, and the E-ISSN is 1309-6591. The subject areas are categorized as Social Sciences: Social Sciences (miscellaneous), Social Sciences: Linguistics and Language, Social Sciences: Communication, and Social Sciences: Education. The source type is identified as a Journal. At the bottom of the page, there are links for "View all documents", "Set document alert", "Save to source list", and "Source Homepage". The Windows taskbar at the bottom shows the date as 12/18/2021 and the time as 4:30 PM.

K.M.Raheena, Dr. C.Subramanian

Turkish Online Journal of Qualitative Inquiry (TOJQI)

Volume 12, Issue 5, July 2021: 2651-2657

Review Article

## “From Home Makers to Entrepreneurs”- An Exploratory Analysis of the Motivating Factors of Women Entrepreneurs in Kerala

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**Dr. C.Subramanian**

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### ABSTRACT

Entrepreneurship was traditionally considered as men's matter; rather women are gradually entering into entrepreneurship. Entrepreneurial motivations are different from women to women based on their personality and environment. The purpose of this study is to focus on factors of motivation and necessities of women to be an entrepreneur. The study aims to explore the entrepreneurial motivations of women entrepreneurs.

### KEYWORDS:

Women Entrepreneurs, Motivating factors.

The screenshot shows a web browser window displaying the Scopus Preview source details for the Turkish Online Journal of Qualitative Inquiry. The browser's address bar shows the URL scopus.com/sourceid/21101019739. The page header includes the Scopus logo, navigation links for 'Author search' and 'Sources', and buttons for 'Create account' and 'Sign in'. The main content area is titled 'Source details' and includes the following information:

- Turkish Online Journal of Qualitative Inquiry**
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- Scopus coverage years: from 2020 to Present (coverage discontinued in Scopus)
- Publisher: Abdullah Kuzu
- E-ISSN: 1309-6591
- Subject area: Social Sciences: Social Sciences (miscellaneous), Social Sciences: Linguistics and Language, Social Sciences: Communication, Social Sciences: Education
- Source type: Journal

At the bottom of the page, there are links for 'View all documents', 'Set document alert', and 'Save to source list', along with a 'Source Homepage' link. The Windows taskbar at the bottom of the screen shows the search bar, system tray with temperature (29°C), time (4:30 PM), and date (12/10/2021).

## Buying Behaviour And Awareness Towards Online Shopping – A Study With Reference To Nagapattinam District

Dr. C. Subramanian  
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(Affiliated to Bharathidasan University), Sivapuram, Pudukkottai - 622 104, Tamil Nadu*  
*\*\*Ph.D., Part-Time Research Scholar, Sudharsan College of Arts & Science, (Affiliated to  
Bharathidasan University), Perumanadu, Pudukkottai - 622 104, Tamil Nadu.*

### Abstract

*Online shopping plays a vital role in the modern technology of business. Nowadays most of the people prefer to Online shopping because of cheaper price, product comparison, time savings, convenient etc. are the services offered by the online shoppers to the people. In spite of all the advantages in Online shopping, some of the disadvantages like delay in delivery, differ in product description, damage, returning procedures, etc. That's why consumers' awareness regards that disloyalty towards the Online shopping. In this study examine to understand the buying behaviour of individuals and awareness about the Online shopping.*

The screenshot shows a web browser window with the URL [mjl.clarivate.com/search-results](http://mjl.clarivate.com/search-results). The page displays search results for the journal 'INTERNATIONAL JOURNAL OF FUTURE GENERATION COMMUNICATION AND NETWORKING'. The search criteria include the ISSN/EISSN '2233-7857 / 2207-9645'. The publisher is listed as 'NADIA, PO BOX 5075, SANDY BAY, TASMANIA, AUSTRALIA, 7005'. The journal is part of the 'Emerging Sources Citation Index' collection. The page also features a 'Refine Your Search Results' section with a search input field containing '2233-7857' and a 'Search' button. There are also buttons for 'Find a Match', 'Share These Results', 'Share This Journal', and 'View profile page'. The footer contains a cookie policy notice and a system tray with the date '2020-12-20' and time '20:56'.

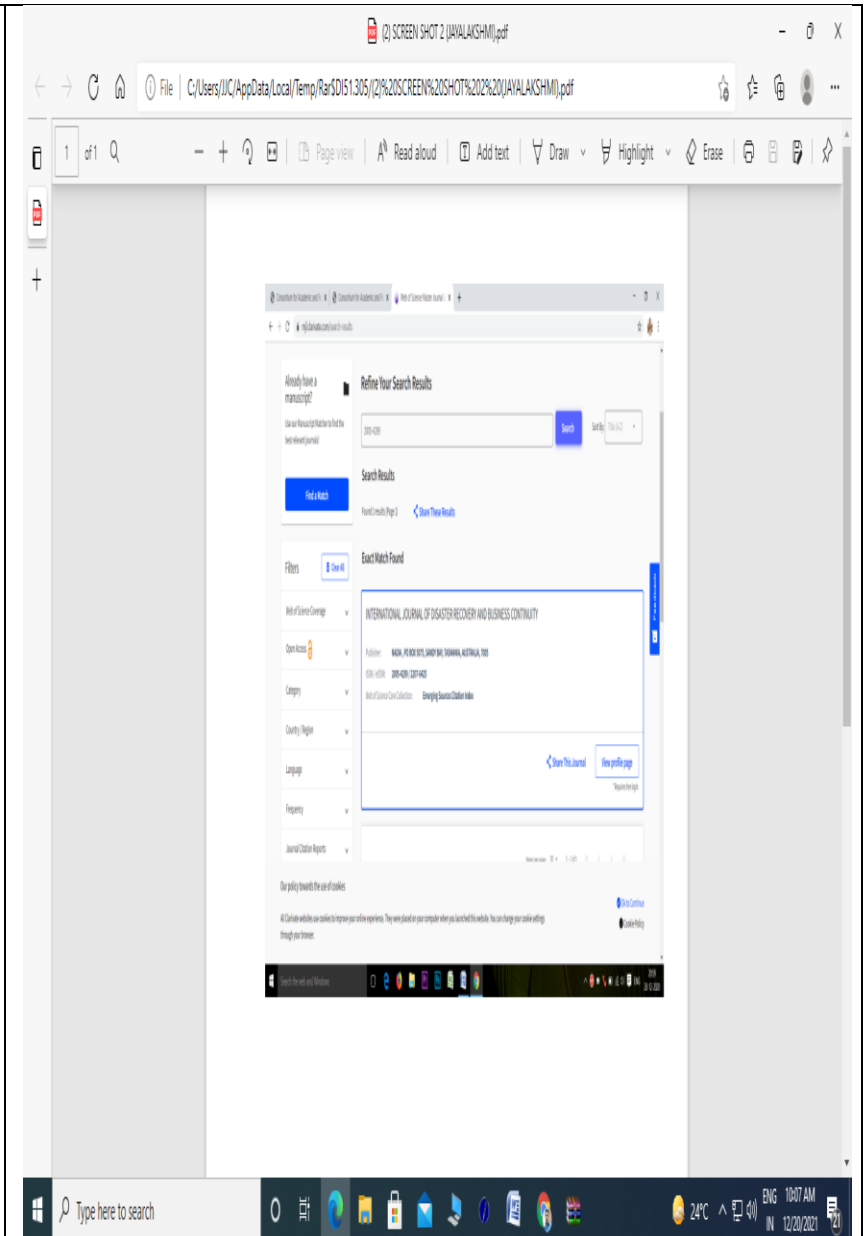
## Online Shopping: A Study On Consumers Preference For Various Products

Dr. C. Subramanian  
M. Jayalakshmi

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### Abstract

Now a day the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods is available in online. So the researcher wants to know the preference of the consumers. So



Solid State Technology  
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Publication Year: 2020

# Impact Of Personality Traits, Behavioural Bias And Financial Literacy On Investment Performance

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## Abstract-

Investors' behaviour is subtle and qualitative concept, and it is very risky to judge it independently. The behaviour of an investor is usually assessed in the light of the various factors that stimulate or stagnate investment decisions. The presence of such factors may lead the investor to a rational or irrational judgment. Behavioural bias, personality traits and financial

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18

22

metrics for 4-year timeframe

243/287

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score highest quartile



## Impact of Investor's Behaviour on Investment in Kerala

Dinu Fathima<sup>1</sup> and Dr. C. Subramanian<sup>2</sup>

<sup>1</sup>Research Scholar (Commerce), Sudharsan College of Arts and Science, Pudukkottai, India.

<sup>2</sup>Assistant Professor & Supervisor, JJ College of Arts and Science, Pudukkottai, India.

<sup>1</sup>dinufathimafasil6@gmail.com, <sup>2</sup>sugabunesh@gmail.com

**Abstract:** Behavioral finance explains how cognitive errors (mental errors) and investor emotions affect the financial decision-making. People are not always moral according to behavioral finance. Their investment decisions are influenced by various behavioral biases. This paper attempts to find out whether the demographic variable and behavioral biases of investors are related to Kerala. Those investments vary depending on different demographics. This research shows positive bias vary depending on the "respondent's age group, occupation and educational level". The overconfidence bias depends on the "investor's gender, age and occupation". This study could be used as reference to comprehend the cognitive errors in terms of investment. The aspect of investment requires a logical base of knowledge upon which

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SHODH SANCHAR BULLETIN  
Vol. 10, Issue 39, July-September, 2020  
Page Nos. 181-188

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

## QUALITATIVE ANALYSIS OF KERALA INVESTOR'S BEHAVIOUR ON INVESTMENT AND ITS IMPACT ON EFFICIENCY OF INDIAN STOCK MARKET

□ Dimu Fathima\*  
Dr. C. Sobramanian\*\*

### ABSTRACT

*An investor has a broad spectrum of investment opportunities in India. Understanding that how investor evaluate these alternatives is very important. In the terms of Macroeconomic theory, it simplifies and notes that people's savings are investment immediately ( $S = I$ ). The state's economic well-being depends heavily on wisely spending its savings. This study deals with different investment alternatives in India with special reference to Kerala.*

*The current study focuses on micro-aspects of behavioral finance that explains various factors that affect investors' investment choice. Behavioral theory argued that investors do not always behave rationally in line with conventional finance law. Cognitive psychologists have reported that people systemically make mistakes in decisions on investment and mental errors.*

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# JOURNAL OF CRITICAL REVIEWS

ISSN- 2394-5125 VOL 7, ISSUE 15, 2020

## A Study On Investor Behaviour On Avenue With Special Reference To Kerala: A Region Wise Analysis

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### Abstract

Investors may have influence behavioural biases in their investment decision. The study investigated the behavioural biases that influence the investors different regions in Kerala. And also check the significant difference between behavioural biases and investors in Kerala in respect to their region. The study adopted descriptive research design to obtain information on the current status of the phenomenon. Structured questionnaires were used in data collection to obtain the required information needed for the study. 200 sample investors in Kerala selected from three regions and these were selected by stratifying the population and then selecting the respondents by use of simple random sampling. The result of the study indicates that there is no significant difference between behavioural biases and investors in Kerala in respect to their region.

**Key words:** Investors behaviour Behavioural biases



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Top of page

**Lack of Awareness: The Obstacle in Women Entrepreneurship  
Development in the MSME Sector of Kerala**

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**ABSTRACT**

The development of any society is possible only through the development of all sections of the society. Entrepreneurship development among women can be considered as a practical solution for the economic and social empowerment of women. This will enhance her mental ability and uplift her social status significantly. Along with generating income for herself, a woman entrepreneur builds a source of income for many other women by providing employment opportunities. When entering into the entrepreneurial career women have to face several problems. The government and other agencies analysed this situation and introduced many incentives and other facilities for overcoming these problems and bringing women into mainstream entrepreneurship. Even after this women's entrepreneurship development cannot attain the expected level. This article is an attempt to describe the problems faced by women entrepreneurs, various schemes promoted by government and other agencies for helping women

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## A STUDY ON THE AWARENESS AND ATTITUDE WOMEN ENTREPRENEURS OF KERALA TOWARDS THE SUPPORTING INSTITUTIONS

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### ABSTRACT

Kerala has an ideal environment that encourages and supports entrepreneurship. Several institutions are working in the state for providing various types of support for women entrepreneurs. They play a significant role in the development of women entrepreneurship in the country. These institutions include institutions run by the central government, state government, institutions providing financial assistance, non-financial assistance etc. This article is an attempt to describe the awareness of women entrepreneurs about the various institutions supporting women entrepreneurs and their attitude towards such institutions.

**Keywords:** Women Entrepreneurship, Supporting agencies, Financial Institutions, Government agencies.

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