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Marketing Strategy – components, effectiveness & importance of pricing especially, in relation to emerging markets like India. Uttam Rai., Rahul Gupta Choudhury, Student, IFIM Business School) Associate Professor Marketing, IFIM Business School, # 8P & 9P, Kiadb Industrial Area, Electronics City 1st Phase, Bangalore 560100, Karnataka, India. The theory that marketing mix strategy has significant impact on customer loyalty is supported by a study of customers in a retailing store in Taiwan (Yu-Jia Hu; 2009). The results of the study indicated that Price and Promotion are more sensitive to Customer Loyalty than the other factors of Marketing Mix Strategy. Leadership effectiveness refers to the practical performance of executives as leaders of their organizations, often in political settings, implement policy consistent with legal and judicial authority. Thus, there is often a context for leadership, with leaders respecting or at least not openly disrespecting legal and judicial priorities. Studies of leadership effectiveness measure the formal and informal skills used by leaders, hoping to encourage high performance from leaders and to help explain low performance by those leaders who encounter limitations either in their internal personnel. The Effect of Strategic Leadership, Organization Innovativeness, Information Technology Capability on Effective Strategy Implementation: A Study of Tertiary Institutions in Nigeria. Abstract. Keywords Research Article. Open Access. The Effect of Strategic Leadership, Organization Innovativeness, Information Technology Capability on Effective Strategy Implementation: A Study of Tertiary Institutions in Nigeria. Palladan AA*, Abdulkadir KB and Wen CY. College of Business, Universiti Utara Malaysia, Kedah, Malaysia. Effective leadership practices and organizational strategies, coupled with a strong leadership at top are essential ingredients for achieving sustainable and outstanding business performance. For doctoral thesis project on topic “Factors determining excellence in business: a study of selected listed companies. Indian journal of applied research X 125. Volume : 2 | Issue : 1 | October 2012 | ISSN - 2249-555X.