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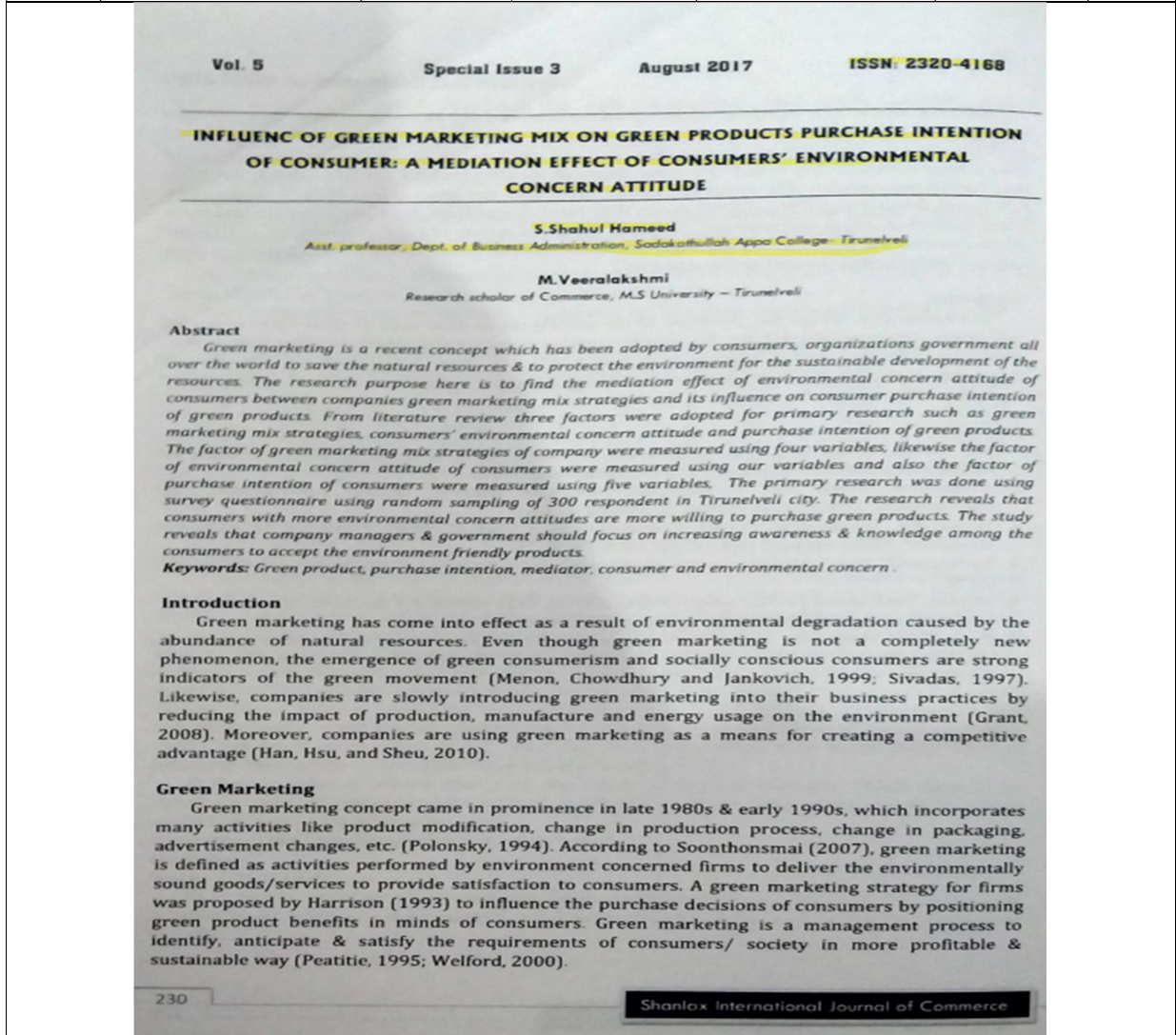
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823	INFULENC OF GREEN MARKETING MIX ON GREEN PRODUCTS PURCHASES INTENSITION OF CONSUMER: A MEDIATION EFECT OF CONSUMERS ENVIRONMENTAL CONCERN ATTITUDE	S. SHAHUL HAMEED	Business Administration	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE	2017	2320 - 4168



Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
824	BRAND ENDORSEMENT BY INDIAN SPORTS CELEBRITIES: IT'S IMPACT ON PURCHASE INTENTION OF LOW AND HIGH INVOLVEMENT PRODUCTS	S. SHAHUL HAMEED	Business Administration	Review Of Research	Dec 2018	2249 - 894X



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### BRAND ENDORSEMENT BY INDIAN SPORTS CELEBRITIES: IT'S IMPACT ON PURCHASE INTENTION OF LOW AND HIGH INVOLVEMENT PRODUCTS

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#### ABSTRACT

It is a well-known fact that advertisement plays a major role in increasing the sales of any product introduced in the market. Particularly advertisement that uses the image of a celebrity has huge impact. But as the trends change, the current trend is to use the celebrities from the field of sports. Using sports celebrities in the advertisements in order to reach wider audience has become a trend in the Indian context and moreover huge amount of money is being spent for this purpose. That is the reason why the present research has focused on this particular area. The major focus of the present research is to identify the impact of sports celebrity advertisements on the purchase intention of the consumers. It has included both high involvement product as well as low involvement product. Mixtures of 450 U.G. students and faculties from 10 colleges which are affiliated to Manonmaniam Sundaranar University, Tirunelveli have been selected for analysis. The respondents were chosen using convenience sampling method. The present research has suggested that in the case of Low Involvement Product sports celebrity advertisements can be used to increase the purchase intention of the consumers. But in the case of High Involvement Product, sports celebrity advertisements can be used only while introducing new products and for popularising it.

**KEYWORDS:** Sports Celebrity, Advertisement, Purchase Intention, Low Involvement and High Involvement product.

#### INTRODUCTION:

Today, use of celebrities as part of marketing communication strategy has become a fairly common practice for major firms to hold brand imagery. These firms juxtapose their brands with celebrity endorsers in the hope that celebrity may boost the effectiveness of their marketing. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are dynamic with both attractive and likeable qualities. Companies ensure that these qualities are transferred to products via promotional activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for Advertisement messages in today's highly cluttered environments.

Celebrities are worshiped, given respect and trusted. So marketers know that they are very influential on consumers. Television remains the most effective medium in India for reaching today's youth, and most efficient for introducing young people to various brands and in helping to shape their decisions about purchasing. The usage of celebrities by the Indian advertising agencies has experienced a phenomenal increase in the last ten years. Effective communication between the marketer and the consumers is the need

Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
825	Impact of ICT knowledge, Library Infrastructure facilities on students' usage of E-Resources - An empirical study	S. SHAHUL HAMEED	Business Administration	Library Philosophy and Practice(e-Journal)	Jan 2019	

**IMPACT OF ICT KNOWLEDGE, LIBRARY INFRASTRUCTURE FACILITIES ON STUDENTS' USAGE OF E-RESOURCES - AN EMPIRICAL STUDY**

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**Abstract**

*E-resources play a major role in current educational scenario. Most of the institutions have been shifting their all type of resources / data into e resources. Reason of technological up-gradation the students' community is having facilities to access e resources in any time at any places. Researcher focuses on the usage of e-resources by students of central university of Tamil Nadu. It is one of the leading universities in Tamil Nadu which has successfully maintained e-resources in their campus in order to benefit their students. The main objective of the paper is to analysis the impact of ICT knowledge, Library Infrastructure facilities and Motivational factors on Students' usage of E-resources. For this purpose, researcher has collected 110 questionnaires from the students. The data was collected using systematic random sampling method. Tool is validated through Confirmatory factor analysis (CFA). Structural Equation Modeling (SEM) is used to analysis the data. The major findings are ICT knowledge of student is the main source to increase the usage of e-resources and professors & Library staff members are the major motivator to boost the usage of e-resources of student. So, library members and Professors may conduct various seminars and workshops in order to enhance the ICT knowledge of students.*

**Keywords:** *E-resources, Library, ICT Knowledge, Infrastructure, Motivation and Usage.*



Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
826	The Mediating Role Of Self Factors On Relationship Between Corporate Social Responsibility And Employee Commitment	S. SHAHUL HAMEED	Business Administration	Restaurant Business	Jan 2019	0097 - 8043

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**The Mediating Role Of Self Factors On Relationship Between Corporate Social Responsibility And Employee Commitment.**

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**ABSTRACT:**

Corporate Social Responsibility is realized by many organizations and they are concerned with it. This research paper deals with the effect of CSR on employee commitment with the mediating effect of self factors. It aims to analyze the CSR relationship on employee commitment with mediating effect of self factors such as meaningfulness, self-esteem and emotional appeal among selected home appliances company. The hypothesis is tested using Process macro (Hayes 2013). The findings revealed that there is direct relationship between CSR and employee commitment. It is also proved that there is a mediating effect of self factors between the CSR and employee commitment.

**KEYWORDS:**

Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
827	EXPLORING ETHICAL VARIABLE OF CORPORATE SOCIAL RESPONSIBILITY CONSTRUCT THROUGH CASE STUDIES	S. SHAHUL HAMEED	Business Administration	International Journal of Management Technology and Engineering	Feb 2019	2249 - 7455

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**EXPLORING ETHICAL VARIABLE OF CORPORATE SOCIAL RESPONSIBILITY CONSTRUCT THROUGH CASE STUDIES**

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**ABSTRACT:**

Leading CSR model says that the first responsibility of the company is to satisfy the economic responsibility, which means being profitable, then being legally responsible which means obeying law, then comes the ethical responsibility which means being ethical with moral values and finally comes the philanthropic responsibility which means being a good corporate citizen. The core responsibilities of the business which is prescribed and regulated are Economic and legal responsibilities, on the other hand the responsibilities that are optional and non-mandatory are ethical and philanthropy responsibility. This is the qualitative research based on case studies. The main objective of the research is to explore the ethical variables of the CSR (Corporate Social Responsibility) construct and to know the reasons, notions and actions of ethical responsibility.

**INTRODUCTION:**

Corporate Social Responsibility is the concept where the company integrates social, economic and environmental concerns into the company's values, culture, and into the whole operations that must be transparent to all stakeholders. As per the stakeholder theory the stakeholders are Share holders, Employees, Customers, Suppliers and Community. CSR focuses on the triple bottom line which is mentioned in 3P's Planet, People and Profit. The notion of CSR is to run the business which is economically sustainable, socially sustainable

Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
828	THE IMPACT OF ORGANIZATIONAL IDENTIFICATION AND EMPLOYEE ENGAGEMENT ON INTELLECTUAL CAPITAL ASSETS: AN EMPIRICAL STUDY	S. SHAHUL HAMEED	Business Administration	TEST ENGINEERING & MANAGEMENT	June 2020	0193 - 4120



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## The Impact of Organizational Identification and Employee Engagement on Intellectual Capital Assests: An Empirical Study

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**Abstract:**  
The aim of this research is to assess whether there is an association between Organizational Identification and Employee Engagement among the intellectual capital assets of a selected textile retail outlet. In order to find out the intended research objective, the researchers have selected 87 employees using proportionate stratified random sampling technique and the data were collected through structured questionnaire. The questionnaire consists of demographic variables, Items of Organizational Identification Scale and Items of Employee Engagement Scale. The researchers have used the Non-Parametric tools such as Mann-Whitney Test, Kruskal Wallis test and Spearman's Rho Correlation for the purpose of statistical analysis. Based on the analysis of how the demographic variables and Organizational Identification Factor are associated with Employee Engagement, the researchers have made few recommendations to the textile retail outlet.  
**Keywords:** Intellectual capital, Organizational Identification, and Employee Engagement.

### Introduction:

The increasing competition in the market makes organizations inevitably compete their rivals with unique capabilities. Intellectual capital is the prime resource of any organization which cannot be imitated, copied, adopted, and stolen merely by someone from outside. Though it is easily seen and observed by others, it is the human values which give benefits for organization. This is because of the unique set of Skills, Knowledge and Attitude of its human capital. No individuals can have the same set of these three capabilities. Today, the challenge faced by every organization is the retention of its workforce. Simply retaining best talents is alone not a solution to reinstate the growth lost but, engaging

that human capital at work brings in more values to outperform over the competitors in the market. Employees with the highest levels of engagement perform 20% better than others and are 87% of them less likely to leave the organization indicate that engagement is linked to organizational performance (Lockwood RN, 2007). Retaining these engaged workforce enables the firm attain sustainable competitive advantage and lifts its reputation which in turn fosters even the loyalty of customers. Therefore Employee Engagement is a potent differentiator. Engaged employees do not just see about their job but they understand how much their daily actions impact their organization's business. They go extra-mile to create value to the business



Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
829	Is Consumer Behaviour Varying Towards Low And High Involvement Products Even Sports Celebrity Endorsed?	S. SHAHUL HAMEED	Business Administration	INTERNATIONAL JOURNAL OF SCIENTIFIC AND TECHNOLOGY	Mar 2020	2277 - 8616

## Is Consumer Behaviour Varying Towards Low And High Involvement Products Even Sports Celebrity Endorsed?

S. Shahul Hameed, Dr.S.Madhavan, Thangaraja Arumugam

**Abstract:** The major focal point of the present research is to recognize the effect of sports celebrity ads on the purchase intention of the buyers. Both high involvement products and low involvement products have included in the research. A combination of 450 undergraduate students and teachers has been chosen for the investigation. The respondents were picked utilizing Stratified sampling technique. The information were dissected utilizing Hierarchical Cluster Analysis and K-Mean Cluster Analysis. The significant finding of the present research is that on account of Low Involvement Product, there is an effect of sports celebrity ads on the purchase intention of the customers, and there is no effect on account of perceived risk factor. On the other hand, on account of High Involvement Product, there is a high effect in the perceived risk factor on diminishing the purchase intention of the customers. In this manner, the present research has proposed that on account of Low Involvement Product sports celebrity promotions can be utilized to expand the purchase intention of the purchasers. Yet, on account of High Involvement Product, sports celebrity promotions can be utilized just while presenting new products and for increasing its popularity.

**Index Terms:** Sports celebrity, Advertisement, Involvement Level ,Purchase Intention, Risk factor, Product, Popularity.

### 1 INTRODUCTION

Celebrity promotion is a specific technique utilized Kotler (2014) by advertisers to publicize an item from such a stage through which the customers can connect themselves with the brand value from the viewpoint of the celebrity's personality. In India a celebrity is revered in the mind of the customer so huge that any activity can be profited by their tremendous fan base (Erdogan, 1999). Along these lines the tremendous and binding connection between celebrity advertisement and customer conduct can't be disregarded or undermined in a contending business environment like India. In the present situation, the advanced marketing procedure of most business firms depends vigorously on imaginative publicizing so as to promote their items among their prospective customers. A definitive objective of the present publicizing methodology is in the influence of clients, who are well educated, modern and at the same time very selective. Due to this reason, there is a huge competition in the market. Having a decent item alone isn't sufficient to contend in business sectors of elevated requirements. Clearly, the adjustments in business sectors and purchaser way of life are driving advertisers to concentrate on increasingly convincing methods for advancing their items. Because of this, in a day in day out basis, consumers receive numerous calls besides the advertisements in newspapers and other media. In the competitive world, various brands are in the race to attract consumers and exploit their time in the process of introducing their products.

Amidst number of products in the market, the manufacturers are forced to use tactics of various kinds to make the consumer turn towards their products. Celebrity endorser is one of the tactics use by the companies. In the process of passing their time, consumers of the modern era tend to overlook commercials altogether. However, the attraction of the celebrity is always welcomed by consumers across the age. Along these lines, it is understood that celebrity endorsements in commercials has more prominent effect on the products and its increasing sales. Organizations use celebrities to sell their items through such promotions. The impact and image of the celebrities are coordinated with the products' important features. This causes the buyers to pick a product in the midst of various products in the market. Notwithstanding its effortlessness, the structure of such campaigns and the ensuing achievement in accomplishing the ideal outcome requires a top to bottom comprehension of the product, the brand objective, choosing a celebrity, connecting the celebrity with the brand, and a system for estimating the viability.

### 2 STATEMENT OF THE PROBLEM

Advertisement plays a crucial role in popularizing a product among the people who might have the necessity to buy the product. Whenever there is a new product that is being launched in the society, the first medium through which the knowledge about the product reaches the consumer is through the advertisements. Therefore the advertisements act as a bridge between the people, the manufacturer and the society as a whole. There are many strategies that are being used by the advertisers in order to attract the consumers. One of the most popular strategies used today is the involvement of celebrities in the advertisements. It is also known as celebrity branding. Celebrity branding has a long history. It is recorded that as early as the 1760s celebrity branding was used by companies to advertise and popularize their products. Though, it was not as popular until the introduction of the modern media. When the modern media such as newspaper, television, radio and internet were introduced, the advertisements at large and celebrity branding in particular

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Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
830	FACTORS CONTRIBUTING TO AND IMPEDING CAREER SUCCESS AMONG MBA STUDENTS	S. SHAHUL HAMEED	Business Administration	RESEARCH DIRECTION	Mar 2019	2321 - 5488

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**FACTORS CONTRIBUTING TO AND IMPEDING CAREER SUCCESS AMONG MBA STUDENTS**

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**ABSTRACT**

*In India, management institutions have mushroomed and as a result there is mismatch between demand and supply of MBA graduates. These institutions do not provide job guarantee. Parents and Students are really victims because even after investment of Rs. 3 to 4 lakhs for MBA course, there is no 100 percent guarantee of getting expected job opportunity. The specializations, syllabus, project work, skills developed and overall system is not in tune with the changing times. MBA graduates lacks in required skills and practical knowledge. As a result most of the degrees holders are remain unemployed. The present study is based on both primary and secondary data. The primary data has been collected from 122 MBA pass out students. It has undertaken to understand the student's opinion about the institutional efforts taken by their institutions, competency of their teachers and current status of their career achievements. In this paper the contributing factors in career success of students are studied with the help of model.*

**INTRODUCTION**

Over the past decade, there is lot of changes in the higher education. Its performance is not up to the expectation. There is a need for the development of the educational sector to meet the need of the emerging opportunities and challenges of 21<sup>st</sup> century. This is not only the talk about management students, but the overall education system produces graduates that are unemployable because there are skill shortages. Enhancing general knowledge, providing exposure, enhancing employability skills are the necessary activities which have to conduct.

There are significant gaps between Indian universities and those outside the world in terms of quality standards. A major shortfall in this direction is the inability of our institutes to attract and retain the qualified and trained faculty. Packages offered by the corporate sector are extremely attractive vis-à-vis those offered by our institutions of higher learning. It results into brilliant and talented youth opt for corporate sector and the candidates who are rejected by the corporate sector enter into teaching carrier. The shortage of qualified and skilled teachers itself become a major hurdle in realization of our dream of making India a major hub of research and development and knowledge super power by 2030. The Mushroomed MBA colleges, less number of teachers, lecturers on small amount of salary, lack of experienced teachers, lack of institutions rapport with

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Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
831	A Study On Consumer Perception Towards Green Advertisement In Tirunelveli	S.YASMIN KATHIJA	Business Administration	Studies In Indian Place Names	Mar 2020	2394-3114

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**A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN ADVERTISEMENT IN TIRUNELVELI**

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**Abstract**

Advertising is the process by which companies can introduce their products and services in front of the consumer to gain their attention towards their products and services and to convey messages easily. Now a days with the demand of eco- friendly products is increased. So many organizations produce eco friendly products and taken into consideration of environmental protection and safety consumers are turning towards more on ecological products for the betterment of self as well as environment. "Product promotion based on environment related situations is the central idea of green advertising". Green advertising promotional campaigns are associated with the eco friendly products. Companies claims of using green/eco friendly products constitute a form of green advertising. In this paper should focus on consumer perception towards green advertisement. The sample of this study is 60 respondents in tirunelveli. T-test, independent t-test, one-way anova are used for analysis.

**INTRODUCTION**

In an era when major social issues can be discussed and analyzed freely by the masses due to the advancement of the tools of social media and mobile Internet, advertisers often try to predict what consumers might want and how brands should be portrayed through these channels. An emerging trend in today's marketplace is the notion of being environmentally friendly, also phrased as "going green."

Going green used to be as simple as turning off the lights after leaving a room to save energy. It has now grown into a whole market ranging from environmentally-friendly cars to energy efficient appliances. Major automobile manufacturers have at least one low-emission vehicle in their lineup and often stress low fuel costs for their other cars. Many of the companies should go green movement and adopt 3R strategy(Reduce, Recycle, Reuse) then only sustain in the market.

**Attitude towards green advertisement:**

Previous research in to consumer attitude and perception towards green advertisement was very comprehensive.( Frankel, 1992 ) consumer responses towards green advertisement and products & services in terms of loyalty. (Phillips 1999, Schlossberg 1992) consumer are willing to pay high prices for green advertisement products.(Davis 1994, Wheeler 1992) Consumer perception towards green



Sl. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN
832	A Study On Green Advertisement And Its Influence On Customer's Purchase Intention In Tirunelveli	S.YASMIN KATHIJA	Business Administration	SADAKATH : A RESEARCH BULLETIN	Feb 2018	2347 - 7644

**SADAKATH : ARESEARCH BULLETIN**

**S. YASMIN KATHIJA, DR. K. SHEIK MYDEEN**

**A Study On Green Advertisement And Its Influence On Customer's Purchase Intention In Tirunelveli**

***S. Yasmin Kathija, Dr. K. Sheik Mydeen***

**ABSTRACT:**

In the era, many of the social issues are occurred, and it can discussed and analysed by the people in their social media, mobile and network. In today's marketplace concept is being environmentally friendly and also called going green. Green advertisement is developed in recent days, it is specific type of advertisement and focus on environmental benefits rather than product benefits. This study aims to find green advertisement and its influence on customer's purchase intention in Tirunelveli. The data were collected from 225 respondents in Tirunelveli.

**Key words-** Attitude towards green advertising, Purchase Intention

**INTRODUCTION**

In the recent year many of the social issues can be discuss and analyzed by the people in their social media, mobile and internet. Most of the advertisers are assess to what consumers might want and how brands should be portrayed through these channels. In recent trend in today's marketplace concept is being environmentally friendly, also phrased as "going green."

Going green used to be as simple as turning off the lights after leaving a room to save energy. It has now develop into a whole market ranging from environmentally-friendly cars to energy efficient appliances. Major automobile manufacturers have at least one low-emission vehicle in their lineup and often stress low fuel costs for their other cars.

Most of the products comes to being environmentally friendly and "going green," The marketers are very struggle to find the effective way to promote their product.

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