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ABSTRACT

The purpose of the paper is to find out perspectives and insights for religious tourism in Vrindavan. The variables have been classified into different construct and the paper intends to find the internal and external linkages between the constructs and variables for better understanding of main contributors of religious tourism. The data has been collected from 250 tourist visiting Vrindavan by using convenience sampling method. The sample has been collected from Indian visiting tourists in Vrindavan. The researchers wanted to map the perception of the tourists with respect to factors and attributes affecting the tourism behavior. Religious Tourism in Vrindavan with special reference to temples enriched in raising Krishna consciousness amongst pilgrims. Present research concludes that the tourist perception towards spiritual tourism is related to total personality transformation and spiritual inclination. Tourist wanted to optimize their experience with good transportation connectivity and real feel of hotel facilities. Our assumption of priest behavior at temple and other constructs related to temple management counted least and could not sustain in the light of responses of tourist in explaining overall tourist experience. The paper will be helpful in rising and solving key issues in religious tourism.
faced by tourist in Mathura and Vrindavan. The paper establishes the relationship between the variables and the constructs in an empirical way and analyzes these components on scales developed by researchers.

KEYWORDS: Spiritual involvement, Religious motives, spiritual consciousness, chanting and prayers

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MANAGING INT AN GIBLE ASSETS FOR BETTER TANGIBLE OUT COMES IN GROWTH AND DEVELOPMENT OF THE BUSINESS

Rahul Kumar*; Esha**

*Research Scholar,
PTU jalandhar, Punjab, India.
**Research Scholar,
PTU jalandhar, Punjab, India.
Email id: eshamehta6@gmail.com
Mobile No.- 9017455747, 8059966653

ABSTRACT

Customer awareness and a prominent position within the market place are key ingredients to the success of many businesses, both small and large. The value place don intangibles assets, such as people, knowledge, relationships and in tell actual property, is no waged proportion of the total value of most businesses than is the value of tangible assets, such as machinery and equipment. And the creation and management to find an gible assets is often essential all to long-term success. A strong brand and a loyal customer base can be distinct assets owned by a business or simply part of a business’s good will. Examples of distinctint an gible assets include copyrights or trademarks that let a business sell its products for a higher price or in greater quantity than its competition, proprietary mailing lists of customers or prospects, long-term contracts, and franchises with long track records and well-recognized names. Good Willis defined as the value of the business in excess of its owner's equity; examples include a favorable location and community awareness. Intangible assets are the ideal vehicle for safe guarding a long-term competitive advantage, and can, when correctly and proactively managed, form part of a company’s strategy and generate new revenue streams.

KEYWORDS: Prominent, Ingredients, copyrights, Trademarks, Revenue
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EMPLOYER BRANDING: SUSTAINABLE COMPETITIVE ADVANTAGE FOR ORGANISATIONS

Poonam C. Vinayak*; Dr. Bilal Mustafa Khan**

*Research Scholar,
Aligarh Muslim University, India.
**Professor,
Aligarh Muslim University, India.
Email id: poonamchawla1980@gmail.com,
Mob: 9810717255

ABSTRACT

Rapid globalization has led to organizations spanning their operations across the globe, this marks the need for a competent workforce as firms seek sustainable source of competitive advantage in the tumultuous business environment. Thus, organizations are expending huge amount of resources to hire and retain competent talent in the organizations. Employer branding has emerged as a source of achieving competitive edge, which is pre-emptive in nature and is a long terms strategy that ensures constant and continuous flow of knowledge and skills in the firm. This conceptual paper develops a theoretical framework for employer branding by defining it and citing its constituents and cites relevant examples of Indian companies that have gained sustainable competitive advantage through usage of employer branding as a strategy. Traditional recruitment strategies tend to be short-term in nature is reactive in nature and subject to job openings whereas on the other hand employer branding is a long-term strategy which is meant to maintain a constant and continuous flow of skills in the firm. Tim Ambler, Senior Fellow of London Business School and Chairman of People in Business named Simon Barrow defined Employer Branding in the Journal of Brand Management. They proposed that employer brand as “the package of functional, economic and psychological benefits provided by employment, and identified with the employing company” (Ambler & Barrow, 1996).

KEYWORDS: Ensures, Pre-Emptive, Dynamic Skills, Demographic, Employment, Employee Retention
REFERENCES


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