

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 Inlibnet 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 5504 Cities in 190 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.	A STUDY ON CONSUMERS' ATTITUDE TOWARDS ORGANIC PRODUCTS <i>D. SUMATHI & DR. JOHN GABRIAL</i>	1
2.	SMALL AND MEDIUM ENTERPRISES: PROBLEMS OF ENTREPRENEURS <i>YASHMITA AWASTHI & H. P. MATHUR</i>	4
3.	GLOBALIZATION OF FINANCE AND HUMAN DEVELOPMENT: A COMPARATIVE STUDY OF INDIA, BANGLADESH AND CHILE <i>DR. SRINIBASH DASH, SISIR RANJAN DASH & DR. JYOTIRMAYA MAHAPATRA</i>	8
4.	SOCIO ECONOMIC STATUS OF SCHEDULED CASTE WOMEN SELF HELP GROUP MEMBERS IN ERODE DISTRICT <i>DR. M. NIRMALA</i>	14
5.	A STUDY ON RELATIONSHIP BETWEEN BANKEX AND STOCK MARKET INDICES <i>DR. M. JAYANTHI, G. SOWMYA & V. NANDHINI</i>	18
6.	IMPACT OF ORGANISATIONAL CLIMATE ON EMPLOYEE PERFORMANCE: A STUDY WITH REFERENCE TO THE EDUCATIONAL SECTOR OF INDORE <i>PALASH GARG & DR. DEEPAK TALWAR</i>	22
7.	EFFECTS OF WOLAITA DICHA JUNIOR FOOTBALL CLUB PLAYER'S INTERVENTION PROGRAM ON MOTOR PERFORMANCE SKILLS IN SOUTH NATIONS AND NATIONALITY OF ETHIOPIA <i>MILKYAS BASSA MUKULO</i>	26
8.	IMPLICATIONS OF MARKETING STRATEGIES ON TELECOM SERVICES: A STUDY IN BANGALORE <i>SRINIVASA. M & DR. D GOVINDAPPA</i>	28
9.	A STUDY ON EFFECTIVE ORGANIZATIONAL LEARNING THROUGH KNOWLEDGE MANAGEMENT MODEL <i>A. S. SATHISHKUMAR & DR. P. KARTHIKEYAN</i>	34
10.	CONSUMER PREFERENCES AND SATISFACTION TOWARDS VARIOUS MOBILE PHONE SERVICE PROVIDERS WITH SPECIAL REFERENCE TO VODAFONE AT THIRUTHURAIPONDI TOWN <i>J. ANITHA & K. GOMATHI</i>	37
11.	THE PIVOTAL ROLE OF HRM IN ENHANCING ORGANIZATIONS COMPETITIVE ADVANTAGE THROUGH SOCIAL MEDIA USAGE <i>JYOTI.C. GANDHI</i>	41
12.	DIGITAL INDIAN ECONOMY: A DREAM FAR FROM REALITY <i>MOHD SAZID</i>	44
13.	A STUDY ON PRIORITY SECTOR LENDING BY BANKS <i>NAGALAKSHMI G S</i>	47
14.	EXTROVERSION AND EMOTIONAL LABOUR: A STUDY ON ORGANIZED RETAIL SECTOR <i>ASHA DAHIYA</i>	50
15.	A STUDY ON WAGE AND SALARY ADMINISTRATION IN SMALL SCALE UNITS IN TAMIL NADU DISTRICT <i>DR. P. R. KOUSALYA, DR. P. GURUSAMY & S. KAVITHA</i>	55
16.	A STUDY ON CONSUMER PREFERENCE OF DURABLE AND NON-DURABLE GOODS IN PATTUKKOTTAI TOWN <i>S. DHIVYA & D. SUPULAKSHMI</i>	58
17.	THE IMPACT OF ELECTRONIC COMMERCE ON LIBYA'S ECONOMIC GROWTH <i>NAGMI MOFTAH AIMER, ABDULMULA LUSTA & MOUSBAH ABOMAHD</i>	62
18.	CUSTOMER'S EXPECTATIONS AND LEVEL OF SATISFACTION FROM ONLINE SHOPPING IN TEHRI: AN EMPIRICAL INVESTIGATION <i>ASHA RONGALI</i>	67
19.	PRIVATE LABEL BRANDS - NATIONAL AND INTERNATIONAL SCENARIO: A REVIEW BASED PAPER <i>MAMTA RANGA</i>	71
20.	BANK INSURANCE MODEL: A FINANCIAL STRATEGY FOR GROWTH <i>SASMITA SAHOO</i>	75
	REQUEST FOR FEEDBACK & DISCLAIMER	78

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

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor & Dean, 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. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. M. N. SHARMA

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

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. M. S. SENAM RAJU

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

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

PROF. ANIL K. SAINI

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

DR. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

DR. FERIT ÖLÇER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

PROF. SANJIV MITTAL

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

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. NAWAB ALI KHAN

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

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. ABHAY BANSAL

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

DR. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

DR. OKAN VELI ŞAFKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. N. SUNDARAM

Associate Professor, VIT University, Vellore

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

DR. PARDEEP AHLAWAT

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

DR. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

BIEMBA MALITI

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

DR. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

DR. SAMBHAVNA

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

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. SHIVAKUMAR DEENE

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

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

DR. JASVEEN KAUR

Faculty, University Business School, Guru Nanak Dev University, Amritsar

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

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.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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

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

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>

A STUDY ON WAGE AND SALARY ADMINISTRATION IN SMALL SCALE UNITS IN TAMIL NADU DISTRICT**DR. P. R. KOUSALYA****ASST. PROFESSOR****DEPARTMENT OF CORPORATE SECRETARYSHIP****P. S. G. COLLEGE OF ARTS & SCIENCE****COIMBATORE****DR. P. GURUSAMY****ASST. PROFESSOR****DEPARTMENT OF CORPORATE SECRETARYSHIP****P. S. G. COLLEGE OF ARTS & SCIENCE****COIMBATORE****S. KAVITHA****RESEARCH SCHOLAR****DEPARTMENT OF CORPORATE SECRETARYSHIP****DR. N. G. P ARTS & SCIENCE COLLEGE****COIMBATORE****ABSTRACT**

Small-scale play a very vital role in the country's economy despite the phenomenal growth in the large-scale sector. In fact, the small-scale sector is playing a vital role in the growth of national economies the world over and is considered to be the engine of growth in most countries. Wage and Salary Administration deals with establishment and implementation of sound policies and practices of employee's compensation. It includes job evaluation, surveys of wage and salaries, analysis of organizational problems, development and maintenance of wage structure, establishing rules for administering wages, wage, incentives, profit sharing, wage changes and adjustments, supplementary payments, compensation costs etc. The Primary data collected through questionnaire and interview method. Secondary data collected through books, journals and internet. All respondents got regular wages and salaries, wage incentives and other facilities also. Their relationship with management is sound.

KEYWORDS

compensation, job evaluation, wage and salary administration.

INTRODUCTION

Wage and salary" is a practical study performance of a company practically adopted. Employees' compensation is one of the major determinants of employee satisfaction in an organization. The compensation policy and the reward system of an organization are viewed by the employee as indicators of the management's attitude and concern for them. It is not just the compensation in tote, but its fairness as perceived by the employees that determines the success of a wage and salary administration system. Hence, it very important for the management to design and implement its compensation system with utmost care and tact. A good wage and salary administration should be able to attract and retain employees, give them fair deal, keep the organization competitive and motivate employees to perform their best. Wage and salary determination and its administration has always remains sensitive issue for an organizational management, since employees moral, motivation, productivity and their relationship with the management more or less associated with the compensation management system. Furthermore, compensation has always remained as a major yardstick for the success or failure or concern for the employees by an organization. Traditionally, pay scales in companies reflected the importance of the work and the responsibility level. Today organization tries more to assess the worth of an individual in terms of his performance and contribution to the organization. With the growing demands of the workforce and the constant challenges in the business environment, organizations have to evolve an accurate system for evaluating jobs and assessing their worth. This study is made to know how the employees are graded and how they are paid wage and salaries. Wages are paid by hourly or daily, whereas salaries are paid by monthly basis.

RESEARCH DESIGN

A research design is a blue print for fulfilling objectives and answering questions. This study is made to know how the employees are graded and how they are paid wage and salaries. Wages are paid by hourly or daily, whereas salaries are paid by monthly basis.

Wage and salaries for a particular employee or employer depends upon the various factors like his grade, position, qualifications, place (urban, rural etc), (Inflation), type of organization, industry, etc Per-capita income of a country is calculated upon the wage or salaries of an individual.

This study helps to know how to compensate the work done by individual in Small scale units.

STATEMENT OF THE PROBLEM

Study of wage and salaries of an organization is very important because it helps to know whether the employees are rightly compensated for their work. It also helps to know whether the employees are satisfied with their wages and salaries. It is also important to know whether the company is following the right pay scale. To know various allowance, like washing allowance, stitching allowance, city compensatory allowance, perks allowance etc.

OBJECTIVES OF THE STUDY

The specific objectives of the study are as follows:

1. To study the various wage groups.
2. To bring out the findings of wage structure.
3. To examine the various rating scales.
4. To know the different allowances.
5. To study the employee opinion for wage and salary

SCOPE OF THE STUDY

The scope of the study is vast. The study has covered the employees and employers' wages and salaries of different groups and grades.

WAGES

Wages are payments made by the employer for the efforts put in by the workers in production, there are payments made for the service rendered by labour or if he/she paid by the hourly or day he/she is stated to be in receipt of wages.

SALARY

Salaries are remunerations paid to the classical and managerial, personnel employed on monthly or annual basis or if a worker is paid by the year, he/she is considers being in receipt of a salary.

MINIMUM WAGES ACT 1948

Minimum wages act is based on skill, unskilled, semi-skill, super-skill. State government will issue the notification of wages what a company should pay for the employees. Even for contract basis employees are also comes under unskilled labour.

According to this act, employees whose wages average is more than Rs.16000/- in a month are covered under the act.

THE PAYMENT OF BONUS ACT 1965

In the earlier days bonus may be called as "Bhakhshish". This act shall apply to every factory and every establishment in which 20 or more persons are employed on any day during an accounting year. A person or employee who is getting less than Rs.3500 is eligible to take the bonus. A temporary workmen also a eligible person to take the bonus.

Even a probationary employee is also eligible to take bonus or a piece rate worker is paying 8.33% minimum bonus every year, weather the company is under loss or profit.

EQUAL REMUNERATION ACT

According to this act there is no discrimination of male and female. For both men and women employees are paid equal remuneration. In this Act there will be no sex differentiation.

METHODOLOGY

The quality of project work will be depending upon the methodology adopted for the study. Methodology in term depends upon the nature of the project work. The use of proper methodology is an essential part of any research in order to conduct the study scientifically certain measures and methods are to be followed.

Some of those are as follows:

- Research design used
- Data collection method
- Research measuring tool
- Sampling scheme
- Field work
- Analysis

SAMPLING**SAMPLE UNIT**

The sample unit consists of the officers and workers of Small Scale Units.

SAMPLE SIZE

The sample size of this study consists of 100 respondents, which 10 respondents are officers and remaining 90 respondents are employees.

SAMPLE TYPE

Non-probability of convenient sampling method has been adopted to choose the sample units for data collection.

RESEARCH METHOD

Direct interview with officials, workers, face-to-face discussion and Questionnaire method.

METHOD OF ANALYSIS

After collecting all the information, it was transferred to a worksheet. The data relating to set off the objectives was then classified and the findings recorded after which the data was graphically represented.

PROFILE OF THE RESPONDENTS

The respondents are mainly divided on the basis of Age. Experience and Wage & Salary grade.

METHODS OF DATA COLLECTION**PRIMARY DATA**

Direct interview with department officials

- Face-to-face discussion with the officials and workers.
- Question Schedule is used to collect the data for field work.

SECONDARY DATA

Collecting data through old reports, manuals and other relevant documents, books, journals etc.

ANALYSIS**Age wise distribution of sample respondents**

The total number of respondent age are divided in to four categories

- 25-35
- 35-45
- 45-55
- 55 and above

TABLE 1: THE EXPERIENCE WISE DISTRIBUTION OF SAMPLE RESPONDENTS

S No	Years of experience	No. of Respondents	percentage
1	25-35	30	30%
2.	35-45	28	28%
3.	45-55	34	34%
4.	55& above	8	8%
	Total	100	100%

Source: Primary data

The above table shows that 34 percent of the respondents come under the age group of 45 to 55, followed by 30 percent of respondents under the age group 25 to 35. whereas 28 percent of the respondents age comes under 35 to 45. Finally, 8 percent of the respondent's age comes under 55 and above

Experience wise distribution of sample respondents

The total number of respondent's experience is divided in to five categories:

- Less than one year

- One year to five years
- Five years to ten years
- Ten years to fifteen years
- Fifteen and above

TABLE 2

S No	Years of experience	No. of Respondents	percentage
1	Less than one year	14	14%
2.	One year to Five years	10	10%
3.	Five years to ten years	35	35%
4.	Ten years to fifteen years	19	19%
5.	Fifteen and above	22	22%
	Total	100	100%

Source: Primary Data

Table shows that the 35 Percent of the respondents have the experience ranging from five to ten years followed by 22 percent of the respondents have the experience of fifteen years and above. Next is the 19 percent of the respondents have got the experience of the ten to fifteen years. 14 percent of the respondents have got the experience of less than a year and 10 percent of the respondents have got the experience of less than five years.

Table shows that the 35 Percent of the respondents have the experience ranging from five to ten years followed by 22 percent of the respondents have the experience of fifteen years and above. Next is the 19 percent of the respondents have got the experience of the ten to fifteen years. 14 percent of the respondents have got the experience of less than a year and 10 percent of the respondents have got the experience of less than five years.

Wage and salary grade wise distribution of sample respondents

The total number of respondents occupation are divided in to 3 categories

- Wage group 'A' to 'E'
- Selection G grade 1to 3
- Office Grade I to X

TABLE 3: THE WAGE AND SALARY GRADE WISE DISTRIBUTION OF RESPONDENTS

S No	Variables	No. of Respondents	percentage
1.	Wage Grope 'A' to 'E'	71	71%
2.	Selection Grade I – III	19	19%
3.	Office Grade I – X	10	10%
4.	Total	100	100%

Source: Primary Data

Table show that 71 percent of the respondents are dependent to wage group 'A'-'E', 19 percent of the respondents are belonging to selection grade I-III and 10 percent of the respondents are at officer grade I-X

SUMMARY OF FINDINGS

- It is found that the 35 percent of the respondents have the experience ranging from five to ten years.
- It is understood that 62 percent of the respondents are working as permanent
- It is find that 71 percent of the respondents are belonging to the wage group 'A' to 'E'.

CONCLUSION

"Wage and Salary is a practical study performance of a company practically adopted among the four most important M's, Men play a dominant role. The only way by which men can be gained, retained and satisfied is through wages and salaries. This study is made to know how the employees are graded, how they are paid wage and salaries and to know the employee's opinion about the reward system of a company, wages are paid by hourly or daily whereas salaries are paid by monthly basis.

However, the company has adapted to the wage legislation of our country of to reward their employees. So this research study also helps me to gain a new knowledge and the opinion of selected employees about their rewards system.

REFERENCES

1. Andrew Dubrin, fundamentals of organizational Behavior: An Applied approach (Cincinnati, Ohio: south-western publishing 2016)
2. Baer, Barnard M and Barret, Gerald V Man, work and organizations: an introduction to industrial and organizational psychology, Allyn and Boston, 2010.
3. Basu, KS, new dimensions in Personnel Management, Macmillan & co. New Delhi 2014.
4. Cynthia D Fisher, et al., Human Resource Management, Houghton Mifflin co., Boston 2008.
5. David Pierce F "10 rules for better communication", occupational Hazards may 1996.
6. David.JCherrington, organizational Behavior, Allyn & Bacon, Boston, 1999.
7. Debra L Nelson and James C quick, organizational Behavior 3rd edition (Cincinnati, Ohio: south-western publishing 1995).
8. Dubin, R (Ed), Human Relation in Administration, Prentice-Hall of India, New Delhi 1974

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

