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ETHICAL DECISION MAKING: GUIDING PRINCIPLES

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ABSTRACT

Issues connected with business ethics have recently acquired prominence in the changing business scenario. The anxiety of global investors in emerging markets is not only about the quality of management but also the ethical framework for decision-making and the collapse of the South East Asian countries has stressed the issue further. In the process of adopting new techniques and ideas for ethical decision making-let us not throw out the existing good stuff that has helped us build and shape civilization as we know and enjoy today, even in future. In this paper an attempt is made to recollect the principles with seminal works developed by few of the great conceptualists. Further, the paper offers models for ethical decision making.

MONETARY POLICY COMMITTEE AND SPECTRE OF COMMITTED BANKING

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ABSTRACT

One of the major second generation reforms being considered is the reform of financial sector. The Financial Sector Legislative Regulatory Committee (FSLRC) has recommended creation of a unified regulator, Monetary Policy Committee (MPC) and Indian Financial Code (IFC). The proposed reform seeks to assert government supremacy in determination of monetary policy and repo rate. This is understandably causing concern amongst discerning analysts who foresee emasculation of Reserve Bank of India (RBI) as an independent institution. This paper takes an overview of the role of RBI so far in terms of inflation targeting etc, the turbulent journey of US Federal Reserve Bank whose policies have global impact and the need to have professional approach to address serious issues like fiscal stability of a country's currency, without undue political interference and influence of crony capitalism. Drawing reference to the turbulence the nation witnessed during (1971-1975) due to coinage of terms like committed judiciary, the paper strongly pitches for ring fencing the institutional autonomy of RBI and for management of its affair in the hands of RBI Governor and his professional associates.

HUMAN RESOURCE ACCOUNTING IN KRL: A CASE STUDY OF KOCHI REFINERIES LIMITED

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ABSTRACT

The success of any enterprise to a great extent depends upon the quality, caliber and character of human resource working in it. The economic growth of any nation depends upon the harnessing and exploitation of human resources as well as non-human resources along with their blending in a proper ratio. Human Resource (HR) is the most valuable asset in an enterprise. HRA is the identification and measuring process of HR and its communication to the interested parties. It is an extension of the basic functions of accounting and communications of information to the internal and external parties. To ensure growth and development of any organization, the efficiency of employees must be accounted in the right perspective. Human resource accounting is one of the latest concepts adopted by Indian companies in recent times. In view of the growing importance of HRA, many companies in India are voluntarily disclosing information about their human resources. Hence, an attempt is made for a case study on Human Resource Accounting in Kochi Refineries Limited.



ORGANISATIONAL CULTURE OF BHARATIYA MAZDOOR SANGH: IDENTIFYING THE DIMENSIONS OF OPINIONS ON THE OFFICE BEARERS

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ABSTRACT

Organisational culture has attained the shape of a critical lever in the success chain for the organisations. In this paper an attempt has been made to identify the dimensions of opinions on the organisational culture of Bharatiya Mazdoor Sangh (BMS) separately for office bearers of organisation. For this, 26 statements relating to organisational culture of BMS have been identified and important dimensions were extracted with the help of Factor Analytical Technique.

GROUP LENDING AS AN INSTRUMENT OF CREDIT RISK MANAGEMENT IN CAMEROONIAN MFIS

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ABSTRACT

Micro-entrepreneurs in developing countries are often excluded from bank credit because they can not provide sufficient material collaterals and also because the costs of screening and monitoring are very high. Following this point of view, we can say that micro-financial intermediation complements bank financing of micro-entrepreneurs. Based on the analysis of 70 group loans of 5 Cameroonian, we show that group loans granted by MFIs in Cameroon has an aspect a non-tangible collateral due to variables underlying their constitution and their functioning.

RESUME

Les micro-entrepreneurs dans les pays en développement sont souvent exclus du crédit bancaire parce qu'ils ne peuvent fournir des garanties matérielles suffisantes et aussi parce que les coûts de sélection et de surveillance sont très importants. Dans cette perspective, l'intermédiation microfinancière est à même d'apporter une contribution complémentaire à celle des banques dans le financement des micro-entrepreneurs. Nous montrons à cet effet en nous basant sur l'analyse de 70 groupes de prêts appartenant à 5 IMF camerounaises que les prêts de groupe octroyés par le IMF revêtent un caractère de garanties immatérielles du fait des variables qui sous-tendent leur constitution et leur fonctionnement.

A STUDY ON RELATIONSHIP BETWEEN STORE LOYALTY AND SATISFACTION IN CUSTOMERS OF ORGANISED RETAILERS IN INDORE

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ABSTRACT

Loyal and satisfied customers are the backbone of a firm. In a highly competitive marketing environment, developing loyal and satisfied customers is a most desirable task for companies and especially in Retailing business, it plays a vital role. It is a known fact that loyal customers are the real partners in the success of a firm. Therefore companies need to put efforts to develop loyal and satisfied customers. With this phenomenon in mind, our research aims to assess the effects of the satisfaction on store loyalty at popular organised retailers at Indore. The paper analyzes the relationship between store satisfaction and store loyalty by conducting a survey of 300 respondents. Correlation, Regression, ANOVA test, F-test was being used. The result indicated that store satisfaction has positive relationship with store loyalty. Also store satisfaction was determined to be a significant predictor of store loyalty.

DIMENSIONALITY OF CUSTOMER LOYALTY: A STUDY IN THE INDIAN CONTEXT

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ABSTRACT

The views on loyalty have oscillated between uni-dimensional and two-dimensional views. The dimensionality of loyalty construct has important theoretical and practical issues. Consensus is absent in the marketing literature on how loyalty should be conceptualized and measured. The purpose of the present study is to re-examine the two dimensional structure of loyalty in mobile phone services context in India. Structural equation modeling approach was used to compare a totally disaggregated first-order model with a model which considers behavioral and attitudinal loyalty as two separate factors. The results provide support for a two-dimensional view of customer loyalty. The findings highlight the potential value of including both behavioral and attitudinal loyalty in customer loyalty model.

COMPARATIVE ANALYSIS OF MUTUAL FUNDS/SCHEMES AMONGST THE REGIONS OF AMERICAS, ASIA - PACIFIC AND EUROPE - AFRICA - MIDDLE EAST

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ABSTRACT

Mutual funds are useful to capital formation. The main objectives of this paper are to test whether there is any significant difference from one region to another region in terms of number of mutual funds as well as the total net assets value. The SPSS 16.0 version was applied to derive the results by applying the techniques of paired sample statistics, paired samples correlations and paired samples test. The study found that the number of mutual funds as well as total net assets of one region to another region was positively correlated. The Europe - Africa - Middle East holding higher number of mutual funds/ schemes followed by the Americas and Asia - Pacific. The higher total net assets owned by the Europe - Africa - Middle East followed by the Asia - Pacific and Americas, due to concentration of higher number of countries or stock exchanges were prevailing with the available market. Hence it is suggested to strengthen the total net assets value of mutual funds to view a better capital formation in all the countries which is useful to develop the world.

IMPACT OF FOREIGN DIRECT INVESTMENT ON NON-LIFE INSURANCE SECTOR IN INDIA

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ABSTRACT

Foreign direct investment in the insurance sector has been increased from 26 per cent to 49 per cent. The increase in the limit has an impact on the number of policies issued, incurred claims ratio and assets under management of non-life insurance companies. In the study, whether foreign direct investment has impact on the performance of the non-life insurance companies has been analyzed using the secondary data collected for a period of 13 years from April 2001 to March 2014. The data for the study was collected during the period when FDI limit was at 26 per cent. The private sector non-life insurance companies are focusing on the motor insurance followed by health insurance in second place, fire insurance at third and marine insurance at last. The foreign direct investment effect has been examined by using Pearson's Correlation and Simple Regression Analysis. The assets under management (investment decisions) of the private sector non-life insurance companies were influenced by the foreign promoters. The public sector non-life insurance company is facing a tough competition after opening up the non-life insurance market to foreign players.

PRODUCTIVITY ANALYSIS FOR STATE BANK OF INDIA: A FRAMEWORK FOR EVALUATING e-BUSINESS MODELS

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ABSTRACT

In the world of e-business the rapid growth of the market and fierce competition between the increasing numbers of participants add up to new innovations every day leading to short development cycles. New business models and a herd of start-up companies emerge every few months, to exploit the new opportunities. However, the business has had rough times trying to keep up with the rapid development of e-business. Despite the fact that more and more efforts are made to grasp the essentials of e-business and in particular e-business models, the existing literature on the subject is scattered. Moreover, the studies are quickly out-dated due to the fast phase of the 'new economy'. A clear need exists for an objective and up-to-date literature study of e-business models. This study is an effort to draw together some of the e-Business models and real-life experiments that has been circling around the e-business models. To study the sweeping changes brought about by e-initiative measures in the banking sector some banks were chosen, from public sector like SBI

A PROFITABILITY ANALYSIS OF SELECTED DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS LIMITED OF NORTH GUJARAT

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ABSTRACT

District co-operative milk producers' union plays very imperative role for enhancing economic growth and promoting equitable regional development. There is a considerable development of district co-operative milk producers' union like The Mehsana District Milk Producers Union Ltd. (Dudh Sagar Dairy), The Sabarkantha District Milk Producers' Union Ltd. (Sabar Dairy) and The Banaskantha District Milk Producers Union Ltd. (Banas Dairy) in North Gujarat region of the Gujarat state. All these district co-operative milk producers' unions are working under the guidelines of GCMMF (Gujarat Co-Operative Milk Marketing Federation). These district co-operative milk producers' unions are not only providing the livelihood to farmers, employment to people but continuously provides milk and milk related products to Gujarat state and neighboring states. A financial statement furnish information pertaining to strength of particular district co-operative milk producers' unions so here we, as a researchers, have made sincere efforts to measure the profitability position of selected district co-operative milk producers' unions by applying different methods of analysis like comparative statement, common size statement, trend percentage, ratio analysis etc.

COMPARATIVE STUDY OF CAPITAL STRUCTURE: A CASE STUDY OF TATA POWER & ADANI POWER

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ABSTRACT

The choice of appropriate source of fund for capital structure is one of the major policy decisions taken by a firm. The combination of debt & equity is known as capital structure of the firm. Capital Structure is the Ratio of long-term sources of finance in the total capital of includes 'Proprietor's Funds' and 'Borrowed Funds' (Proprietors Funds include equity capital, preference capital, reserves and surpluses retained earnings and Borrowed Funds include long-term debts such as loans from financial institutions, debentures etc. Capital structure can influence not only the return of a company earnings for its stakeholders, but also helps in determining the financial position of the company whether or not a firm survives will survive in recession or depression. There are two most popular source of fund which a company can get finance owned capital (equity) and borrowings (Debt). An optimal debt equity mix gives a healthy result of the financial wealth for the company. This was the main threshold of the capital structure forecasting and planning. Because of this many industries recognized and reorganized their capital structure. The main aim of present study is to comparatively analyze the capital structure of the power industry with special reference Tata power and Adani power. The research study is descriptive and analytical which is conducted on the basis of secondary data. The present study is based on the analysis of five years annual reports of Tata power and Adani power from 2011 to 2015.

ORGANIZATIONAL COMMITMENT OF TEACHERS IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO KUMAUN UNIVERSITY

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ABSTRACT

Organizational commitment is defined as “strong belief in and acceptance of the organizational goals and values, willingness to exert considerable effort on behalf of the organization, and a definite desire to maintain organizational membership” (Porter et al, 1974). The present study is based on measuring the overall commitment of teachers in Kumaun University, Nainital. The result of the study which is a summary indicator of employee commitment is found to be moderately high commitment.



ECONOMIC DEVELOPMENT AND EMPOWERMENT OF RURAL WOMEN THROUGH DEVELOPMENT PROGRAM WITH SPECIAL REFERENCE TO CHHATTISGARH STATE

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ABSTRACT

Present paper is based on ongoing research based on govt. development program and economic empowerment of rural women. The main objective of this paper is how govt. development program play an important role to empower the rural women. In present study 05 districts of Chhattisgarh state has been selected as study area. About 500 beneficiaries from 100 self-help group of various development program mainly swarn Jayanti Gram Swaraj Yojana were purposively selected as respondents. AS a tool for the collection of data interview-schedule was constructed. Findings of the study shows that through the development program women are more aware regarding health and education but economically they are partially empower.

THE EFFECTS OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL COMMITMENT IN INDIA'S INFORMATION TECHNOLOGY INDUSTRY

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ABSTRACT

This paper deals with the effects of transformational leadership on organizational commitment in India's Information Technology Industry. Two hundred and ninety two professionals working in India's Information Technology industry participated in the study. The Multifactor Leadership Questionnaire 5X-Short form (MLQ) and Three-Component Model (TCM) Employee Survey were administered. The survey measured transformational leadership and organizational commitment variables and results were analyzed using regression and correlation. Fifteen hypotheses examined the relationship among transformational leadership variables and organizational commitment variables. Findings were consistent with existing literature. In addition, this study also identified areas of further study.

TELEVISION VIEWING BEHAVIOUR OF CONSUMERS AND TELEVISION ADVERTISEMENTS' IMPACT ON CONSUMERS' PURCHASE DECISION

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Television is said to be the king of all varieties of media of advertising. Television gains the advantage of covering a large group of audience with it. So the information which is to be communicated to a mass group can be communicated using the medium of television. Apart from the programs telecasted in the television, the advertisements displayed in the television also plays an equally important role and helps in generating greater revenue to the various television channels. On the other hand, it generates revenue to the advertisers as well as the producers through proper and effective advertising. The effectiveness of television advertising is made possible through the influence of various factors such as audio, video, graphics, animations, celebrities etc., matching of all these factors in the right way helps in revealing an effective advertisement which helps in attracting the attention of the audience towards those advertisements. Grabbing the attention of the audience in turn aids them in gathering necessary information about the product and creates a desire in the minds of them to make a purchase. This study thus makes an attempt in studying the television viewing behaviour of the consumers' and the impact of television advertising on the purchase decision of the consumers.

MODERN BANKING SERVICES: A STUDY ON CUSTOMER PERCEPTION AND BEHAVIOUR WITH SPECIAL REFERENCE TO CENTRAL BANK OF INDIA

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ABSTRACT

This paper is about to check the customer satisfaction towards the use of modern banking services provided by the Central Bank of India. The satisfaction of the customer especially in the service business had a great importance because the satisfaction of the customer directly linked with the customer loyalty or the repetition of using the services the modern banking has provided. The reliability however has a moderate effect on satisfaction of the customer to use the modern banking services. Providing the accurate and promised services at all time of transaction is more valuable to the customers. They demand the quality services as modern banking service provider claim. The customer is preferred that the bank staff will be responsive enough to provide accurately and consistent services and on time. Overall the factors have discussed above affect the satisfaction of the customer but the factors varying according to their effect level. The modern banking service should focus on the on time delivery of their promised services along with quality and having a good relation with customer by providing accurate information with responsibility and according to the need of the customer as it will prove benefited for the service provider in the long run and retain valued customer. As the quality of the services provided by the modern banking improve continuously the customer satisfaction increases towards modern banking. The overall study shows that the customers are willing to use the modern services like the online banking, ATM etc. they prefer the facility provided by the modern banking but some factors like Responsiveness and reliability have effect their level of satisfaction. The satisfaction level of customer increase towards the use of modern banking services if the bank provide more reliable services with quality they promised and on time.

INNOVATIVE STRATEGIES FOR TALENT MANAGEMENT: A CASE STUDY OF ENTERPRISE RENT-A-CAR

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ABSTRACT

Contemporary business organizations are operating in a highly global, multifaceted, dynamic, highly competitive, and particularly volatile environment. Attracting and retaining talent have been an issue of primary concern for the employers. This paper focus on Peter Cappelli's 'Talent Management in Twenty - First Century', discussing four different strategies towards effective talent management, two of them to address the demand uncertainty and two towards addressing issues in supply uncertainty. Enterprise Rent-A-Car, has car rental services in 66 countries and is presently the largest car rental business in North America with many offices in the USA , Canada, Puerto Rico, the UK, Germany and Ireland . Maintaining high levels of customer satisfaction is a key driver of growth for Enterprise. This paper attempts to explore the key strategies focused by Enterprise Rent-A-Car, as to gain competitive advantage in today's global dynamic business environment. The organization focus of social recruiting and values of ethics and gender equity attract applicants. Enterprise has developed a committed recruitment brand and website named 'Come Alive', which describes to the potential employees the benefits of working with Enterprise and what all career opportunities available with Enterprise and it also provides a medium through which students can submit their applications. Enterprise provides their employees with continuing development and training as they progress up the career ladder.

A STUDY OF ARCS: TOOL TO CLEAN NPAs OF THE INDIAN BANKING SECTOR

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ABSTRACT

A stable financial economy depends on sound banking system. A high level of NPAs in the banking system can affect the economy in many ways. ARCs have been used worldwide, particularly in Asia, to resolve NPAs problems. However, these had a varying degree of success in different countries. This research article attempts to give focus on stress & asset quality of the banking sector, performance of ARCs in resolving NPAs problems, Regulatory norms of RBI for ARCs & various reforms adopted in this aspect. Between 2002 and 2005, sale to Asset Reconstruction Companies (ARCs) was a popular route among banks to address NPAs, but the poor returns from realization-linked Security Receipts (SRs) has dis-incentivized banks to use this route. On 30th January 2014, RBI released a regulatory framework for early recognition and revitalization of distressed assets, which details steps for early recognition and quick action upon the first signs of stress in any account. The framework also proposes a structure to incentivize banks for faster action by way of restructuring or sale of assets. We believe that the guidelines will aid in arresting the deterioration of economic value; increase deal flow to ARCs, special situation funds and stressed asset investors. In addition, the guidelines ease the process for lenders to change the management and rehabilitate stressed borrowers, which in turn will allow these companies to survive and preserve jobs.

VALUE BASED PERFORMANCE APPRAISAL SYSTEM: A CASE STUDY FROM BRAC BANK LIMITED

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ABSTRACT

This paper is focused on evaluation of existing performance appraisal system of BRAC Bank Limited. It evaluates the employees' perception on combine performance rating including business performance rating and value based rating. This paper is concluded by author's recommending to redefine the existing key values CRYSTAL (Courageous, Reliable, Youthful, Strong, Transparent, Accountable and Loyal) along with ensure the proper communication with poor rating achievers to improve for obtains the future goal of the organization. To run the study, author has chosen 50 respondents (employees) as sample size.

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