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| Authors: | R. Sarumathi, Vidhyadhar Reddy Aileni, Mohammed Abbas Ali |
| Paper Title: | Employee’s Quality of Work life in Pharmaceutical Industry – A Factor Analysis |
| Abstract: | This study aims at “Quality of Work Life” with collected perceptions on several occupational cultures relating to human factors, to create prominent advancements by considering the effective responses and it will explore the relationship of different parameters among the quality of work life of the employees who are working in pharmaceutical industry in Hyderabad. The sample was taken from three major organisations that plays vital role in the industry by using proportionate sampling method. The pre constructed and close ended questionnaires were distributed among the respondents for the data collection. The collected data was analysed with frequency distribution, Pearson’s correlation analysis, and student t-test and then found that most of the quality of work life factors are inter-related. |
| Keywords: | Fair compensation, health and safety, job satisfaction, pharmaceutical industry, Quality of work life, work and life balance. |

| Authors: | Mahajan P. T., Golahit S. B. |
| Paper Title: | Downcast Enrollments: A Desperate Need of Holistic Marketing for Technical Education |
| Abstract: | Purpose: Modern history has shown that only those countries, which could acquire capability to develop and apply science and technology, have found great success to grow their wealth and improve living conditions of their population. Technical education in India contributes a major share to the overall education system and plays a vital role in the social and economic development of the nation. There is a rapid growth of technical education in last decade in terms of the no. of institutes and intake capacity in India, however, institutes failed to attract enrollments which observed noticeable gap in between the actual no. of enrollments and intake capacity. In the year 2015-16, 46% of seats were vacant in Technical Education in India. The purpose of this paper is to highlight holistic marketing approach with promotion mix on diversified enrollments to motivate enrollments in selecting institute of Technical education. Design methodology: A qualitative research by a survey (through a structured questionnaire) of students who are presently enrolled (Current-students) and those who have completed their study (Post-students) belonging to the institutes offering Technical Education situated in Khandesh region of India and affiliated to the North Maharashtra University, Jalgaon. Findings: The study found that diversified characteristics of enrollments are related with the promotion mix of TE institute in selection of technical educational institute. This study investigates the usefulness of school visits, institution publications, websites, campus visits, word-of-mouth (friends, alumni, school teachers), advertisements (radio, television, magazines) and events on campus, as a tool of holistic marketing and promotion mix. Social Networking and Institute’s Website are the emerging tools of promotion mix in selection TE |
Keywords: Entrepreneurships, Segmentation, Promotion Mix, Holistic Marketing, Technical Education

References:

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Authors: N. Anitha

Paper Title: Entrepreneurial Potential, Intention and the Influential Factors for Entrepreneurship Among the Women Students of Coimbatore City

Abstract: Women are natural entrepreneurs who are capable of managing multiple tasks at ease but most of them do not realize their potential. In spite of the increasing recognition of entrepreneurship as a source of job creation, regional development, and economic dynamism in a rapidly globalizing world, there has been no notable change in numbers and most of the cases unemployed women only turn up to entrepreneurship. Universities and educational institutions insisting various courses and training programs towards the development of entrepreneurial and creating the entrepreneurial culture and eco system in the campuses. Most of the students have the potential of becoming an entrepreneur and they do not have the intention to become an entrepreneur sometimes they are equipped with the potential as well as intention but they are not getting motivated to become an entrepreneur. So the study was intended to know among the selected population that how many students are having the potential and how many of them are equiped with the potential even though having those potential as well as intention how many of them are
really motivated to become an entrepreneur and also to study the various factors which is stopping them not to become an entrepreneur. So the questionnaire was distributed among the students and the responses were collected and analyzed using the simple percentage analysis tool and the results were presented. The suggestions will help the policy makers and educationalist to develop a strategy for promoting entrepreneurial culture among the students.

**Keywords:** Entrepreneurial Intention, Entrepreneurial Potential, Entrepreneurial Culture, Entrepreneurial Eco System

**References:**
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6. Zhao, Seibert, and Hills (2005), the mediating role of self-efficacy in the development of entrepreneurial intentions, the journal of psychology, vol 6 (265-272).

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<tr>
<th>Authors</th>
<th>Ehsan Khodajou, Ali Nazemi</th>
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<tr>
<td>Paper Title</td>
<td>The Study of the Recurrent Sequence of CAG in Three Generations of an Iranian Family Suffering from Huntington Disease via PCR-Sequencing</td>
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<td>Abstract</td>
<td>Background: Huntington’s disease (HD) is the most common neurodegenerative one having the dominant autosomal inheritance which is being characterized by the excessive uncontrolled motor movements and the deficits in the emotional and cognitive functions. The mutation responsible for Huntington disease leads polyglutamine protein to be distributed in Huntington protein which carries more toxic functions towards Huntington protein. The aim of the study is to design a PCR system to diagnose Huntington disease which can detect the genotype of the disease.</td>
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<td>Keywords</td>
<td>Huntington, PCR, CAG sequence</td>
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