

# VIRTUE

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## **BLOGGING: A BIZARRE TOOL OF INTERNET MARKETING**

**Dr. Vikas Nath  
Nimit Gupta  
Lalit Sharma**

The new era of markets is based on customer driven approach, customer requirements and wants are the key drivers of strategic marketing decisions. Customers around the world are becoming smarter and tech savvy. Internet is becoming a ready made tool for gathering information and for decision making. The management practice today is an amalgam of internet and marketing. It is becoming imperative that customers are using internet for almost everything and are using various tools of internet marketing for information search. Blog marketing is one of the important tool which aims for maintaining good relations with high profile 'bloggers' about products and services which are relevant to marketers and customers. Blogs are emerging as an extremely effective knowledge management tool. Blogs are providing great supplemental content to the customers. Blogs therefore can be referred to as one of the most powerful tools of persuasion in coming times. This paper is a modest attempt to analyze how blog marketing can be used for influencing decision making of the respondents. This paper will be of importance for those who use blogs for marketing of their goods or services.

### **Key Words**

Blogging, Blog Marketing, Internet, Information

## INDIAN MUTUAL FUND INDUSTRY

### Analysis, Recent Trends and Its Impact on Indian Economy

Dr. Anoop Pandey

In the year 1996 Mutual Fund industry came under the strict regulations of SEBI to protect the interest of investors and government of India offered tax benefits to investors to encourage them, further SEBI Mutual Funds regulations 1996 came into force which regulated the growth performances and development of Mutual Funds in India.

The Indian mutual fund industry can now boast on that With the total Asset Under Management (AUM) increasing from Rs.1,01,565 Crores in Jan 2000 to Rs.5,67,601.98 Crores by April 2008, according to the Association of Mutual Funds in India (AMFI), the industry's growth has been nothing but exceptional. It has indeed come a long way from being a single player, single scheme (US-64) industry to having 34 players and more than 480 schemes.

This research paper covers various aspect of mutual funds industry in India. Starting with basic concept of mutual fund and its advantages it would give detail about the growth of mutual fund industry in India, its present scenario.

It also throws some light on major mutual fund companies in India, the different types of mutual funds on the basis of structure, investment, load and schemes and also it covers the different phases of growth of mutual fund industry. Then it covers the calculation of NAV, the various investment plans, factor's that help in calculating the mutual fund performance.

#### Key Words

AUM, AMC, SEBI, Beta, Alpha, R Squared Treynor Ratio & Sharpe Ratio

**A STUDY OF THE MARKETING STRATEGIES OF  
PHARMACEUTICAL COMPANIES (GENERIC AND ETHICAL)  
IN NATIONAL CAPITAL REGION (NCR)**

**Dr. Reshma Nasreen  
Dr. Pranav Kant Kaushik  
Mukesh Malik**

This paper deals with the study of the marketing strategies of companies (generic and ethical) in NCR to study the purchase behavior of customers and to know the marketing mix of companies in organized and unorganized sectors, also draw the inference about the promotion mix adopted by the selected companies. Here we focus on the study of the distribution channels and the scope of value addition therein.

**Key Words**

Marketing strategies, Marketing Mix, Promotion mix, statistical analysis.

**SOCIALLY RESPONSIBLE ACTIVITIES IN RETAILING:**

A Stakeholders (Consumer) Perspective

**Yogita Sharma  
Pragati Chauhan  
Neelam Saxena**

With the intensification of consumerism and wealth in India, corporate must realize that community awareness and service is not an option but an obligatory requirement. CSR can no longer be a sub-department of the personnel and HR division of the company. There is need for the ownership of CSR at a much higher level, especially on par with all other activities and decisions that drive the business. Corporate activism must be sustainable and accepted as a valuable change agent of today's business environment. Corporate Social responsibility must have a much broader implication in modern India and reduce dependency only on the government for the cause of social change.

Consumers have practically little power towards companies except for 'political consumption' that actually do not provide with companies clear directives. That leads to a widespread feeling of frustration and resignation amongst customers. Consumers could only put their faith in the press or join an initiative with a related focus. This left the business and public relation at hit rock bottom during the nineties with high profile corruption cases of WorldCom, Enron and Arthur Anderson and Satyam. This paper focuses on the activities of retailer towards CSR and their responsibility towards stakeholders'.

**Key Words**

Corporate Social responsibility, Ownership of CSR, Consumers and Company directives

**SELF CONCEPT ATTAINMENT MODEL OF TEACHING**

**Prof. Sowmya.S**  
**Prof. Hari Sundar.G. Ram**  
**Dr. N. Ram Kumar**

Self-concept is very much essential in the development of personality of an individual. It is high time the teachers and parents realize the importance of self concept and make the child realize his potentials and make him believe that he is very much important and has a specific role to play on the stage of this world. Self concept enhances the personality of an individual and leads him to high self esteem. Every child is a "tare zameen par" and the only need is that the teacher should Identify his-hidden potential. Thus education has a great role to play in polishing the talents of children through self-concept. Self-concept is not an Inherited one, it is learnt and developed through interaction with the different components of the environment. So the education should create a congenial and conducive environment, which promotes high self-concept among the children.

This conceptual paper in albeit deals with the psychological techniques that can be used by a teacher in the sessions, which could enhance the self-esteem of the child apart from planning teaching in the classroom and the results could be quite profitable. Apart from this, an important model is also being presented which is termed as the Self Concept Attainment Model.

**Key Words**

Self Concept, Self Esteem, Motivation, Goals, Praising, Teaching

**ENHANCED CORPORATE COMMUNICATION  
THROUGH  
SOCIAL NETWORK SERVICES (SNS)**  
Based on Advanced Web 2.0 Technologies

**Ms. Tanushree Gulati\***

**“The single biggest problem in communication is the illusion that it has taken place.”**

**~George Bernard Shaw**

In this age much has changed in the modes of communication. More information than ever before in the history of mankind is now available at the click of a button. Communication in this age and time acquires a new definition altogether. The Web 2.0 technology, popularly termed to indicate advanced Internet technology, has facilitated interactive information sharing, communication and collaboration on the World Wide Web. A Web 2.0 site allows its users to interact with other users or to change website content, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them.

As the increase in popularity of Social Network Services (SNS), operating on Web 2.0 technologies is on an incredible rise, new uses for this advanced technology are constantly being observed. One undisputed usage of this new technology is social networking between corporate and individuals through the enhanced communication process. Companies have found that social networking sites such as Face book and Twitter are great ways to spread their word of mouth publicity or refer to a fellow friend for job openings. However, the author through this paper tries to establish the fact that how the online societies formed through the social network services has made a positive impact on fast, transparent, convenient and cost-effective flow of communication process, vital for every business growth.

### **Key Words**

Collective Intelligence, Corporate Communication, Corporate Blogs, Social Networking Service (SNS), Theory of Six Degree of Separation, Web 2.0 technology.

## **COMMODITY DERIVATIVES MARKET IN INDIA**

“Development, Regulation and Future Prospects”

**Deepak Kumar Sharma  
Pardeep Saine**

Organized commodity derivatives in India started as early as 1875, barely about a decade after they started in Chicago. However, many feared that derivatives fuelled unnecessary speculation and were detrimental to the healthy functioning of the markets for the underlying commodities. As a result, after independence, commodity options trading and cash settlement of commodity futures were banned in 1952. A further blow came in 1960s when, following several years of severe draughts that forced many

farmers to default on forward contracts (and even caused some suicides), forward trading was banned in many commodities considered primary or essential. Consequently, the commodities derivative markets dismantled and remained dormant for about four decades until the new millennium when the Government, in a complete change in policy, started actively encouraging the commodity derivatives market. Since 2002, the commodities futures market in India has experienced an unprecedented boom in terms of the number of modern exchanges, number of commodities allowed for derivatives trading as well as the value of futures trading in commodities, which might cross the \$ 1 Trillion mark in 2006. However, there are several impediments to be overcome and issues to be decided for sustainable development of the market. This paper attempts to answer questions such as: how did India pull it off in such a short time since 2002? Is this progress sustainable and what are the obstacles that need urgent attention if the market is to realize its full potential? Why are commodity derivatives important and what could other emerging economies learn from the Indian mistakes and experience?

**Key Words**

Commodity derivatives, financial markets, India

**EMERGING TRENDS IN IT**

“Cloud Computing”, “ERP”, “Virtualization”

Shobhit Garg\*

In the late 1970's business houses began sending & receiving Purchase orders, invoices & shipping notifications electronically via EDI. The EDI then was expensive & affordable only by big sized businesses. Today the Internet has made electronic commerce affordable to even smallest home office. Companies of all sizes can now communicate over the Internet with each other.

Now ERP, Cloud computing, Virtualization has gained tremendous importance as the world is gearing itself towards strong business process integration. And time is near for the paper-based business to give way to electronic business when suppliers and customers will transact electronically. With such a strong internet oriented business, organization can work without spending more on infrastructure, servers, application programs by using Cloud based services like SaaS (Software as a service) in which business groups have to pay only for using the service provided by cloud.

With virtualization different operating system can be used on single operating system. In some organizations virtualization has already become a large part of the infrastructure. Once again technology has outrun the security best practices. Virtual environments are becoming more popular as



disaster recovery and business continuity solutions, particularly in the financial industry. This is relevant because some of these solutions are in a semi-live environment and typically get forgotten in the update and security protection process.

**Key Words**

Pay per use model, clouds, SaaS, PaaS, IaaS, virtual office, ERP, integrated software.