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## ORGANIZATIONAL CITIZENSHIP PERFORMANCE AS AN ANTECEDENTS TO ORGANIZATIONAL PERFORMANCE: AN EMPIRICAL STUDY

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### ABSTRACT

*In SHRM research, attention has been devoted to examine the relationship between single or multiple HRM practices and Organizational performance. There is a lack of consensus among SHRM researchers over the direct relationship between HRM practice and organizational performance. The issue of intervening process or otherwise missing 'black box' in explaining HRM – Organizational Performance relationship is quite often raised in the existing literature and only handful numbers of empirical studies are available in this respect to explain impact of HRM practices on organizational performance. The existing body of literature supports relationship between HRM practices and HRM outcome variables such as satisfaction, commitment. Very negligible attempt has been made by scholars to examine the impact of HRM outcome variables on Organizational Performance. This study was conducted with an objective of finding impact of one of the most critical variables Organizational Citizenship performance, as an antecedent HRM outcome variable, on organizational performance. The study was conducted in the leading Engineering units having different product lineSBUs focusing automobile sector. The study finding indicates a stronger influence of organizational Citizenship on Organizational performance.*



# **AN ANALYSIS OF THE EFFECTS OF MOBILE MONEY TRANSFER (MMT) ON WATER BILL DEFAULT RATIO: A CASE OF NAKURU WATER AND SANITATION SERVICES COMPANY (NAWASSCO)**

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## **ABSTRACT**

*The study sought to analyze the effect of mobile money transfers (MMT) on default ratio using the case of M-pesa (Mobile Pesa-Swahili word for Money) at NAWASSCO. This study was a case study which targeted 24,724 household clients of NAWASSCO. The study period was four years (July 2007 –December 2011). The objectives were; to determine the usage of M-pesa payments at NAWASSCO and to analyze the effect and relationship of M-pesa usage on default at NAWASSCO. Using a data capture sheet, secondary data was collected on the volume of bills issued and paid monthly within the period from Finance Department. Data was divided into two samples representing two time periods i.e. from July 2007 to June 2009 (pre-Mpesa) and January 2010 to December 2011 (post-Mpesa). Line graphs showed that M-pesa usage picked an upward trend throughout the study period. Debtor collection periods reduced during post M-pesa period. A test of significance gave a P value of 0.000 which was less than the set significance level of 0.05. Null hypothesis was rejected. Therefore there was significant difference in default ratio between the two periods attributable to water bill payment via M-pesa. The correlation coefficient was -0.031 which implied a weak negative relationship i.e. an increase in M-pesa payment ratio led to a decrease in default ratio. Coefficient of determination (R<sup>2</sup>) of 0.56 (56%) implied that M-pesa usage for bill payment had 56% influence on reduced default ratio at NAWASSCO. The remaining 44% may be attributed to other components of working capital i.e. inventory and accounts payable.*

## **IMPACT OF CORPORATE GOVERNANCE ON CORPORATE REPUTATION**

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### **ABSTRACT**

*The Paper deals with Impact of corporate governance on corporate reputation. The aim of this paper is to show that corporate governance factor influence on corporate reputation and to test the relation between corporate governance and corporate reputation. The results have direct implications for the management of corporate governance mechanisms by shareholders which should take into account its role in the creation and maintenance of corporate reputation. The research explains, the necessity for Better Corporate Governance to enhance the Corporate Reputation. The Main reason for the study shows the Impact of corporate governance affects corporate reputation development.*

# ANALYSING THE GLOBAL IMPACT OF VOLATILITY ON THE INDIAN STOCK MARKET

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## ABSTRACT

*In this research paper, researchers investigate the impact of volatility of various major global stock markets on Indian stock market. Researchers studied volatility of each indices of market of India, Brazil, England, United States and, Hong Kong from 01<sup>st</sup> April 1997 to 31<sup>st</sup> March 2015. It is observed that developed markets seem to be less volatile compared to the emerging markets. One can easily understand that any fractional change in developed markets will have an impact on developing markets as well. This happens because of presence of conditional variance. As per the findings, since the last decade Indian market especially National stock exchange has shown high volatility. Obviously, there are impacts of both external and internal factors on the market; as a result there is asymmetric volatility. In this paper four indices which are the external factors have been taken into consideration to find out volatility impact on Indian market. Here in the paper researchers took ARCH test into consideration to estimate expected returns. In concluding remark after applying the ARCH test, researcher established there is less impact of volatility on Indian stock market. BOVESPA has little bit more impact compared to the remaining three markets. If it is asked to arrange maximum to minimum of impact of volatility on Indian market, the sequence will be BOVESPA, Hang Seng, NASDAQ Composite and FTSE.*

**SECTORAL INDICES: ANALYSIS AND IMPACT ON NATIONAL STOCK INDEX**

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**ABSTRACT**

*Sentiments are most powerful tool and top pick in Indian Stock Market. Sentiments of the investors believe that few sectors are always better to invest than other sectors. This study aims to explore the empirical sectoral impact on the CNX Nifty index. All the sectoral indices are studied, correlation-regression-ANOVA-t statistics are conducted to test which sectors have major impact and less impact on the Nifty. Auto sector has highest correlation with Nifty, while PSU Bank least. Almost 99% variation in Nifty can be explained by sectoral indices variation. Metal and Energy are negatively correlated with Nifty. This study thus attempts to guide investors to invest empirically as well.*

**WORK LIFE BALANCE (WLB): A CHALLENGE FOR EMPLOYEES IN INDIA**

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**INDORE INSTITUTE OF LAW**  
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**KHUSHBU DUBEY**  
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**ABSTRACT**

*India is growing at a fast pace. Everyone is in a hurry to succeed and earn money. This is leading to overtime, nuclear family, etc. Somewhere in this run we are sacrificing our family time. We have become like machines. Technology development has intertwined the personal and work life. This topic has always attracted my attention. I have seen and observed that how today we face challenge to maintain a balance between meeting and fulfilling our career demands and family needs. For me my mother and sister are good example. Even when I was working I used to find it hard to take out time for personal relations. Today even Indian companies also recognize these problems and have come up with various options for their employees. Thus this study aims to gain a greater understanding of employee's views towards work-life balance initiatives and identifying organizational factors that may be important for employees achieving a better balance between work and non-work life.*

**ANDROID HUMANOID ROBOT - (HRP-4C)**

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**ABSTRACT**

*This paper presents an overview of our work towards Android Humanoid Robots specifically HRP-4C that can work alongside people as cooperative teammates in dancing demos. We present our theoretical framework based on a novel constructional components necessary for the real movement task to respond to the human speech on the basis of speech recognition and demonstrate its use to allow a human to work cooperatively as a dancing team for various dance performances. Such issues must be addressed to enable many new and exciting applications for humanoid robots that require them assist ordinary people in daily activities or to work as capable members of human-robot teams.*

## STUDY OF IFRS AND HARMONIZATION WITH COUNTRY SPECIFIC ACCOUNTING STANDARD

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**KOLKATA**

### ABSTRACT

*The study find that IFRS has not yet been implemented in all the industries of India, very few industries like Infosys, Larsen & Turbo etc had adopted IFRS but it is expected that all the Indian companies will implement or adopt IFRS within 2016. In case of other countries of the world the condition is same, very few countries of the world only adopt IFRS, those are basically European countries. It will take 10 to 20 years for adopting IFRS by more or less all the countries of the world. One thing, important to say that in case of each countries including India, a coordinated effort from accountants to law makers is needed along with an enforcement mechanism but it is worthy to mention that only enforcement mechanism will not be sufficient but and advisor is also required. Now as far as project is concerned, it has been mentioned under limitations of the project in introduction part, that the project faced a great limitation due to non availability of primary data and which affects analysis and findings for which the objectives of the project is not totally fulfilled. It can never be say that any project on IFRS can't be successful totally, it will but not possible for me as because collection of primary data from firms, industries and supreme accounting & financial authority of those far way countries is not possible due to huge cost, time and confidentiality constraint for me. Indian companies also did not provide data to me because non-published IFRS related data is very confidential to them, as each have own confidential strategy for IFRS implementation, which they will not tell to us until they publicly publish it. Moreover collection of primary data is possible for large organisations like Zhou et al, Siqi Li who also carry out project on this subject as they have negligible time and cost constraint and as they are huge and naming organisations many industries provide them there unpublished data. They work on some primary data therefore there project is more successful than me.*



**CONSUMER PREFERENCE TOWARDS PACKED WATER IN TUTICORIN**

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**ASST. PROFESSOR**  
**SRI KALISWARICOLLEGE**  
**SIVAKASI**

**ABSTRACT**

*Water is the most important necessity for life. The drinking-water needs for individuals vary depending on the climate, physical activity and the body culture. but for average consumers it is estimated to be about two to four liters per day. The growing number of cases of Water-borne diseases, increasing water pollution, increasing urbanization, increasing scarcity of Clean and Safe Drinking Water Quality etc. have made the bottled water business just like other consumer items. Scarcity of potable and wholesome water at railway stations, tourists spots, and role of tourism corp. etc. has also added to the growth.*

## **A STUDY ON THE CUSTOMER PERCEPTION TOWARDS E-BANKING IN RAIPUR CITY**

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RAIPUR**

### **ABSTRACT**

Online banking (or Internet banking) allows customers to conduct financial transactions on a secure website operated by their retail or virtual bank, credit union or building society. In today's demanding world, everybody needs instant banking solutions for a better lifestyle. In the current scenario, almost every bank in India has the internet banking facility. Online banking or internet banking made things much easier for the people and saves lot of time. Customers are being facilitated by reducing their visits in banks and they can carry out their transactions via internet or ATM Machines instead of personally visiting the branches. The researches so far done reveal that mostly the customer of banks are unaware about online banking services and there is a lack of trust among customers on online banking services. This study examines the customer perception, preferences, problems and suggestions about online banking in Raipur. The study reveals that mostly customers prefer internet banking (IB) services over branch banking due to reliability, convenience, speed, safety and security, cost effectiveness, user-friendly, and error free system. The research is focused on what are the customer's perceptions about internet banking and what are the drivers that drive consumers. How consumers have accepted internet banking and how to improve the usage rate were the focus of research area in this study. Qualitative exploratory research using questionnaire was applied. 50 respondents were selected for study after initial screening. They were all bank customers.

## MORALE AND MOTIVATION

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**CHRIST CHURCH COLLEGE**  
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### ABSTRACT

*Employees who survive job are expected to put in any extra effort when needed, but it may not be that simple. People may have family or other outside obligations that limit the amount of extra time they can spend at work. One of the things you can do to ease anxiety over job security is to make sure people are busy, so they don't suffer much idle time to spend worrying about a light workload and wondering if their job is next. This may seem easy to do in the face of vacant positions and understaffing, but you may find it hard to keep things moving smoothly when you have to adjust staff assignments and schedules as a result of downsizing. Tasks may also stretch out to fill idle time as people try to appear busy even as real productivity suffers. In addition to the basics, look for other opportunities to increase morale and motivation, it is observed that things like achievement, recognition, responsibility, and advancement provide positive benefits. Morale and motivation can be developed by talking about the business value of the work. Recognize good performance to your managers. Get the team together often and build a sense of team loyalty. Instead of having people complain privately, get the team together to share experiences, conduct cross training, share lunches, etc. If people really feel a part of a team, they are bound to pull together and not let the rest of the team down, giving people more responsibility. People respond better when they have responsibility. The project manager can also challenge people with new or increased levels of responsibility on a project, having fun. There is a lot that can be done to have fun on a project team. Creation of a pleasant work environment is also very important. Motivating employees just takes a little thought and good manners, things anyone in a management position is able to do.*

**VIRTUAL CURRENCY – EMERGENCE OF BITCOIN****K. SHREE JYOTHI****LECTURER****DEPARTMENT OF COMMERCE  
ST FRANCIS COLLEGE FOR WOMEN  
BEGUMPET****Y. KALYANI****LECTURER****DEPARTMENT OF COMMERCE  
ST FRANCIS COLLEGE FOR WOMEN  
BEGUMPET****S. SANGEETA****ASST. PROFESSOR****DEPARTMENT OF COMMERCE  
ST FRANCIS COLLEGE FOR WOMEN  
BEGUMPET****ABSTRACT**

Ecommerce relies on financial institutions to serve as third party to process electronic payments. The traditional model is characterized by the disputable reversible transactions. In developing countries this feature has become a stumbling block for the progress of ecommerce. This has led to the invention of virtual money. In 2008, Satoshi Nakamoto introduced a new virtual currency model called Bitcoin. The goal of this payment system is to eliminate the financial intermediaries with trust in "proof of work"(PoW). This relatively new crypto currency does have many legitimate and quickly growing uses, and best known for its popularity with criminal and shadowy internet figures. Recently, FBI became the largest owner of this Bitcoin, when it closed down the internet market place Silk Road transactions. This paper explores the concept and usage of this decentralized cryptographic currency. Growing technological advancement has triggered the popularity of virtual money and that of bit coin, though the idea of cryptographic electronic currencies came up more than two decades ago. It also looks into the SWOT analysis of the "V coin" and the future of the coin in the long run. The paper also focuses on the strength of the bit coin in comparison to the other virtual currencies that have disappeared over the time.

## **DIGITAL MARKETING MIX OF FLIPKART: AN OVERVIEW**

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### **ABSTRACT**

*Over almost half a century the frame work of four P's of marketing mix has been used as marketing tools to influence the buyers. Due globalization and technological advancements marketing mix has been to digital marketing mix. Flip kart is India's leading and largest online retailer. Flip kart has done many things innovatively to increase the sales and achieving a sustainable competitive advantage. This paper is purely based on secondary data and tries to study the digital marketing mix of flip kart and thereby to understand the efficiency of each element of its digital mix.*

**BIG DATA USING HADOOP MAP REDUCE****TAYYABA HASHMI****STUDENT****ME INFORMATION TECHNOLOGY****SHAH & ANCHOR KUTCHHI ENGINEERING COLLEGE****CHEMBUR****PRAMILA SHINDE****ASST. PROFESSOR****SHAH & ANCHOR KUTCHHI ENGINEERING COLLEGE****CHEMBUR****ABSTRACT**

*Big data is an all-encompassing term for any collection of data sets so large and complex that it becomes difficult to process them using traditional data processing applications. Big data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a tolerable elapsed time. Big data size is a constantly moving target, as of 2012 ranging from a few dozen terabytes to many petabytes of data. Big data is a set of techniques and technologies that require new forms of integration to uncover large hidden values from large datasets that are diverse, complex, and of a massive scale. Big data can also be defined as "Big data is a large volume unstructured data which cannot be handled by standard database management systems like DBMS, RDBMS or ORDBMS".*

**INVESTORS PREFERENCE TOWARDS VARIOUS INVESTMENT OPTIONS**

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**ABSTRACT**

*In the economic world money becomes multiple through making investment. Investment is called the employment of funds to various assets with the objective of receiving additional income in value over a given period of time. Today investors have various attractive options of investment with different features according to their requirement. But attention should be paid that the return is maximized with minimum risk which is inherent in all investments. The study examines investor objective, preference, perception, and risk-return. It aims to finding out the preference of investor towards various investment options specially in Hanumangarh city. The primary data is collected through the structured questionnaire. The objective of this research paper is to analyse various investment options. It also provides awareness to the general public about the investment. The present investigation outlined regarding the preference of investor towards various investment options in term of safety, maturity, growth, regular income and capital gain.*



## **A CONCEPTUAL STUDY ON PEOPLE MANAGEMENT: CHALLENGES AND ISSUES FACED BY THE CORPORATE**

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**KASTURINAGAR, BANGALORE**

### **ABSTRACT**

*Employers today face a different labor market than in the past, and they are finding it difficult to get and keep high-potential employees and top performers. Best innovative practices for talent management in today's rapidly changing workplace support a larger, more strategic role for HR. Understanding and influencing employees is critical to the success of an organization. Not only reviewing talent, aligning individual goals to business strategies, rewarding top talent is important but also motivating and retaining are key steps. HR leaders can provide the strategic insight, workforce planning to attract and retain the best talent and stay ahead of the competition. Some of the issues faced by the corporate were not providing feedback, not making time for the teams, being too "hands-off", being too friendly, failing to define goals, misunderstanding motivation, hurrying recruitment, not walking the walk. In this research paper, we will be discussing about a number of resources and innovative practical techniques for maintaining good working relationships and working with others efficiently and harmoniously. We will also discuss the tools and techniques that are instrumental for effective communication, motivating employees, conflict resolution and how to deal with potentially unproductive situations and co-workers. Some other innovative ways of managing and dealing with employees are also discussed in detail.*

# **EFFECTS OF ORGANIZATIONAL POLITICS ON EMPLOYEE PERFORMANCE AT CONTAINER FREIGHT STATIONS (CFS) IN MOMBASA COUNTY**

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## **ABSTRACT**

*Organizational politics have been a major concern in the contemporary business world. As organizations face each other (competitors) in the ever-competitive market(s), there have been untold levels of inter-organizational political play, and this has spread to intra-organizational politics. The intra-organizational political challenge has been in existence since time immemorial since interests have always been a dividing factor even among people from the same parents. Consequently, organizational politics have been rampant at the international, regional, national, as well as local levels, as has been highlighted in this proposal. Organizational politics have had immeasurable impacts on the workplace environment, but they have worsened with the increase in favouritism from diverse quarters including race, ethnicity, age, class, gender, education, and political affiliations among others.*

## NEED OF MICRO INSURANCE IN INDIAN SCENARIO WITH SPECIAL REFERENCE TO UDUPI DISTRICT

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**MGM COLLEGE**  
**UDUPI**

### ABSTRACT

*Indian Insurance Industry has seen a significant growth over the past few years on account of growing national economy, increasing per capita income, growing consumer awareness about insurance products, and the entry of foreign players in the Indian market bringing in more innovative products. The importance of insurance and its awareness is being created and the insurance products are being promoted in urban areas. But whereas when exposed to financial shocks what happens when a poor family's breadwinner dies, when a child in a disadvantaged household is hospitalised, or the home of a vulnerable family is destroyed by fire or natural disaster? Every serious illness, every accident and every natural disaster threatens the very existence of poor people and usually leads to deeper poverty. This study is undertaken to analyse the need of micro insurance and its viability in the city of Udupi. Hence this study provides a detailed analysis on the need of micro insurance and its viability in the Indian Scenario.*

## REACHING TOWARDS ORGANIC FARMING

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**PUNJABI UNIVERSITY**  
**PATIALA**

### ABSTRACT

*Agriculture sector contributes a major portion in gross production of India. In spite of this, agriculture today is finding itself in increasing difficulties. The adverse impact of agriculture based on synthetic fertilizers and herbicides is visible in the degradation of soil fertility, quality of food, taste of food and so on. Above this continuously increasing demand for food by burgeoning human population, rising risk of agriculturally driven global environmental changes and food related health hazards due to excessive use of agrochemicals have become the prime concern of the globe. Hence, increasing consciousness about future sustainable agriculture and hazard free food production has lead organic farming at the zenith of the farm practices. Instead of much limelight, it is found that the consumers are very less aware of organic farming. The aim of this paper is to empirically analyze the consumer awareness about organic food and products. To study how much is the awareness & what are the reasons they are not aware about it, a close and open ended questionnaire was administered and responses are checked. The study is purely based on primary data collected from a sample of 100 respondents. Convenient random sampling technique is used to find out the consumer awareness about organic farming.*

## PERFORMANCE OF INDIA'S AND CHINA'S MANUFACTURING GOODS EXPORT TO BANGLADESH: CONSTANT MARKET SHARE ANALYSIS

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**NEW DELHI**

### ABSTRACT

Bangladesh has been an important market for India's exports of manufactured goods in the South Asia region. China has, in the last decade, overtaken India to become the number one exporter in Bangladesh market. This did not however lead to a decline in India's market share in Bangladesh indicating that India has gained market share at the cost of other exporters. The objective of this paper is to examine how competitiveness, product composition and product adaptation have contributed to both India and China increasing their market share in Bangladesh. The analysis is done using the Constant Market Share Analysis. The period of study is 2005-14. The study finds that China's impressive performance has been because its exports have been very competitive vis-a-vis the other countries exporting to Bangladesh. India's export performance though poor during 2005-10 has shown a remarkable improvement in competitiveness during 2010-14. Improvement in competitiveness was seen in India's exports of both, the labour intensive and capital/technology intensive goods but more so in the latter. On the other hand, China's comparatively less impressive increase in market share during 2010-14, compared to that in 2005-10, was because of a decline in competitiveness of its exports of labour intensive goods and significant negative contribution to product composition effect by its capital/technology intensive exports to Bangladesh.

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