

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**A STUDY ON EMPLOYEE PERFORMANCE METRICS TOWARDS HDFC BANK**

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**ABSTRACT**

*The study finds out that employee performance refers to taking care of the wellbeing of workers by employers. The employees are the sources of any organization, so they are valuable and they must be recognized, appreciated and treated differently. Moreover, the needs and requirements of the employees have been increased and they must be satisfied to obtain the maximum benefit out of their services. The industrial environment has been changed drastically from the beginning of the industrial era. In the beginning, the employees were exploited to the extreme. When we come to the modern era the importance of the employees were identified and were given keen importance to the overall development of the employees, as result of the development of organization and the society as a whole. The main argument in favour of employee performance and satisfaction is recognizing the unique place of the workers in the organization and society and doing good for them retaining and motivating them, minimizing social evil, improve the life style of the employees and his primary group as well as his secondary group. The employee performance and satisfaction should extent to the overall life situation of the employees.*

**GREEN HRM INITIATIVE: A CASE STUDY OF SELECTED PUBLIC SECTOR  
ENTERPRISE OF BARODA**

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**ABSTRACT**

*Now a day, we can observe that the use of going green and protecting the environment is increasing day by day. The source of such initiatives, referred to as green management, is the green movement with its agenda of protection of environment and saving the planet earth from future man disasters. Green HR can play an important role by creating awareness among employees, train and develop them for protecting environment, waste management, manufacturing ecofriendly products etc. Which enhance the corporate image and brand. The paper largely focuses upon the various Green Human Resource concepts pursued by the organizations and HR initiatives for Green organizations.*

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# THE IMPACT OF DEMONETIZATION ON HOTEL INDUSTRY – A CASE STUDY ON SMALL HOTELS OF DHARWAD CITY

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**DHARWAD**

## ABSTRACT

*Since decades, India has clinged on to the title of “A developing Economy”. A country identified by thick and dense population with innumerable cultures where agriculture has been the prime occupation for ages. But this scenario of linking agriculture with the Nation has changed from a while. The Retail and the Service sector have occupied the front seats to drive the Nation’s progress towards imperial heights. This is quite evident from the fact that a majority part of the Nation’s GDP is composed of the service sector contribution. Hence, there is no harm in stating that India’s dream of becoming a developed country soon can be turned in to reality by up-thrusting the service sector. Hotels have been the limelight of the service sector which are acting as a channel to generate humungous wealth (domestic and foreign) and also a prime source of income to many peo-ple who run it on small scale basis. It is one such business where people are bound to visit irrespective of any condition the economy is going through. The present study attempts to give a picture of the crisis that the small hotel owners had to go through, due to demonetization. The per-ception of the owners have been collected and analysed using various statistical tools. 50 hotels in Dharwad city were selected and data was col-lected through field survey. This paper not only throws light on the problems faced by the small hotels but also gives some key suggestions, which would have made the policy of demonetization a much better one.*

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**A REVIEW OF PROBLEMS AND CHALLENGES OF COOPERATIVE SOCIETIES**

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**ABSTRACT**

*Indian villages constitute a greater portion of the total geographical area of the country. It is a known fact that a major portion of the India's total population resides in the villages. The villages of India can broadly be divided according to the regions of their location like Eastern region, Northern region, Southern region, Central region, Northeast region and Western region. One of the main differences between the Indian villages of different regions is the used language. Being one of the oldest civilisations in the world that has been invaded by several foreign powers, India is home to a huge variety of languages. The villagers in different zones of India speak in different languages such as Bengali language, Oriya language, Assamese language, Punjabi language, Marathi language, Kannada language, Tamil language, Gujarati language, Telugu language, Hindi language, etc. The original form of most of the ancient languages in India can be found in these villages.*

# **MOTHERS' PERCEPTION TOWARDS CHILDREN FOOD BEHAVIOUR WITH SPECIAL REFERENCE TO ERODE DISTRICT**

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## **ABSTRACT**

*Junk food product are mostly liked by children for various reason though it they are not supplying any health benefits. This article is a study mother's perception on children food behaviour as mothers are considered to be the greatest part in their children food habits. This study explores the reasons behind the children liking towards junk food and their parents reaction towards this issue. The factor influencing to buy junk foods the health issues due to its consumption, parent's awareness about food habits and their preferences are the primary analyses of this article. By revealing these factors, the study brings exact perception of mothers and some guidelines to avoid junk foods in their children's life style.*

# THE INFLUENCE OF COMPANY REPUTATION AND COMPETITIVE STRATEGY ON THE RURAL BANK PERFORMANCE IN WEST JAVA AND BANTEN

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## **ABSTRACT**

*Rural Bank has not been widely known by the public and has not been used by the government to support economic development in order to improve the welfare of the people, especially in rural areas. Although the development of the assets, the amount of savings, deposits and loans from the Rural Bank belonging to the Provincial Government of West Java and Banten is likely to increase, but not matched by a stable growth in operating income, which tend to fluctuate, thus shows the unoptimal performance. Similarly, the performance of private Rural Banks are generally not optimal. The condition is presumably caused by the problems in implementing competitive strategy and in developing the reputation. Thus, this study aims to examine the influence of company reputation and competitive strategy on the rural bank performance in West Java. Data were collected through questionnaires to 100 respondents and analyzed using PLS. The results showed that competitive strategy has a greater influence than company reputation in improving the rural bank performance.*

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