

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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A STUDY ON FORECASTING BSE SENSEX BY USING HOLT-WINTER METHOD

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ABSTRACT

This Project evaluates the out-of-sample forecasting accuracy of winter models for 5 month period from April 2013 to August 2013 Sensex in BSE. Sensex is defined as within-month as alpha & beta of Sensex on the BSE for the 12month period April 2012 to march 2013.

GLOBAL MARKET & GLOBALIZATION DRIVE – THE STRATEGIC NEED FOR BRANDS & PRODUCTS: A BUSINESS PERSPECTIVE ANALYSIS

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ABSTRACT

Twentieth century experienced two world wars; it is obvious that the “Third World War” will happen in the 21st Century. The Third World War will be for water. To avoid any such apprehension the global people are careful in preserving the water through the concern and investments in preserving the nature and environment in any territory. Global fraternity is possible through globalization of business and social interactions. Every solution which is global demands, “Globalization”. The world is moving towards a “Global Village”. Governments have understood the need of other nations in the holistic development of their own and people of other nations in the balancing of the development pace. Globalization is a drive. Either business or industry, no one is spared from this drive. The corporate world moves to further enhance this process of the drive. Markets, products, brands and consumers are global. Global village and global customers is the business language of this century. There are strategies and needs of globalization in the business for survival, existence and success which are governed by commonsense and simple logic of understanding. Saying no to globalization is saying no to business.

MEASUREMENT OF FRANCHISEE SATISFACTION BASED ON THEIR PERCEPTION ABOUT THE PERFORMANCE OF THE FRANCHISERS

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SURAT

ABSTRACT

Since its beginning in early 90s, the franchise industry has grown in leaps and bounds in the Indian sub-continent and there is still much to explore, based on the successful growth of many franchise brands in India. The review of literature suggests the lack of research on franchise implementation with majority of currently available research focusing on the power relationship between franchiser and franchisee. The present study follows a descriptive research design and attempts to measure franchisee satisfaction (dependent variable) with the help of variables such as perception of the franchisees related to training and promotional support extended by the franchiser, quality of product / services offered, competence level of the management of the franchiser, and the quality of communication and relationship between them (independent variables - IV). A Likert-like scale has been used to measure perception of the franchisees (sampling unit). It is a cross-sectional, ex-post facto, field research based on responses collected through a questionnaire using a survey method from 25 franchisees selected using a convenience sampling technique. The findings reflect that the franchisees still have a very low confidence in the management competences of the franchisers (mean variable score 3.69). The overall satisfaction of the franchisees based on training and promotional support, quality of products/ services, management competence, and communication and relationship, seems to be fairly good (overall mean score of 3.83). The present study opens up new directions for further research. Research may be taken up with a focus on a specific area of organised retail sector. Moreover, one may also think of replicating the research using more extensive criteria for measuring satisfaction.

IMPACT OF GAAR ON INDIAN EQUITY MARKET: AN EMPIRICAL STUDY

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ABSTRACT

In India, the proposed Direct Tax Code 2010 (DTC 2010 or Code) seeks to address the issues relating to tax avoidance and evasion by bringing in General Anti-Avoidance Rules (GAAR) in addition to various transaction-specific Special Anti-Avoidance provisions. The Discussion paper issued along with the proposed new tax code states that tax avoidance arrangements adopted by taxpayers span across several tax jurisdictions, and it is desirable to introduce GAAR that would serve as a deterrent to the use of increasingly sophisticated forms of tax avoidance by taxpayers. The paper also states that the appellate authorities and Courts have cast a heavy onus on the revenue authorities for dealing with matters of tax avoidance, especially when the relevant facts are in the exclusive knowledge of the taxpayer who chooses not to reveal them. Indian Government is trying to do some amendments to the Income Tax Act by introducing the General Anti-Avoidance Rules or GAAR. Most of the foreign investors investing in India by means of avoidance of tax rather than to do genuine business. So GAAR gives tax authorities a power to disregard such transactions and include the earning in the assesses income. The proposal of GAAR reintroduced uncertainty into Indian economic decision making, which frightened investors into believing that the economy had returned to the pre-liberalization period.

CHANGING FACE OF INDIAN RETAIL INDUSTRY

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ABSTRACT

The study focuses on the rapid changes in the Indian retail industry. Traditionally, India has been known to be a country with huge number of 'Kiryana' stores . But, during the last decade, lots of shopping malls, supermarkets and hypermarkets besides other departmental stores have come into existence. This has greatly influenced the survival of such traditional stores into 'Question Mark' in times to come. The researcher has made an attempt to understand the changing face of Indian retail by interacting with proprietors of such stores. It has been observed that the influence of emerging new formats viz., supermarkets and hypermarkets may not influence the small, independent 'Kiryana' stores at present but may affect their survival in long run, in case, such stores, do not put in efforts to upgrade themselves with the changing needs of buyers . They are giving an due importance to ambience besides quality, variety and convenience.

ENGLISH LANGUAGE TEACHING IN INDIA: REVIEWING THE RELEVANCE OF THEORY

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ABSTRACT

It is now a widely acknowledged fact that, with the advent of globalisation impelled by the tremendous advances in Information technology, English as a language has gained a new currency in India. The realisation that the adequate knowledge of English can open the doors of many possibilities in economic arena has focussed the attention on the art of possibility of teaching-learning processes and practices, and their effective orientations. However a cursory look makes it quite evident that the situation is quite chaotic. Even after attempting (or trying to attempt) to learn the language for about 15 years in schools and colleges, our graduates and post graduates are not equipped enough to write or speak simple correct sentences in their communication. There seems to be something wrong somewhere. The present paper is my humble attempt to relook at the various methods and practices adopted by the teachers of English at different levels, consciously or unconsciously, and their usefulness in the real situations. I have also tried to find out and suggest the right kind of method to be adopted and right kind of environment to be evolved for a better result.

A REVIEW OF THE LITERATURE: WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS (SHGs)

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ABSTRACT

This paper looks at the literature around the self help groups (SHGs) movement in India. It is hoped that it will be useful to fellow researchers who are undertaking studies in this area. It exposes the historical background of self help groups in Indian context. This paper reviews literature on the subject's empowerment process in relation to a self-help group as well as related literature. It is important to note that most literature has been focusing on empowerment as the outcome not as the process. There have been limited studies that explore the relationship between a self-help group and the process of empowerment.

CONSUMER PERCEPTION TOWARDS BRAND PREFERENCE OF MOBILE PHONE SERVICE PROVIDERS

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ABSTRACT

Branding is powerful instrument of demand creation and demand retention. Consumers are aware of and prefer a particular brand when it is available for purpose. In the era of information explosion, mobile phones are one of the most popular and effective tool which are used to communicate one person to another. Indian Mobile Phone industry is one of the fastest growing industries in the world. Mobile phone service providers are the main drivers; whereas equipment manufacturers are witnessing growth. In this light, the present study deals with consumer perceptions towards brand preference of Mobile Phone service providers in Nagapattinam District. The present study has been conducted a total of 150 respondents were selected who include the individual consumers with the help of convenience random sampling technique. The study has brought out mobile phone users of various mobile Phone service providers such as Aircel, Airtel, BSNL, TATA Docomo, Vodafone, Reliance and few other players. The objectives of this study were to assess the level of brand awareness and factors underlying customer care, coverage, performance, Pricing, accessibility and to offer the best of services.

CORPORATE GOVERNANCE IN INDIA: EVOLUTION AND EMERGING ISSUES

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ABSTRACT

Corporate Governance Evolution is a global phenomenon sweeping through the US, Europe, China, Korea, India, Latin America and many other places. These reforms have been accompanied by a surge in corporate governance scholarship focused on emerging markets, special in India, and show the evolution of corporate governance in India. This research suggests, although not uniformly, that "better" corporate law and governance tend to be correlated with better market development, more dispersed ownership structures, and higher firm profitability, amongst other things. These findings have sparked debate and thought on why these correlations exist and whether there are particular features of corporate law and governance that matter more than others to these economic measures. Indeed, recent research in developed markets has begun to focus on enforcement of corporate and securities laws as a critical feature in determining the health and growth of markets.

STUDY OF FINANCIAL INCLUSION IN BANKING INDUSTRIES IN INDIA**PAVAN KAPOOR****RESEARCH SCHOLAR, SHRI VENKATESHWARA UNIVERSITY, AMROHA; CHIEF EXECUTIVE OFFICER
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LUCKNOW****ABSTRACT**

For developing nations the era is of inclusive growth and the key for inclusive growth is financial inclusion. Financial inclusion or inclusive financing is the delivery of financial services, at affordable costs, to sections of disadvantaged and low income segments of society. There have been many formidable challenges in financial inclusion area such as bringing the gap between the sections of society that are financially excluded within the ambit of the formal financial system, providing financial literacy and strengthening credit delivery mechanisms so as to improvised the financial economic growth. A nation can grow economically and socially if its weaker section can turn out to be financial independent. The paper highlights the basic features of financial inclusion, and its need for social and economic development of the society. The study focuses on the role of financial inclusion, in strengthening the India's position and highlighting key factors necessary for financial inclusion. For analyzing such facts data for the study has been gathered through secondary sources including report of RBI, NABARD, books on financial inclusion and other articles written by eminent authors. After analyzing the facts and figures it can be concluded that undoubtedly financial inclusion is playing a catalytic role for the economic and social development of society but still there is a long road ahead to achieve the desired outcomes. Banking business has done wonders for the world economy. The simple looking method of accepting money deposits from savers and then lending the same money to borrowers, banking activity encourages the flow of money to productive use and investments. This in turn allows the economy to grow. The government of India started the cooperative movement of India in 1904. Then the government therefore decided to develop the cooperatives as the institutional agency to tackle the problem of rural indebtedness, which has become a curse for population. In such a situation cooperative banks operate as a balancing centre. At present there are several cooperative banks which are performing multipurpose functions of financial, administrative, supervisory and development in nature of expansion and development of cooperative credit system.

SCM PRACTICES AND ITS IMPACT ON TURNOVER, PROFITABILITY AND SUSTAINABILITY IN INDIAN BUSINESS ENVIRONMENT

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ABSTRACT

It has been widely noted in many publications, both in academic subjects and popular references that SCM is important to deliver the products and services to end customers. SCM strives to get “the right things to the right places at the right times for maximum profits”. Supply chain’s efficiency and effectiveness impacts the performance of the organization due to various variants like: how to coordinate the production of goods and services, including which suppliers to buy materials from; how and where to store inventory; how to distribute products in the most cost effective, timely manner; and how and when to make payments. 9 Industries, 23 Sectors and 109 organizations across India have been covered under research of SCM practice and related processes maturity to study its impact on turnover, profitability and sustainability.

ENCOURAGING POSITIVE WORKPLACE BEHAVIOUR: ETHICS ON THE JOB

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ABSTRACT

Have you ever experienced a situation at work in which a highly performing and highly skilled employee was accused of some inappropriate behaviour in the workplace? You probably watched, along with other employees, to see if the person being accused would be confronted if their behaviour was indeed determined to be unethical. Maybe you were disappointed because your organization overlooked the unethical behaviour due to the fact that the accused employee was such a "good" performer? Albert Einstein said, "A man's ethical behaviour should be based effectually on sympathy, education, social ties; no religious basis is necessary. Common Workplace Ethics ;Punctuality, Responsibility, Integrity, Loyalty, Teamwork, Positive attitude, Professionalism Most of us have experienced or witnessed some type of inappropriate behaviour in the workplace and have been involved or observed how our organization handled it. Many organizations do a good job of finding their moral grounding and deal with unethical behaviour when it is encountered. Other organizations may struggle even though they understand and value the importance of practicing good ethical behaviour in the workplace. Workplace ethics will help make the entire staff more satisfied with their jobs. Workplace ethics is the moral philosophy developed by a place of business that determines what is expected of employees in a particular setting. Unlike the difference in job descriptions, workplace ethics apply to all members of the organization and are used to determine what is the right, wrong and preferred way to behave at work. There are a number of reasons why developing a workplace code of ethics is important. It Sets The Rules, Equal Playing Field, Enhanced Reputation, and Values Drive Behaviour. When a business has a set of values that are shared and known by the entire staff, the environment will be conducive to values-driven. Knowing what is right and what is wrong, according to the workplace ethics, will naturally encourage behaviour that is consistent with the values. When an employee sees that he is continually being treated fair and in a way consistent with the ethics, it will encourage him to treat others fairly as well. It is a living example of the Golden Rule. The ethics code will also encourage members of the staff to react more positively to others, which will be passed on throughout the staff creating a contagious wave of positive actions. Work Ethics is invisible employee behaviour, noticeable by its absence. Ethics is something that is learned & chosen throughout one's life. It helps a lot in effective productivity as well as a great balance of responsibilities in your life on personal & professional front. Thus, Ethics are the difference between what you could do versus what is right to do.

A COMPARATIVE STUDY OF PROFITABILITY OF TWO COMPANIES – A CASE STUDY

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ABSTRACT

Profitability is one of the factors reflected in share price. Therefore, it is necessary to know how to analyze various facets of profitability. Every business should earn sufficient profits to survive and grow over a long period of time. The firm should manage all aspects of the business in such a way that revenues are maximized and costs are minimized for maximizing profit. Therefore it is essential to analyse the profitability of the firm to ensure to achieve the one the goals of the firm. Profitability measures the amount of equity required to generate the profit. Profitability analysis is the process of identifying the financial profit or loss of the firm by properly establishing relationships between the items of the balance sheet and the profit and loss account. Considering the significance and contribution of textile sector in national economy, initiative and efforts should be made to appraise the financial performance of these industries to attract investment and encourage wide spread development and growth in this sector. The present study was conducted to analyse the comparative profitability of the companies selected. It analysed that the profit earned by the firms are adequate and their rate of return to the shareholders are satisfactory. The study reveals that profitability of both the companies is satisfactory in some aspects and not satisfactory in certain aspects. Therefore the companies should put more efforts to strive for improved productivity and optimal utilisation of available resources. Profitability in long run contributes to sustained growth of the company.

A STUDY ON EMPLOYEE RETENTION STRATEGIES AT JAMMU & KASHMIR BANK LTD, AT MISSION ROAD, BANGALORE

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ABSTRACT

Retention of key employees is critical to the long-term health and success of any organization. It is a known fact that retaining your best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning. Successful organizations realize employee retention and talent management are integral to sustaining their leadership and growth in the marketplace. Becoming an employer of choice by retaining high-caliber employees in today's labor market should be the highest priority. Employee retention matters as organizational issues such as training time and investment; lost knowledge; insecure employees and a costly candidate search are involved. Hence failing to retain a key employee is a costly proposition for an organization. Various estimates suggest that losing a middle manager in most organizations costs up to five times of his salary.

TYPE – A TRAIT FOR EFFECTIVE MANAGER

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ABSTRACT

Today's era needs the effective managers who will enhance profitability and development of an organization. effectiveness of an organization depends upon the personality of particular person. Current study is done to find out how type- A personality affects the effectiveness of the mangers.

IMPORTANCE OF MEASURING HR'S EFFECTIVENESS: A DRIVE TO HR METRICS

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ABSTRACT

One of the most discussed topics in the HR industry today is Metrics and Measurement. From Professional organizations like the Society for Human Resource Management (SHRM) and the Human Capital Institute (HCI) to HR gurus and white papers from management consulting firms like Deloitte Consulting, the topic of metrics is covered extensively. Today's business is driven by knowledge, today's worker is a knowledge worker, today's major cost in many Service and Knowledge driven businesses is the HR cost, and therefore the top management is very keen to have its focus on measuring HR's effectiveness called 'HR Metrics'. This article makes an attempt to understand the importance of measurement of HR effectiveness and the intuitive approach to measure HR is explained with the help of an illustration for measuring the Selection function.

IMPULSIVE BUYING BEHAVIOUR OF RURAL PEOPLE: WITH REFERENCE TO FMCG PRODUCTS

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ABSTRACT

Traditionally, the marketing framework regarding the consumer decision making process mainly focusses on needs recognition, searching for information, evaluation of alternatives, purchasing and post-purchasing evaluations. Impulse buying is considered as relevant in today's shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores (Schiffman, 2010). Impulse buying is seen as unplanned and unintended in-store behaviour. The study is descriptive in nature and a sample size of 50 respondents were chosen on the convenience sampling basis in arasur village. This paper aims to identify the impact of socio economic factors that affect the impulse purchasing behaviour of the consumers during the purchase of select categories of fmcg goods. Socio economic variables used in the study included gender, age, educational qualification, occupation, monthly income, marital status and nature of family. Mean test and regression test were performed to find the most preferred reason to go for impulse buying and it shows that nature of family influences the impulsive buying behaviour of the respondents.

AN INTRODUCTION TO EMPLOYEE ENGAGEMENT: SOLUTION FOR EFFECTIVE HRM WITH REFERENCE TO EMPLOYEE ENGAGEMENT MODEL

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ABSTRACT

Engagement an agreement to do something, an arrangement to employ workers, to reemploy them in the same job but not necessarily under the same conditions with the help of Effective human resource management for an element of risk management for an organization which, as a minimum, ensure legislative compliance, So HR provides all avenues for Employee Development .a management policy that aims to increase employee commitment by giving employees greater individual responsibility for the work they do and a greater share in decision making. Sarah cook (2009) elaborated that Employee Engagement is personified by the passion and energy employees have to give of their best to the organization to severe the customer. It is all about the willingness and ability of employees to give sustained discretionary effort to help their organization succeed. People need to feel engaged with the job they do, colleagues they work with and the company they work for, to give their best. An Employee`s Engagement levels depend not just on his work but also the work and attitude of his subordinates, peers and superiors as well as various processes and environment in the organization

FDI IN INDIAN RETAIL: CHALLENGES

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ABSTRACT

The industry is facing a severe shortage of talent, especially at the middle management level. Most Indian retail players are under serious pressure to make their supply chain more efficient in order to deliver the level of quality and service that consumers are demanding. Long intermediation chain would increase the cost by 15 per cent. Foreign direct investment (FDI) in the retail sector in India is restricted. In 2006, the government eased retail policy for the first time, allowing up to 51 per cent FDI through the single brand retail route. Since then, there has been a steady increase in FDI in the retail sector, and the cumulative FDI in single-brand retail stood at \$195 million by the middle of 2010 (DIPP, 2010). This acts as a major catalyst in the development of a country through up-gradation of technology, managerial skills and capabilities in various sectors. Rise in purchasing power, growing consumerism and brand proliferation has led to retail modernization in India. The growing Indian market has attracted a number of foreign retailers and domestic corporates to invest in this sector. FDI in the retail can expand markets by reducing transaction and transformation costs of business through adoption of advanced supply chain and benefit consumers and suppliers (farmers). The present paper focuses on the overview of the Indian retail sector along with the opportunities of expansion of FDI in retail in India and the major challenges that it faces.

WORKING CAPITAL PERFORMANCE: A CASE STUDY ON DABUR INDIA LTD.

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ABSTRACT

Among all the problems of financial management, the problems of working capital management have probably been recognized as the most crucial one. It is because of the fact that working capital always helps a business concern to gain and strength. The objective of the study is to examine the working capital performance of Dabur India Ltd. during the period 2003-04 to 2010-11. Inventory turnover ratio, Working capital turnover ratio, and current asset turnover ratio and debtors turnover ratio shows satisfactory performance of the company but in terms of current ratio and the liquidity position of the company are not satisfactory. The Correlation Co-efficient between Liquidity and Profitability of the selected company is observed to be (-) 0.3. It is statistically significant at 5% level. Different financial ratios and statistical techniques are also applied for measuring the working capital efficiency.

A STUDY ON PERFORMANCE EVALUATION OF PUBLIC & PRIVATE SECTOR MUTUAL FUNDS IN INDIA

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ABSTRACT

Mutual fund provides a readymade option to households for portfolio diversification as well as relative risk aversion through collecting and investing their savings in different risk-return profile instruments. Its performance depends on the performance of underlying portfolio. If one or more schemes perform badly in the portfolio, that can effect or hurt the investment decisions of investors and may get them out from the scenario of wealth creation process. For saving investors' money from such a hazard, it becomes necessary to evaluate the performance of mutual fund portfolio so that investors can take/judge their investment decisions rationally. This evaluation would help in checking the prime idea of "putting all eggs in different baskets" behind mutual funds and guessing that how far this idea is doing well for investors. Therefore, our study has attempted to evaluate the comparative performance of public and private sector mutual fund schemes t he Indian Mutual fund Industry has witnessed a structural transformation during the past few years. Therefore it becomes important to examine the performance of the mutual fund in the changed environment. This paper has evaluated the performance of Indian Mutual fund scheme from 1st April.2007 to 31 March 2012.To examine the funds sensitivity to the market fluctuations in terms of beta. To appraise investment performance of mutual funds with risk adjustment the theoretical parameters as suggested by Sharpe, Treynor and Jensen. To rank the funds according to Sharpes, Treynors and Jensions performance measure.

HUMAN RESOURCE ACCOUNTING: REDEFINING HUMAN CAPITAL INVESTMENT IN CORPORATE SECTOR

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ABSTRACT

Management of Human Resources (HR) in any organization is very much important from accounting point of view. Valuation of HR, recording the valuation in accounts and fair disclosure of such information in financial statements are the demand of the stakeholders in the context of enhancing managerial performance and employees' productivity. In the field of managerial decision making, the human resource data as part of management information system helps in making meaningful choices between various types of human investments and investments in other assets. By measuring the value of human resources at different points of time, Human Resource Accounting (HRA) can reveal whether the management is building up human resources or depleting them. Human resource accounting (HRA) has been defined by the American Accounting Association (1973) as 'the process of identifying and measuring data about human resources and communicating this information to interested parties'. The information generated through HRA can help the management in formulating policies and programmes for the development of human resources. HRA as a managerial tool can be used for effective management of human resources. The target of this research article is to study present vision on the significance of HRA. This study will also be helpful for understanding the Lev and Schwartz method of valuation of human assets.

THE RELATIONSHIP BETWEEN PATERNALISTIC LEADERSHIP AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR—THE MEDIATING EFFECT OF ETHICAL CLIMATE

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ABSTRACT

Paternalistic leadership is considered as an archetypal leadership style in the ethnic Chinese community. This form of leadership has been extensively verified as significantly affecting subordinate effectiveness. Yet, the “black box” effect under paternalistic leadership has hardly been unveiled. A number of studies in western society proved that the behavior of paternalistic leadership has played an important influence on the ethical climate perception of the employees. In this paper, we attempt to use organizational citizenship behavior as subordinate effectiveness to explore the relationship between paternalistic behavior and organizational citizenship behavior in the first place, and to assess the mediating role of the ethical climate between paternalistic leadership and organizational citizenship behavior. This paper covers a empirical study on the manufacturing sector in central Taiwan with 490 dyad samples. The findings indicated that paternalistic leadership significantly affected the organizational citizenship behavior of the subordinates and the ethnical climate perception. In turn, the ethnical climate also significantly influenced organizational citizenship behavior. The mediating effect of ethnical climate on paternalistic leadership and organizational citizenship behavior was partly significant. In the conclusion of this paper, a discussion on the limitations of this paper and the direction for studies in the future was presented. Additionally, samples from Taiwan were used in this study of paternalistic leadership in order to find out the important meaning that the internal mechanism had on the effect of paternalistic leadership.

AIRLINE INDUSTRIAL UNREST AND STRATEGIC MANAGEMENT PRACTICES

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ABSTRACT

The airline industry exists in an intensely competitive market. In recent years, there has been an industry-wide shakedown in form of strikes, which is bound to have far-reaching effects on the industry's trend towards expanding domestic and international services. In the past, the airline industry was at least partly government owned. This is still true in many countries, but Kenya airways is privately owned airline with royal Dutch airline KLM having the biggest share holding. The strategies it puts in place has to a large extent a bearing on operations and how management and staff work together. In Kenya the air travel market, both domestic and international, has been experiencing great competition in recent years due to both the civil aviation regulation and the increasing of customer awareness of service quality. Under the circumstance, airlines not only attempt to establish more convenient routes, but also introduce more promotional incentives, frequent flyer membership program and so on. Airlines hope to consolidate the market share and enhance profitability. However, strikes are bound to affect market share as well as influence margins. The purpose of this study therefore was to find out about airline industrial unrest and strategic management practices with specific reference to Kenya Airways.

INTEREST RATE DEREGULATION AND DEMAND FOR MONEY IN NIGERIA (2000-2011)

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ABSTRACT

The study examined the interest rate deregulation and demand for money in Nigeria (2000-2011). The objective of the study is to enable the researcher to ascertain the functional relationship between demand for money and interest rate in Nigeria. Also, the significant impact of interest rate on the level of money stock in Nigeria. Relevant literatures were reviewed as well as some conceptual and empirical discourse on interest rate and money demand. The ex-post-facto research design was adopted and computerized regression analysis was employed as the statistical tools. The findings from the study showed that the functional relationship between demand for money and interest rate is not statically significant. Also, interest rate has no significant impact on the level of money stock in Nigeria. Based on the findings, the study recommend amongst others that government through the monetary authority should implement policies that would enhance interest rate and demand for money at least to the preferred sectors which will in turn boost the financial system of the Nigerian economy.

REDINGTON IMMUNIZATION THEORY APPROACH TO HEDGING INTEREST RATE RISK IN INSURANCE COMPANIES IN NIGERIA

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ABSTRACT

Unstable interest rates due to unstable government policies, inflations or actions of the apex bank has contributed to the inability of insurance companies in Nigeria to meet their obligations, in forms of benefits, claims or assurances as at when due, as accounted for by THE low development in the sector. By adopting Tzeng, Wang and Soo's linear programming model¹, developed from Redington's classical immunization strategy and using data from the balance sheet of insurance companies in Nigeria, this research work shows how an insurance company's assets can be immune against interest rate risk. It further reveals that the multiplier-effects of the solution to this problem on the insurance sector and the Nigerian economy at large cannot be over-emphasized.

MICRO, SMALL AND MEDIUM ENTERPRISES IN WEST BENGAL: AN EVALUATION

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ABSTRACT

This article deals with the importance of the Micro, Small and Medium Enterprises (MSMEs) in West Bengal which have an important role to play in the Indian economy also due to its greater resource, capacity for employment generation, technological innovation, promoting inter sectoral linkages, raising exports and developing entrepreneurial skills. In addition, there are many economic and sociological factors that make a strong case for advocating a big push to this sector in the present phase of economic growth in West Bengal. Keeping in view the importance of this sector, Government of West Bengal with the help of Government of India introduce certain schemes to develop this sector but still now there are so many problems faced by this type of enterprises like lack of capital adequacy, lack of access to global market, high cost of credit, problems of storage, designing, packaging and product display, inadequate infrastructure facilities etc. To eradicate these core problems faced by the enterprises, the policy makers and the entrepreneurs itself must join their hands and also they can provide us well developed and polished economy.

ETHICS IN MARKETING IN REAL ESTATE INDUSTRY IN PUNE FOR CUSTOMER SATISFACTION

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ABSTRACT

Marketing is one of the most important functions of an organization. The customers form their opinion about the products and the company based on the marketing efforts. An organization's good, average reputation affects all stake holders for example, employees, customers, dealers, traders, suppliers and the government. Hence marketing play a crucial role. My article focuses that how marketing is easy if the product and brand image has high popularity due to ethical practices like quality, price. The problem arises due to lack in some of these attributes or unethical practices. The ethics in marketing means the advertisements, hoardings should highlight the product, quality, value and other attributes. They must avoid criticizing competitors. Not only this but also highlighting the brand ambassadors and seminude girls rather than focusing on the attributes of a product is also unethical.

THE EFFECTS OF STRATEGIC MARKETING ON SAVING AND CREDIT CO-OPERATIVES PERFORMANCE: A SURVEY OF SELECTED SAVING AND CREDIT CO-OPERATIVES IN MOMBASA COUNTY

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ABSTRACT

Many organizations today are faced with competition and only those that are able to improve their operations and focus on proper strategies will survive. The main objective of this study was to investigate the effects of strategic marketing on Sacco's in Mombasa County. The study used descriptive research design. The analysis involved a sample of 123 (100 percent) respondents that was involved in the process of data collection. The response rate was 94 (76.4 %) respondents who filled and returned the questionnaire. The data was obtained using self administered questionnaires and analyzed using Statistical Package for Social Sciences. Descriptive statistics was used to analyze data using mean, frequencies, standard deviation and percentage and the findings presented using tables and charts. The research findings shows that competitive strategies are based on understanding customer needs and Sacco's use market penetration strategy to increase its market share. The findings on innovation oriented strategies shows that Sacco's are more innovative than their competitors in developing new ways of achieving their targets and objectives. Entrenchment of marketing information systems and adoption, utilization of ICT and online marketing were the widely used innovation oriented strategies. The respondents level of agreement on the Competitive advantage strategies used by SACCOs shows that Sacco's view employees as their source of competitive advantage and they ensure that they don't lose them to competitors. Sacco's use service and product differentiation as a competitive advantage strategy. The findings from the research will be of importance to the Sacco industry especially in Mombasa County, key policy makers and academicians.

BUYING BEHAVIOUR - AN ISLAMIC PERSPECTIVE: AN ANALYSIS OF AN IDEAL MUSLIM BUYING BEHAVIOUR

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ABSTRACT

Consumer behaviour, since its inception as an academic term has always been associated with words like perceptions, habits, fashions, traditions, customs, cultures, resources or religious beliefs. Almost everyone including the so-called modern economists wish to delete the word "religious beliefs" from the dictionary of Economics, as the supporters of Positive Economics hold the view that the subject should be free from any ethical and morality postulates. However, Consumer Behaviour or Buying Behaviour is such a process which cannot be studied till we consider all the related facts, perceptions or beliefs that have a say in the whole process. This paper aims to unearth what Islam as a religion teaches about the buying behaviour. In other words, what should be the buying behaviour of a Muslim who believes in Oneness of God (Allah) and the day of Resurrection? The main aim of this paper is to uncover some important teachings from Quran and Sunnah (Teachings of the Prophet MuhammadPBUH) regarding the buying behaviour.

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With sincere regards

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Academically yours

Sd/-

Co-ordinator

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