



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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## THE RELATIONSHIP BETWEEN ERP SYSTEM'S FUNCTIONALITY AND SUPPLY CHAIN MANAGEMENT PERFORMANCE

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### ABSTRACT

**PURPOSE-** *The purpose of this work is to explore the relationship between Enterprise Resource Planning (ERP) system's functionality and Supply Chain Management (SCM) performance.*

**DESIGN/METHODOLOGY/APPROACH-** *The questionnaire survey was posted to the Malaysian manufacturing companies that are using ERP system. The respondents of this study were the MIS or IT executives. A total of 80 usable responses was received and used in the analysis.*

**FINDINGS –** *The findings of this research indicated that there is a positive and significant relationship between ERP system's functionality i.e. (integration, material management, production planning, and controlling), and SCM performance. The workflow management, however, does not have a significant relationship with SCM performance.*

**RESEARCH LIMITATIONS/IMPLICATIONS-** *This research focused only on Malaysian manufacturing sector, where future research could cover service sector in order to generalize the finding for all Malaysian companies.*

**PRACTICAL IMPLICATIONS-** *The successfully implemented ERP system can contribute toward enhancing SCM performance through integration of internal business processes, enhancement of information flow among different departments inside the company, improvement of the company's relationships and collaboration with outsourcing suppliers, customers and other supply chain partners.*

**ORIGINALITY/VALUE-** *The significant relationship between ERP system's functionality and SCM performance could encourage many companies to implement ERP system and contribute in technology diffusion between Malaysian companies.*



## **UNDERSTANDING THE FACTORS AFFECTING SELECTION OF A TRANSPORT SERVICE PROVIDER – AN EMPIRICAL ANALYSIS**

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### **Abstract**

*Transportation is one of the most important aspects of the supply chain management of a company as it acts as a physical link between customers and suppliers, enabling the flow of materials and resource. Globalization of business urges the need to have effective and efficient transportation of products from point of origin to point of destination. Most of the times, Manufacturers & traders heavily relies upon third party transport service providers in order to ensure on-time delivery of products. This study is an attempt to understand various dimensions of transport service providers that clients considers while selecting a particular service provider. This study is based on primary data collected from 124 clients based at Kolkata across the industry. The study also presents a framework to help transport service providers to design their service in such a way that ensure long term profitable relationship with clients by offering high quality transportation service.*

## **IMPACT OF DISINVESTMENT ON THE FINANCIAL AND OPERATING PERFORMANCE OF COMPETITIVE AND MONOPOLY UNITS OF INDIAN PUBLIC SECTOR ENTERPRISES**

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### **Abstract**

*The Government of India is following a policy of economic liberalization after 1991 and concept of disinvestment has been more or less accepted by at least all the parties whenever they are in Government. Disinvestment has supposed to be the tool in the hands of Government to improve the functioning and profitability of public sector enterprises and also raise funds to mitigate its fiscal deficits. Regarding utilization of disinvestment proceeds, there has been apprehension about its proper use. In the present study an attempt has been made to examine the impact of disinvestment which took place during 1985-86 to 2004-05 on the performance of selected units of competitive and monopoly units of Indian PSEs. The grouping of enterprises has been done on the basis of their contribution to total industrial production/service. Operating performance of competitive firms based on sales has shown decline in the profitability during the post-disinvestment period. On the other hand, monopoly firms have been efficient in generating profit and controlling their expenditures.*

## HUMAN RESOURCE ACCOUNTING PRACTICES IN SELECTED COMPANIES IN INDIA

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### **Abstract**

*Recently we witnessed a global transition from manufacturing to service base economies. In manufacturing organisation the physical asset likes plant, machinery, material etc. are of important. In service industry the total worth depends mainly on the skills of its employees and the service they render. The success of these organizations is contingent on the quality of their human resource - its knowledge, skills, competence, motivation and understanding of the organizational culture. Hence, it is imperative for the firm to understand the importance of the human and therefore record it in the books of accounting. In present corporate world whether it belongs to manufacturing, Trading or Service human is at center point. This study focuses on Human Resource Accounting (HRA) Practices of selected private and public limited companies.*

## **PRESCRIBERS SEGMENTATION STRATEGY FOR PHARMACEUTICAL CORPORATIONS SUCCESS**

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### **Abstract**

*Segmentation of Prescribers classifies prescribers into different groups which enables the pharmaceutical marketers to understand the markets from prescriber's viewpoint. For marketing managers a clear reading of prescriber's needs, behavior, perceptions and prescribing processes is required to formulate desired marketing strategies. Understanding customers is more important than ever in today's competitive economy, where declining customer loyalty and high customer turnover continue to erode profit margins. Without accurate, verifiable segmentation of customers with respect to value, strategic decision makers cannot get the information they need to evaluate and execute strategies for improving customer profitability and the efficiency of marketing campaigns. This paper is an attempt to study the different basis used by prescription drug marketers and professionals to segment the prescribers. Furthermore, to suggest the best segmentation strategy so as to improve the performance of pharmaceutical companies.*

## IMPACT OF GLOBALIZATION ON SERVICE SECTOR

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### **ABSTRACT**

*The wave of globalization appeared on India's shores only in 1991, much after China's and some other Southeast Asian countries such as Malaysia, Singapore and Hong Kong. Moreover, the intensity of opening country's borders is much higher in other countries than in India where democratic political forces delay decision making significantly. Nevertheless, the Indian economy has broken the shackles of protectionism with great vigor, which has led to some positive developments.*

*Service is the largest sector of Indian economy and its growth rate is higher than the other sectors. This sector is playing an increasingly greater role in productivity up gradation, employment generation, and revenue augmentation; export promotion and inflows of foreign investments. Its growth continues to be broad based. Service sector is supportive of and complementary to other sectors because of its linkages with other sectors, particularly industry.*

*The present study attempts to examine the trends of growth in service sector in India during the third phase of Post Economic Reforms in India and suggest measures to improve the performance of service sector in India. India's services sector has matured considerably during the last few years and has been globally recognized for its high growth and development. The efforts are needed to balance the trade and consider expansion of trade in other countries of the world. Major trading partners should be given importance and more of liberalizing attitude is to be followed.*



## **CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES IN ASIA: A BURGEONING QUINTESSENCE**

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### **ABSTRACT**

*The theme of social responsibility is rapidly becoming a budding quintessence on the domestic as well global agenda of the corporate sector. The idea of corporate social responsibility (CSR) is not new. Business, through the ages, demonstrated varying degrees of responsibility to society. The present study explores global phenomenon in CSR, and examines the corporate social responsibility initiatives and trends of Indian companies on selected CSR indicators in comparison to Asia and world. The study based on secondary data observed that CSR has gone main stream for the many of the world's companies and is headed in the same direction in India also. India has emerged as a prominent country paying an ever-increasing attention towards corporate social responsibility (CSR) disclosure. Indian companies TCS and ITC have emerged in top 10 ASR 2009 list. Indian companies have shown its presence in the top two positions in most of the CSR indicators i.e. Corporate Governance, Codes, and Policies; Corporate Social Responsibility Strategy and Communication; Corporate Environment Disclosure; Community Investment Initiatives; and total industry score. To conclude, it is evident that the concept of CSR has emerged as a promising benchmark for companies not only in Asia but across the world as a whole. However, the biggest challenge faced by companies is to develop a CSR strategy to find tangible and business focused metrics linked to ethical, social and environmental performance in order to meet stakeholder demands and expectations.*



## REVIEWING MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME (MNREGS)

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### ABSTRACT

*Right to work is in fact right to live. All other rights are meaningless in the absence of right to work which is in fact right to live because when we have nothing to earn then how can we have any thing to eat and survive. In the present scenario, we see that the World is going through great transformations and liberalization, privatization, globalization etc. are setting new trends and opportunities of development among under developed and developing countries In 1992 India has adopted Globalization, Privatization and Liberalization as policy matter and it created new challenges before all round and overall development of the state. Therefore, in this light Mahatma Gandhi National Rural Employment Guarantee Scheme in lump sum the right to work has become the most important right in the present scenario. It guarantees 100 days of employment in a financial year to every rural household whose adult members are willing to do unskilled manual work. The Act was came into force in February 2006. Certain studies undertaken by Desarda (2006), Puri (2006), Biswas (2007), John (2008), Jha (2008) and Rao (2008) investigated that Mahatma Gandhi National Rural Employment Guarantee Act is a revolutionary stem for Indian poor. The field reports reveal that the implementation of the act has brought successful results and has provided work opportunity to the villagers in native place. Despite significant improvements in the expansion and implementation of MNREGS in Himachal Pradesh, there remain certain pertinent problems associated with the functioning of MNREGS machinery.*

## STABILITY OF BETA: AN EMPIRICAL INVESTIGATION ON NIFTY STOCKS

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### ABSTRACT

*The concept of risk management assumes greater importance in modern day financial management. The risk involved in investment decision can be classified as systematic risk and unsystematic risk. Beta is as a proxy for systematic risk. Systematic risk assumes greater significant because it is cannot eliminated by the process of portfolio diversification. Beta reflects volatility of the stock with market. The portfolio managers make use of the beta while constructing portfolio. The objective of the study is to examine the stability of the beta in the Indian stock market with reference to selected stocks of NIFTY Index. The study adopts Chow break point test and Predictive test of chow test to testify the stability of beta and found that beta are stable in case of enlarged sample.*

## **OPERATIONAL EFFICIENCY OF MERGED BANKS IN INDIA – DISCRIMINANT ANALYSIS APPROACH**

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### **ABSTRACT**

*Banks play a vital role in the economic prosperity of any nation. Since 1991 the banking sector in India undergone radical reforms both in technology and services front. Today banking institutions in India are technology driven and doing vibrant operations par with foreign banks. The economic reforms led large number of mergers and acquisitions within India. The present study conducted for a period of ten years from 1995-'96 to 2004-'05. The secondary data were collected from different official sources like RBI, PROWESS and other prominent websites. This study aims to know the operational performance of merged banks before and after merger as well as factors influencing the operational performance of those banks using discriminant analysis.*

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## RETAIL SCENE IN INDIA: AN OVERVIEW AND OPPORTUNITIES

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### **ABSTRACT**

*India's economic growth has accelerated significantly over the past two decades and so, too, has the spending power of its citizens. Real average household disposable income has roughly doubled since 1985. With rising incomes, household consumption has soared and a new Indian middle class has emerged. The Indian consumer is changing rapidly. The average consumer today is richer, younger and more aspirational in his/her needs than ever before. Consumers now value convenience and choice at par with getting value for their hard-earned money. A range of modern retailers are attempting to serve the needs of the new Indian consumer. The last few years have witnessed an explosion of organised retail formats like supermarkets and hypermarkets in an otherwise fragmented Indian retail market. The present paper is an attempt to analyse the reason and future of explosive growth in Retail sector in India*

**CUSTOMER SATISFACTION AND COMPETENCIES: AN EMPIRICAL  
STUDY OF AMBALA, KURUKSHETRA AND YAMUANANAGAR  
DISTRICTS OF HARYANA, INDIA**

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**ABSTRACT**

*We empirically address how customer satisfaction and loyalty in the banking industry may affect profitability. This helps to identify the strategy and competencies necessary to benefit from customer relationships which are important sources for improved performance in the banking. We do this by analyzing data collected on 2,105 customers of 118 branches of State Bank of India. We find that customer satisfaction impacts loyalty, which in turn has a direct effect on financial and non-financial customer value/total customer value/complex customer value. Moreover, loyalty is a mediator between financial and non-financial customer value and two sources of customer satisfaction, namely relationships with the front office and the branch, on the one hand, and the products offered, on the other.*