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BUSINESS RESEARCH

Impact of Person - Environment Fit on Job Satisfaction : A Study Conducted among Employees of Roots Industries India Ltd, Coimbatore.

Dr. Rupa Gunaseelan, Associate Professor, BSMED, Bharathiar University 1

A Study on Financial Position of Selected Steel Industries Listed in BSE

K. S. Kavitha, PhD Research Scholar in Commerce, Karpagam University

Dr. S. Venkatachalam, Associate Professor, Dept. of Management Studies, Karpagam College of Engineering

Dr. P. Palanivelu, Controller of Examination, Karpagam University 16

Impact of Advertisement on Jewel Purchase Decisions : A Study in Coimbatore District

Dr. A. Valarmathi, Director, VIMS

C. Loganathan, Faculty, IBRI College of Technology, OMAN
(Research Scholar in Management, Karpagam University) 23

Feasibility of Online Marketing A Study in Coimbatore District

Mrs. Uma Maheswari, Associate Professor, VIMS 32

CONTEMPORARY MANAGEMENT THOUGHTS

Servitude, the Hardest of all Virtues in Human Life Mapped with the role of Nursing Care Professionals

Dr. R. Chandrasekhar, Professor/ Consultant, Coimbatore 43

Impact of FDI on Economic Growth in India FDI in Retailing - Global Giants vs Indian Kiranas

M. Rani, Research Scholar, Bharathiar University 54

CASE STUDIES

Transformation from CRM to CMR.

A Case of Yarn Marketing in Tirupur, Tamilnadu

Dr. Sangeetha Natarajan, Associate Professor, VIMS, Coimbatore 60

BOOK REVIEWS

Creating Resilience and Happiness

Dr. Hema Bhalakrishnan, Associate Professor, VIMS, Coimbatore 67

MANAGEMENT PRACTICES

An Epitome of Entrepreneurial Success

Dr. Sangeetha Natarajan, Associate Professor, VIMS, Coimbatore 72

REVISITING NATIVE WISDOM

Management Wisdom in Ancient Times

Dr. V. Kulandaiswamy, Secretary, VIMS, Coimbatore 77

**CASE
STUDY****Indian Textile
Industry-
An Overview****TRANSFORMATION FROM CRM TO CMR**

A Case of Yarn Marketing in Tirupur, Tamilnadu

Dr. SANGEETHA NATARAJAN

Associate Professor, VIMS

The Indian textile industry is one of the largest and oldest sectors in the country and among the most significant in the economy in terms of output, investment and employment. Especially the production of cotton yarn is well above thousand lacs bale mark and embraces a wide range of varieties, with spinning values from 2 counts to 120 counts, a feat no other country can match.

As a result the cotton yarn has emerged as a major foreign exchange earner. Textile industry is a traditional, robust, well-established industry, enjoying considerable demand in the domestic as well as global markets.

India's presence in the international market is significant in the areas of fabrics and yarn and is relevant from the following statistics¹:

- ◆ India is the largest exporter of yarn in the international market and has a share of 25% in world cotton yarn exports
- ◆ India accounts for 12% of the world's production of textile fibres and yarn
- ◆ In terms of spindleage, the Indian textile industry is ranked second, after China, and accounts for 23% of the world's spindle capacity

1. Emerging SME's of India Textile- SMERA Ltd, Report on Indian Textile Industry, 2010.