

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DOES EXECUTIVES COMPENSATION STIMULUS FIRM INNOVATION? THE CASE OF TAIWAN <i>DUNG PHUONG TONG & HOA VAN NGUYEN</i>	1
2.	CORPORATE GOVERNANCE MECHANISMS IN INDIA: A CASE STUDY OF SELECTED FIRMS FROM TEN SECTORS <i>R. C. NAGARAJU & DR. P. PARAMASHIVAIAH</i>	5
3.	HUMAN RESOURCE MANAGEMENT- RECRUITMENT REWARD AND RETENTION <i>SUMAIYA FATHIMA</i>	11
4.	INCREASING INFLUENCE OF PRIVATE LABEL BRANDS IN ORGANIZED RETAIL <i>SANDEEP NANDRAM DIVE & DR. VIJAY AMBADE</i>	14
5.	COURTS' JURISDICTION FOR TAKING COGNIZANCE OF CRIMINAL COMPLAINTS FILED UNDER SECTION 142 OF NEGOTIABLE INSTRUMENTS ACT 1881 - THE NEGOTIABLE INSTRUMENTS (AMENDMENT) ACT 2015 – IT'S CAUSE AND CURE <i>DR. I. FRANCIS GNANASEKAR & S. M. MOHAMED MISKEEN</i>	20
6.	A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK <i>DR. M. SUMATHY & VIPIN.K.P</i>	24
7.	ILLEGAL ECONOMY Vs. SOCIALIST SOCIETY <i>DR. PRAMILA CHOUDHARY</i>	28
8.	RISK AND RETURN ANALYSIS OF SELECT PSBs <i>K.V.RAMESH & DR. A. SUDHAKAR</i>	33
9.	INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR <i>SEEMI AZAM & RASHMI KUMAR</i>	45
10.	WOMEN EMPOWERMENT IN INDIA THROUGH CORPORATE SOCIAL RESPONSIBILITY: POLICIES & CHALLENGES: A CASE STUDY OF NTPC LTD. <i>DR. AJAY AGRAWAL, DR. AMITABH PANDE & POORVA PANDE SHARMA</i>	50
11.	CONSUMERS' COGNIZANCE TOWARDS THE INDIAN POSTAL PRODUCTS AND SERVICES: A STUDY REPORT OF NORTH GOA DISTRICT <i>DR. GAJANAN MADIWAL</i>	53
12.	THE YOUNG SAUDI EMPLOYEE AND THE CURRENT LABOR MARKET DYNAMICS OF SAUDI ARABIA: A PARADIGM SHIFT <i>DR. DEEPANJANA VARSHNEY</i>	56
13.	MOBILE BANKING IN THE PRESENT SCENARIO <i>SEBIN GEORGE</i>	61
14.	A STUDY ON INVESTORS' SATISFACTION TOWARDS MUTUAL FUNDS RETURNS WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT <i>DR. U. RAGHAVENDRA PRASAD</i>	64
15.	IMPACT OF GLOBALIZATION ON SELECTION PROCEDURE AND TRAINING PROGRAMMES IN BANKING SECTOR <i>ANAND T. DESHPANDE</i>	68
16.	RISK ATTITUDE: AN INVESTIGATION INTO RELATIONSHIP WITH PERSONALITY TYPE <i>AMIT KAPOOR</i>	73
17.	A STUDY ON CUSTOMER SATISFACTION OF HONDA ACTIVA AMONG WOMEN WITH REFERENCE TO KONNI TALUK, KERALA <i>SWATHY. P</i>	76
18.	THE FAVOURABLE DATA FOR THE IMPLEMENTATION AND DEVELOPMENT OF M-GOVERNANCE <i>BASAVARAJ NAGESH KADAMUDIMATHA</i>	80
19.	ROLE OF MICRO CREDIT PROGRAMME IN THE FINANCIAL AND SOCIAL EMPOWERMENT OF WOMEN ENTREPRENEURS <i>SANTHOSH KUMAR.K</i>	84
20.	IMPACT OF NATURAL DISASTER ON TOURISM IN JAMMU AND KASHMIR: A CASE STUDY OF FLOOD 2014 <i>NASEER AHMAD MAGRAY</i>	88
	REQUEST FOR FEEDBACK & DISCLAIMER	91

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- 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.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT OF GLOBALIZATION ON SELECTION PROCEDURE AND TRAINING PROGRAMMES IN BANKING SECTOR

ANAND T. DESHPANDE
ASST. PROFESSOR
PRATIBHA NIKETAN MAHAVIDYALAYA
VAZIRABAD

ABSTRACT

Globalization is making a world smaller place and Human resource management must respond it properly. It is that part of management process which is primarily concerned with the human constitute of an organization. Human resource management is a method of developing the potentialities of employees so that they get maximum satisfaction out of their work and give their best efforts to the organization. The new economic policy and changing global scenario has totally changed the approach to human resource management in all types of business and industry. Banking is not exception to this. Transformation in Indian Banking Industry, ever increasing competition, fast moving and complex world of latest technology have compelled banks to think of and to adapt themselves to the changing banking environment. There is a need to develop competencies that is skill, knowledge and attitude among bank staff to make them more suitable to the changing global conditions through proper training & development programs. The present paper indicates some suggestions to cope-up with the rapidly changing global socio-economic conditions. The findings of the study suggest that Human resource management in changing global scenario is an inevitable and unavoidable in any sector for its survival.

KEYWORDS

banking sector reforms. globalization, liberalization, privatization.

INTRODUCTION

Personnel management is a major part or sub-system of the total management process or system. It covers all levels of personnel in an organization. It is concerned with employees both as individuals as well as a group and aims at getting optimum results with their collaboration. It is a continuing process. It gives due recognition to its social responsibilities. It is concerned with the well-being of all members of the organization. It endeavors to maintain goodwill and 'community feeling' of the people at work at each level and to attain the established goals or objectives of the enterprise with an animating spirit of co-operation.

Manpower or the human resources or persons employed at various levels, constitute the most important and valuable asset of an organization to be utilized effectively towards the achievement of individual and organizational goals of an enterprise. Planning for manpower in modern industrial organizations, therefore, is considered very important.

Since manpower planning consists in projecting future manpower requirements and developing manpower plans for the implementation of the projections, such planning obviously cannot be static or rigid. It must be so flexible as to make possible necessary modification, review and adjustments in accordance with the needs of the enterprise or changes in circumstances.

SCHEME OF PAPER

The present paper has been divided into six sections. After the brief introduction, section II reviews some related studies. Section III fixes some research objectives, highlights the research methodology and the database. Section IV is devoted to the results and discussions. Section V deals with emerging challenges and their possible solutions. Last section concludes the paper.

REVIEW OF RELATED STUDY

- 1) Rajyalaxmi N. C (2000) in her research work entitled, "Human Resource management practices in banking sector- A study with reference to Nanded dist." States that the overall performance, achievement and customer satisfaction in banking industry depends upon the qualitative aspect of human resource inventory and effective HRM. Also there is direct relationship between the human resources base and human resources techniques as casual factors on one side and performance of service on the other side. Performance efficiency and service depends upon the recruitment and selection procedure.
- 2) Shivratni Chandramauli R. (2000), in her research work entitled, "Personnel management in co-operative banks with reference to Urban co-operative banks in Nanded district" concludes that none of the Urban co-operative bank has a personnel department. According to the researcher method of selection and placement of employees needs to be improved in changing scenario.
- 3) Jayanta Kishor Nandi & Naveen Kumar Chaudhari (2011), in their article, "Credit risk Management of Indian Banks (loan portfolio): some empirical evidences", have conducted a research, taking the data for last six years. Altman Z –score model is used to arrive at an equation of the Z –score. The model which have been developed is an application of multivariate discriminant analysis in credit risk modeling to achieve the objective. The business of lending has brought trouble to individual banks and thus giving rise to credit risk which is risk of default. The present is designed to develop an internal credit rating model for banks which improves their current predictive power of financial risk factors.---- Jayanta Kishor Nandi & Naveen Kumar Chaudhari (2011), Credit Risk Management of Indian Banks(loan portfolio), The IVP Journal of Bank Management, vol.10, No.2
- 4) Wankhede B.S(2013), in his research work entitled, "Impact of Globalization on co-operative sector with special reference to Marathwada region. Has studied the deposits,loan & advances & NPA of co-operative banks in Marathwada region. Researcher concludes that-
 - Co-operative banking promotes rural development.
 - Improvement of performance of Co-operative Banks in Marathwada region after globalization
 - Decrease in NPA in co-operative banking after globalization
- 5) Inderpal Sing (2014), in his article entitled, "Human Resource Accounting", has discussed that, it is fact that recognition, however, of the important of people in organizations as productive resources by the accountants is a recent origin. In the simplest form HRA involves the qualification of the costs of recruitment, training and maintenance of the entities human assets. Characteristics like personality, self-control, devotion, talent, intellect, initiatives differentiate the human resource from physical resources. Inderpal Sing (2014), Review of Professional Management, vol.12 issue 2.

OBJECTIVES OF THE STUDY

1. To analyse the Impact of Globalization on Selection procedure and training programmes in Banking sector in Nanded Dist.
2. To give possible suggestions wherever necessary.

RESEARCH METHODOLOGY

This is a descriptive study. It is an empirical survey. It is a field study concerned with the various aspects of Human Resource in Banks.

STATISTICAL METHOD

Statistical method is one of the significant tool of analysis of primary and secondary data. The researcher has used the method of percentage analysis, average etc. for interpretation. Graphical representation has also been used. Testing hypothesis is done with the help of Chi-square test of goodness of fit.

SAMPLE SELECTION

The researcher has selected a sample of 7 banks each from public sector category (21), private sector (07) and co-operative sector (20) from Nanded dist. Similarly, the researcher has selected 10% sample of human resources of all three categories (officers, clerks, sub-staff)

PARAMETERS OF THE STUDY

- 1) Selection Procedure
- 2) Induction Training
- 3) Training on Probation
- 4) On the Job Training
- 5) Special Functional Training
- 6) Computer Training

SCOPE AND LIMITATIONS

The present study is limited up to Nanded district only.

STATEMENT OF THE PROBLEM UNDER STUDY

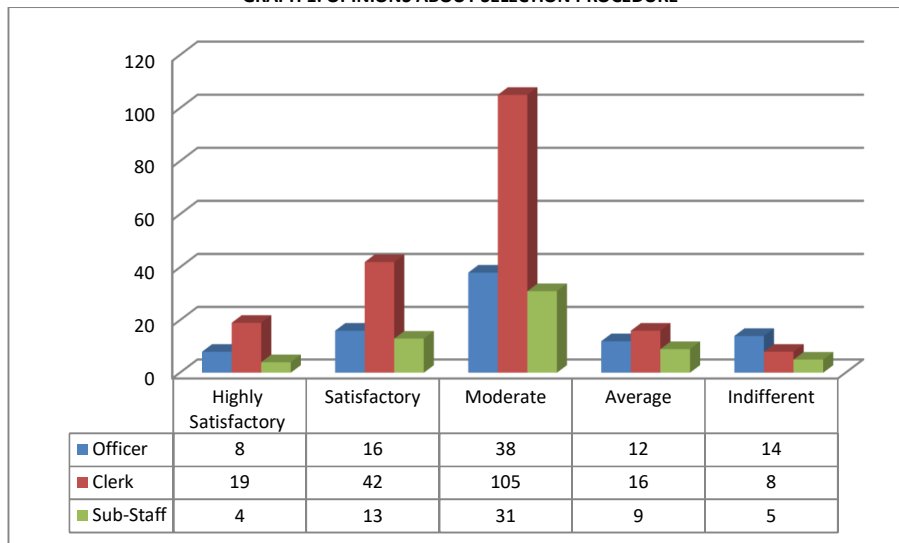
Banking is a service industry. It is the backbone of economic growth and development. Since nationalization of banking industry has supported the solution of major economic problems like unemployment, poverty, capital accumulation and so on. It is the catalyst agent that's boosts up the economic activity in the country. The challenges facing the Indian banking system from significant and far reaching changes that have taken place in India during the last few years. The economic liberalization measures introduced by the Indian government coupled with trends towards globalization have substantially altered the banking turf. Non-banking finance companies have emerged to take away certain businesses that were traditionally being handled by commercial banks. This has widened the choice of financial institution, markets and instruments for a large group of customers, corporates and personal, who no longer require the intermediating functions of commercial banks.

TABLE 1: OPINIONS ABOUT SELECTION PROCEDURE

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	8	9.09	19	10.00	4	6.45	31	9.12
2	Satisfactory	16	18.18	42	22.11	13	20.97	71	20.88
3	Moderate	38	43.18	105	55.26	31	50.00	174	51.18
4	Average	12	13.64	16	8.42	9	14.52	37	10.88
5	Indifferent	14	15.91	8	4.21	5	8.06	27	7.94
	Total	88	100.00	190	100.00	62	100.00	340	100.00

Source: Primary Data.

GRAPH 1: OPINIONS ABOUT SELECTION PROCEDURE



It can be observed from the above table that, out of the total 340 sample employee respondents including bank officer, clerk & sub-staff, majority i.e. 51.18% have reported that the selection procedure of the bank is Moderate in the era of globalization.

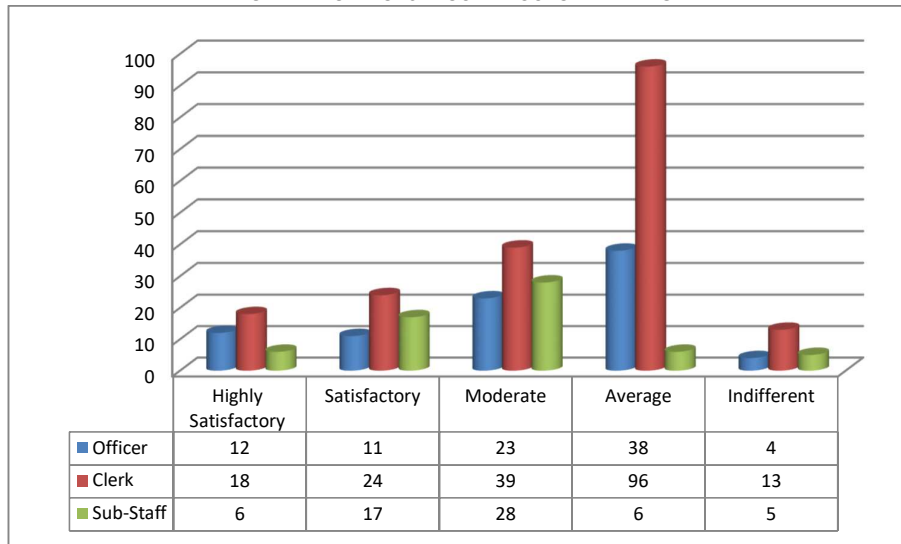
INDUCTION TRAINING

TABLE 2: OPINIONS ABOUT INDUCTION TRAINING

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	12	13.64	18	9.47	6	9.68	36	10.59
2	Satisfactory	11	12.50	24	12.63	17	27.42	52	15.29
3	Moderate	23	26.14	39	20.53	28	45.16	90	26.47
4	Average	38	43.18	96	50.53	6	9.68	140	41.18
5	Indifferent	4	4.55	13	6.84	5	8.06	22	6.47
	Total	88	100.00	190	100.00	62	100.00	340	100.00

Source: Primary Data.

GRAPH 2: OPINIONS ABOUT INDUCTION TRAINING



It can be observed from the above table that, out of the total 340 sample employee respondents including bank officer, clerk & sub-staff, majority i.e. 41.18% have reported that the Induction Training of the bank is Average in the era of globalization.

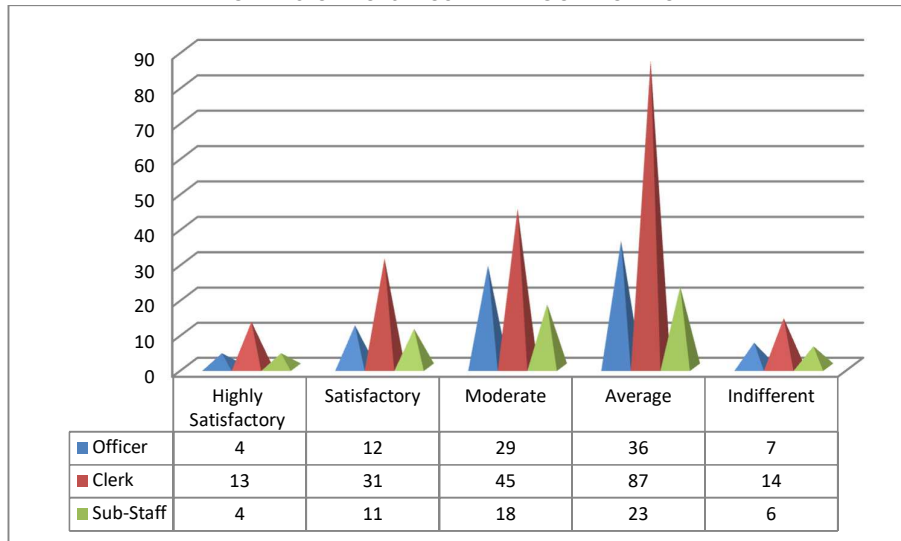
TRAINING ON PROBATION

TABLE 3: OPINIONS ABOUT TRAINING ON PROBATION

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	4	4.55	13	6.84	4	6.45	21	6.18
2	Satisfactory	12	13.64	31	16.32	11	17.74	54	15.88
3	Moderate	29	32.95	45	23.68	18	29.03	92	27.06
4	Average	36	40.91	87	45.79	23	37.10	146	42.94
5	Indifferent	7	7.95	14	7.37	6	9.68	27	7.94
	Total	88	100.00	190	100.00	62	100.00	340	100.00

Source: Primary Data.

GRAPH 3: OPINIONS ABOUT TRAINING ON PROBATION



Thus, it can be noted that, out of the total 340 sample employee respondents including bank officer, clerk & sub-staff, majority i.e. 42.94% have reported that the Training on Probation of the bank is Average in the era of globalization.

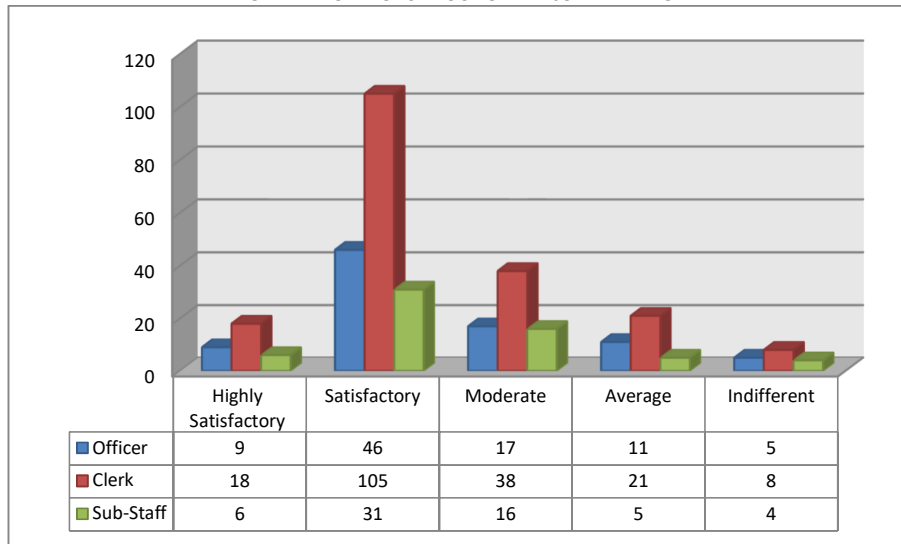
ON THE JOB TRAINING

TABLE 4: OPINIONS ABOUT ON THE JOB TRAINING

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	9	10.23	18	9.47	6	9.68	33	9.71
2	Satisfactory	46	52.27	105	55.26	31	50.00	182	53.53
3	Moderate	17	19.32	38	20.00	16	25.81	71	20.88
4	Average	11	12.50	21	11.05	5	8.06	37	10.88
5	Indifferent	5	5.68	8	4.21	4	6.45	17	5.00
	Total	88	100.00	190	100.00	62	100.00	340	100.00

Source: Primary Data.

GRAPH 4: OPINIONS ABOUT ON THE JOB TRAINING



Thus, it can be noted that, out of the total 340 sample employee respondents including bank officer, clerk & sub-staff, majority i.e. 53.53% have reported that the On the Job Training of the bank is Satisfactory in the era of globalization.

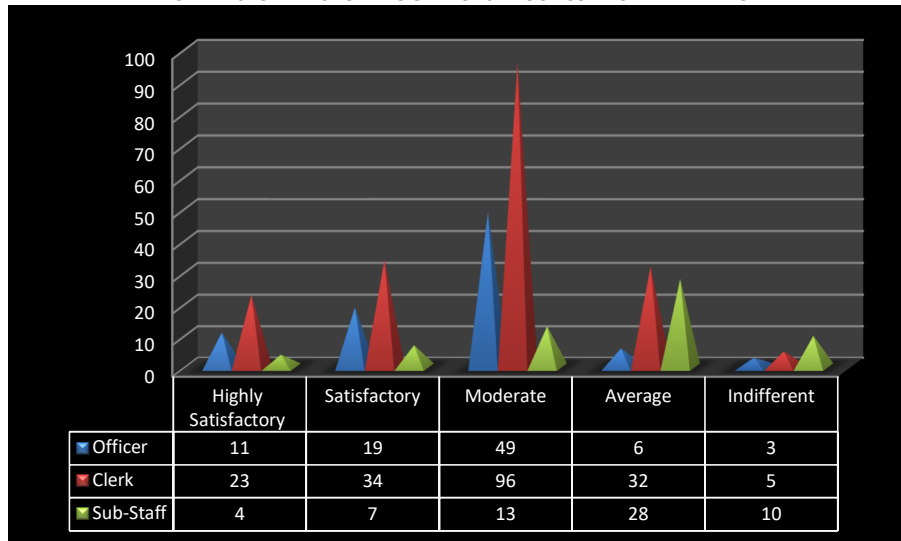
COMPUTER TRAINING

TABLE 6: OPINIONS ABOUT COMPUTER TRAINING

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	11	12.50	23	12.11	4	6.45	38	11.18
2	Satisfactory	19	21.59	34	17.89	7	11.29	60	17.65
3	Moderate	49	55.68	96	50.53	13	20.97	158	46.47
4	Average	6	6.82	32	16.84	28	45.16	66	19.41
5	Indifferent	3	3.41	5	2.63	10	16.13	18	5.29
	Total	88	100.00	190	100.00	62	100.00	340	100.00

Source: Primary Data.

GRAPH 6: GRAPH SHOWING OPINIONS ABOUT COMPUTER TRAINING



Thus, it can be noted that, out of the total 340 sample employee respondents including bank officer, clerk & sub-staff, majority i.e. 46.47% have reported that the Computer Training of the bank is Moderate in the era of globalization.

SUMMARY

The researcher has taken a summary of responses satisfaction level of the bank employees regarding training analyzed in table No. 3.1 to 3.6 with a view to apply Chi-Square Test to the same. The summary is given in the following table.

TABLE 10: SUMMARY TABLE

Sr. No.	Responses	Officer	%	Clerk	%	Sub-Staff	%	Total	%
1	Highly Satisfactory	8	9.52	18	9.34	5	7.26	30.625	9.01
2	Satisfactory	20	22.16	39	20.59	11	17.94	69.75	20.51
3	Moderate	34	38.49	72	37.70	15	24.60	120.75	35.51
4	Average	20	22.73	48	25.00	11	18.35	78.875	23.20
5	Indifferent	6	7.10	14	7.37	20	31.85	40	11.76
	Total	88	100.00	190	100.00	62	100.0	340	100.00

APPLICATION OF CHI-SQUARE

The researcher has applied the chi-square test on the basis of summary opinions of the sample bank employees as shown in the above table. The calculation of the Chi-Square value is given in following table.

TABLE 11: CALCULATION OF CHI-SQUARE

Sr.No.	O	E	O - E	(O - E) ²	X ² Value
1	8	7.93	0.07	0.01	0.00
2	20	18.05	1.95	3.79	0.21
3	34	31.25	2.75	7.55	0.24
4	20	20.41	-0.41	0.17	0.01
5	6	10.35	-4.35	18.95	1.83
6	18	17.11	0.89	0.79	0.05
7	39	38.98	0.02	0.00	0.00
8	72	67.48	4.52	20.45	0.30
9	48	44.08	3.92	15.39	0.35
10	14	22.35	-8.35	69.77	3.12
11	5	5.58	-0.58	0.34	0.06
12	11	12.72	-1.72	2.96	0.23
13	15	22.02	-7.02	49.27	2.24
14	11	14.38	-3.38	11.45	0.80
15	20	7.29	12.71	161.44	22.13
					2.34

Chi-Square Value – **2.34**

Critical Value – **15.507**

Level of Significance **0.05%**

Degree of Freedom – **8**,

On the basis of above calculation of Chi-Square value the hypothesis are stated as follows –

Null Hypothesis (H₀) : There is no significant difference between the opinions of sample bank officers, clerks and the sub-staff regarding satisfaction level of selection process and training.

Alternative Hypothesis (H₁) : There is significant difference between the opinions of sample bank officers, clerks and the sub-staff regarding satisfaction level of selection process and training.

As it is observed from the Chi-Square calculation that the calculated value of Chi-square at 0.05% level of significance and 8 degree of freedom is 2.34 and the Table Value is 15.507.

As the calculated value of Chi-square is greater than the table value (2.34 < 15.507). Therefore, the Null hypothesis is accepted and alternative hypothesis is rejected. It is concluded that, there is significant no difference between the opinions of sample bank officers, clerks and the sub-staff regarding satisfaction level of selection process and training.

POSSIBLE SOLUTION

Placing the right man at the right place at the right time is the major task which every bank has to face squarely in these days of high degree of competition. With so many players in the field and professionalism and knowledge commanding a high premium, skilled and experienced manpower are a much sought after commodity in the present day banking. Stemming the brain drain and retaining the skilled staff will soon be the first priority of personnel departments of banks.

REFERENCES

1. Brijesh K. Sahoo & Anondadeep Mandal (2011), "Examining the performance of Banks in India: Past- Traditional period", The IVP Journal of Bank Management, vol.10, No.2.PP 78-86.
2. Dr. Debjyoti Das Gupta (2015), "Profitability of old & new Private Sector Banks in India during 2001-01 to 2010-11 – A comparative Empirical Analysis", Journal of Commerce and management Thought, Vol.6 No.2, PP 38-45.
3. Dr. Goldy Garf, Dr. Ranjeet kaur (2015), "Job Satisfaction level of Employees: A study of Central co-operative Banks in Punjab", Journal of Commerce & Management Thought, Vol. 6, No.3.PP 13-18.
4. Dr. N. Ramu (2014), "Human Resource Strategy in Co-operative in India", Indian Economic Panorama vol. 23, No.1 New Delhi, PP 17-21.
5. Vithal N. (2001), "The emerging challenges: Strategies and solution for Indian Banking", IBA bulletin Vol. XXIII (March) P 9-14.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

