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Signature

C.K.
(Supervisor)
(R K Srivastava)

Dr. R. K. Srivastava
Professor & HOD
Department of Management
Symbiosis Institute of Management Studies,
Research And Entrepreneurship Education
3rd Floor, Symbiosis College, B Road,
Chinhat, N. P. 492 001, India

Signature

(Ms. Sangeeta Pandhri)
A study of the effect of employee engagement on faculty performance for selected rank management institutes in Maharashtra. The environmental effects—reference groups, the family, culture—are studied in the context of how they influence the individual consumer. In being more micro, a managerial orientation is also more cognitive; that is, it emphasizes the thought processes of individual consumers and the factors that go into influencing their decisions. Marketing managers find such a focus on the individual only natural. A holistic approach is more macro in its orientation. It tends to focus more on the nature of consumption experience than on the purchasing process because it stresses the broader, culturally derived context of consumption. Consumption is seen as being symbolic as well as functional, antisocial as well as social, and idiosyncratic as well as normative.