## Mystery shopping the miracle tool in business research flashcard



VOLUME NO. 3 (2013), ISSUE N O. 01 (J ANUARY) ISSN 2231-5756 A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal – Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, ProQuest, U. S. A., EBSCO Publishing, U. S. A., Cabell's Directories of Publishing Opportunities, U. S. A., Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U. G. C. ], Index Copernicus Publishers Panel, Poland with IC Value of 5. 09 & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 2022 Cities in 153 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA http://ijrcm. org. in/ VOLUME NO. 3 (2013), ISSUE N O. 01 (J ANUARY) ISSN 2231-5756 CONTENTS Sr. No. TITLE & NAME OF THE AUTHOR (S)

HIERARCHY PROCESS MOJGAN RIAZI, DR. YOUNOS VAKIL ALROAIA & DR. ALI AKBAR AMIN BIDOKHTI ASSOCIATION OF TRAINING PRACTICES WITH JOB SATISFACTION IN PUBLIC SECTOR ORGANIZATIONS RIZWAN BASHIR & FARZANA BASHIR STUDYING THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND TALENT MANAGEMENT IN IRAN STATE MANAGEMENT TRAINING CENTER (SMTC) SAYED ALI AKBAR AHMADI, MOHAMMAD ALI SARLAK, MUSA MAHDAVI, MOHAMMAD REZA DARAEI & SAMIRA GHANIABADI CONTEMPLATIVE SCRUTINY OF THE ADEQUACY OF HERZBERG'S MOTIVATION-HYGIENE

THEORY: A VERDICT OF JOB SATISFACTION IN THE MID LEVEL MANAGER IN TELECOMMUNICATION INDUSTRY ABU ZAFAR AHMED MUKUL, SHAH JOHIR https://assignbuster.com/mystery-shopping-the-miracle-tool-in-business-

research-flashcard/

RAYHAN & MD. SHAKIB HOSSAIN PLANNING AND MANAGING A SCHEDULED SERVICE DR. IGNATIUS A. NWOKORO REAL INCOME, INFLATION, AND INDUSTRIAL PRODUCTIVITY IN NIGERIA (1970-2005) Dr. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN NIGERIA: A PARADIGM SHIFT ADEYEMI, A.

ADEKUNLE THE EVALUATION OF KNOWLEDGE MANAGEMENT'S

EFFECTIVENESS ON E-LEARNING: A CASE STUDY ON PAYAME NOOR

UNIVERSITY OF IRAN BAHAREH SHAHRIARI & KIARASH JAHANPOUR THE

RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND JOB

SATISFACTION AMONG PROFESSIONAL STAFF IN VIETNAMESE

CONSTRUCTION COMPANIES NGUYEN PHI TAN ANALYSIS OF LIQUIDITY OF

SELECTED PRIVATE SECTOR INDIAN BANKS SULTAN SINGH, SAHILA

CHOUDHRY & MOHINA PRODUCTIVITY MEASUREMENT OF PUBLIC SECTORS

BANKS IN INDIA DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG IMBIBE

ETHICAL EDUCATION DR. T.

SREE LATHA & SAVANAM CHANDRA SEKHAR MODELING INDIAN MONSOON (RAINFALL) VOLATILITY AS AN INDEX BASED RISK TRANSFER PRODUCT D P. SHIVKUMAR, M PRABHU & DR. G. KOTRESHWAR THE DEVELOPMENT OF SMALL SCALE INDUSTRIES IN MEGHALAYA MUSHTAQ MOHMAD SOFI & DR. HARSH VARDHAN JHAMB REGRESSION MODELS M. VENKATARAMANAIAH & M. SUDARSANA RAO EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES ADOPTED BY BPO COMPANIES WITH REFERENCE TO CHENNAI DR. RANJITHAM. D ROLE OF FOREIGN DIRECT INVESTMENT IN EDUCATION INSTITUTIONS IN INDIA SHABANA, SONIKA CHOUDHARY & DR. M. L.

GUPTA AN EXAMINATION OF LONG-RUN AND SHORT-RUN RELATIONSHIP
BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND INDIAN
STOCK MARKET R. KANAKARAJAMMAL, S. PAULRAJ & M. V. ARULALAN
MYSTERY SHOPPING- THE MIRACLE TOOL IN BUSINESS RESEARCH SHAKEELUL-REHMAN & A. VELSAMY THE EMPIRICAL INVESTIGATION BETWEEN
EMOTIONAL COMPETENCE AND WORK PERFORMANCE OF INDIAN SALES
PEOPLE DR. RITIKA SHARMA MARKETING OF BRANDED PRODUCT IN RURAL
AREA: A CONCEPTUAL BASED STUDY ON RURAL MARKET PANKAJ ARORA &
AJITHA PRASHANT A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL
REFERENCE TO COACH FACTORY P.

MANONMANI & V. UMA E-CRM APPLICATION IN INSURANCE SECTOR AND RETENTION OF CUSTOMERS DASH BISWAMOHAN. & MISHRA RADHAKRISHNA THE USAGE OF SIX SIGMA TOOLS IN BRINGING DOWN THE DEFECTS IN THE HR PROCESSES SREEJA K & MINTU THANKACHAN WOMEN EMERGING GLOBALLY AS THE POTENTIAL MARKET: REASONS, IMPLICATIONS AND ISSUES DR. JAYA PALIWAL URBAN RESIDENTIAL WATER SUPPLY IN GADAG TOWN IN KARNATAKA STATE DR. H H BHARADI TECHNICAL ANALYSIS: A TOOL TO MEASURE MARKET VOLATILITY G. B. SABARI RAJAN CO-BRANDED CREDIT CARD - A TAILOR-MADE PRODUCT NICHE FOR CONSUMERS DR.

A. JESU KULANDAIRAJ A COMPARATIVE STUDY ON CUSTOMER SATISFACTION WITH SERVICE QUALITY IN PUBLIC AND PRIVATE SECTOR BANKS DR.

SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET EMOTIONAL INTELLIGENCE

(EI): AN IMPERATIVE SKILL FOR MANAGERS IN THE GLOBAL WORKPLACE

SMARTY MUKUNDAN Page No. 1. THE EXTENT OF THE IMPORTANCE OF PERSONALITY INDICATORS OF INDEPENDENT ENTREPRENEUR THROUGH https://assignbuster.com/mystery-shopping-the-miracle-tool-in-business-research-flashcard/

USING GROUP ANALYTICAL 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 8 14 21 29 34 40 45 49 54 57 63 66 72 83 86 91 94 101 104 111 120 123 128 136 140 144 150 153 157 160 REQUEST FOR FEEDBACK INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal – Included in the International Serial Directories ii http://ijrcm. org. in/ VOLUME NO. 3 (2013), ISSUE N O. 01 (J ANUARY) ISSN 2231-5756 CHIEF PATRON PROF. K. K. AGGARWAL Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex.

Pro Vice-Chancellor, Guru Jambheshwar University, Hisar FOUNDER PATRON LATE SH. RAM BHAJAN AGGARWAL Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani COCO-ORDINATOR AMITA Faculty, Government M. S., Mohali ADVISORS DR. PRIYA RANJAN TRIVEDI Chancellor, The Global Open University, Nagaland PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I. G. N. O. U., New Delhi PROF. M. N. SHARMA Chairman, M.

B. A. , Haryana College of Technology & Management, Kaithal PROF. S. L. MAHANDRU Principal (Retd. ), Maharaja Agrasen College, Jagadhri EDITOR PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi COCO-EDITOR DR. BHAVET Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana EDITORIAL ADVISORY BOARD DR. RAJESH MODI Faculty, https://assignbuster.com/mystery-shopping-the-miracle-tool-in-business-research-flashcard/

Yanbu Industrial College, Kingdom of Saudi Arabia PROF. SANJIV MITTAL University School of Management Studies, Guru Gobind Singh I.

P. University, Delhi PROF. ANIL K. SAINI Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi DR. SAMBHAVNA Faculty, I. I. T. M., Delhi INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal – Included in the International Serial Directories iii http://ijrcm. org. in/ VOLUME NO. 3 (2013), ISSUE N O. 01 (J ANUARY) ISSN 2231-5756 DR. MOHENDER KUMAR GUPTA Associate Professor, P. J. L. N. Government College, Faridabad DR. SHIVAKUMAR DEENE Asst.

Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga ASSOCIATE EDITORS PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U. P. PROF.

ABHAY BANSAL Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida PROF. A.

SURYANARAYANA Department of Business Management, Osmania University, Hyderabad DR. SAMBHAV GARG Faculty, M. M. Institute of Management,

Maharishi Markandeshwar University, Mullana, Ambala, Haryana PROF. V.

SELVAM

SSL, VIT University, Vellore DR. PARDEEP AHLAWAT Associate Professor,
Institute of Management Studies & Research, Maharshi Dayanand University,
Rohtak DR. S. TABASSUM SULTANA Associate Professor, Department of
Business Management, Matrusri Institute of P. G. Studies, Hyderabad
SURJEET SINGH Asst. Professor, Department of Computer Science, G. M. N.

https://assignbuster.com/mystery-shopping-the-miracle-tool-in-business-research-flashcard/

(P. G. ) College, Ambala Cantt. TECHNICAL ADVISOR AMITA Faculty,
Government M. S. , Mohali FINANCIAL ADVISORS DICKIN GOYAL Advocate &
Tax Adviser, Panchkula NEENA Investment Consultant, Chambaghat, Solan,
Himachal Pradesh

LEGAL ADVISORS JITENDER S. CHAHAL Advocate, Punjab & Haryana High
Court, Chandigarh U. T. CHANDER BHUSHAN SHARMA Advocate &
Consultant, District Courts, Yamunanagar at Jagadhri SUPERINTENDENT
SURENDER KUMAR POONIA INTERNATIONAL JOURNAL OF RESEARCH IN
COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed
(Refereed/Juried) Open Access International e-Journal – Included in the
International Serial Directories iv http://ijrcm. org. in/ VOLUME NO. 3 (2013),
ISSUE N O. 01 (J ANUARY) ISSN 2231-5756 CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit

Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy;

https://assignbuster.com/mystery-shopping-the-miracle-tool-in-business-research-flashcard/

Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business: Health Care Administration: Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; NonProfit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive. Anybody can submit the soft copy of his/her manuscript anytime in M. S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [email protected] com.