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• 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.

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• 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.

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IMPACT OF DIFFERENT MODES OF TRANSPORT USED BY COURIER UNITS AND THEIR LEVEL OF SATISFACTION ON SELECT FACTORS

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ABSTRACT

Courier industry is providing a vital and significant service to the Indian economy. The objective of the study was to analyse the services rendered by courier units in the State of Tamilnadu. Both primary and secondary data were collected for the study. In order to test whether the usage of different modes of transport for transmission of letters and parcels by courier services affected their satisfaction level, Mann-Whitney U test was used. The major finding of the study is that there is significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as reliability, responsiveness and accessibility.

A COMPARATIVE STUDY ON ORGANIZATIONAL STRESS AMONG GOVERNMENT AND PRIVATE SCHOOLS TEACHERS OF BARGARH DISTRICT

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Dr. MUNA KALYANI ASSOCIATE PROFESSOR UTKAL UNIVERSITY BHUBANESWAR

ABSTRACT

Stress is a common phenomenon in every organization. Today in competitive world in every sector employee are working with pressure for achieving their demands. Stress is a feeling that arises when we react to particular work demand. This study attempts to know about the comparison between organizational stress among government and private school's teachers in Bargarh district. The main objectives of the study to identify stress level and associated factors of organizational stress among both private and public teachers in Bargarh district. The study was conducted in 50 school teachers. The instrument for data collection was standardized questionnaire. The data was collected using Likert scale. Data was analyzed through SPSS 23. From analyzing the results there is a significant difference between private and government teachers. This study will identify the stress level among the teachers and techniques handling the stress to manage in both private and government schools.

INTEGRATION OF WORK AND LIFE: AN ALWAYS-ON TECHNOLOGY CULTURE

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ABSTRACT

Over the past many years the work-life balance issues are well explored by the researchers. Work-life balance is a very complex issue. It keeps on changing with the change in growth strategies and work culture of the organizations, needs of the employees and also with the change in the economy, i.e. from demand economy to knowledge economy. Living in a globalized and well-connected world and not accepting the new trends is impossible if you want to grow in life. The globalized and well-connected world has also changed the ways of doing work, from fixed hours to always connected work through technology and virtual work-place. Globalized world and knowledge-driven economy have made the time zones irrelevant for accomplishing various tasks, especially in the business world. This flexible work has ensured 24*7connectivity with the work. This paper aims to identify the role of technology in the work and life of the employees and how employers are bringing it in their organizational strategies and work culture. Is this always-on with technology work culture giving the autonomy desired in the personal and professional life of the employees?

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