

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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JOB SATISFACTION AS MEDIATOR IN THE RELATIONSHIP BETWEEN WORK SPIRITUALITY AND PERFORMANCE: A CASE STUDY OF EMPLOYEE'S SHARIA BANKING SECTOR IN SURAKARTA DISTRICT, INDONESIA

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ABSTRACT

This study aims to investigate the relationship between works spirituality and performance mediated by job satisfaction. Conducted in sharia bank in Surakarta District, Central Java, Indonesia. The data were collected through surveys to employees with proportional random and simple random sampling involved 175 employees as the respondents. Based on the number of the sample, the test to the sample validity and reliability showed the result was that the sample was valid and reliable. The data analysis was carried out by using Structural Equation Model (SEM). The finding of the study show that: (1) there is a positive and significant relation between relationship work spirituality and job satisfaction, (2) there is a positive and significant relation between relationship work spirituality and performance, (3) there is a positive and significant relation between relationship job sataisfaction and performance and (4) there is a positive and significant relation between relationship work spirituality and performance with job satisfaction as mediate.

WOMEN ENTREPRENEURSHIP AND EMPOWERMENT: AN ANALYSIS FROM THE PERSPECTIVE OF SMALL URBAN INDIA

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ABSTRACT

Though entrepreneurship is very old, women entrepreneurship is a recent phenomenon in India. This study has been conducted to explore the issues of women entrepreneurship and empowerment from the perspectives of thriving, evolving and prospering small urban India in this millennium beyond the peripherals of metropolis through an intensive micro-level field study. The methodology of the study was based on the primary data collected through direct interviews with women entrepreneurs by using an interview schedule with structured questionnaire and an attitude scale. The study has been to explore the levels of perceived empowerment of women entrepreneurs as well as to ascertain the relationship between perceived empowerment and socio-demographic and family relational factors. The study also tries to find the causal relationship between the business-organizational and socio-economic factors and empowerment level of women entrepreneurs as also the cumulative effects of all factors on the levels of empowerment of women entrepreneurs. The result points to a poor level of perceived empowerment of women entrepreneurs. The item analysis shows that women entrepreneurs have gotten their recognition and importance only in their families. They have not thought that their business-life has enhanced their status in society. The study also shows that decisional level-in-family, financial management level and social interaction level have caused significant influences on the levels of perceived empowerment of women entrepreneurs.

ERP APPLICATION IN INDIAN INDUSTRIES: AN ANALYSIS WITH RESPECT TO MANUFACTURING UNITS IN PONDICHERRY

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ABSTRACT

This study examined the extent of ERP adoption and its benefits in Indian context. The two companies have been selected for this study, and the survey was conducted in Hindustan Computer Limited and Sundaram Fasteners. Primary data was collected through interviews and structured questionnaires were distributed among 79 respondents in both the companies. From the recent literatures we get the impression that many an author expects the introduction and utilization of ERP results in fundamental changes and also it contains many case studies of an organizations and empirical research that have implemented ERP systems successfully. This study found that the companies could not get any benefit from the present intensity of ERP adoption in Human Resource Management, Field Service and Accounting Management. This study concludes that the extent of ERP adoption differ significantly between companies with different activities but benefits from ERP adoption is similar and do not differ by nature of business of the companies in Indian Context.

INFLUENCE OF ADVERTISING IN MEDIA ON THE PERCEPTIONS OF YOUNG INDIAN CONSUMERS WITH SPECIAL REFERENCE TO ORGANIZED FAST FOOD OUTLETS

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ABSTRACT

The young Indian consumers are unique in terms of their population size and characteristics. According to Government of India's youth portal, the current percentage of population under 25 years of age in India is 51% and the percentage under 35 years of age is about 66%. The researcher attempts to analyse the influence of advertising in media on the perceptions of Indian youth with special reference to organized fast food outlets. The present study has considered the following media carrying advertisements of organized fast food companies, namely: newspaper, magazine, television, radio, internet, mobile phone, pamphlet/brochure, hoarding and banner. The sample consisted of 320 respondents in the age group of 15 to 24 years living in Mumbai city. Multistage sampling technique was adopted to select the required sample respondents. A structured questionnaire was used for collecting the data. Structural equation modeling was used for analyzing the influence of advertising in media upon the consumer perceptions. Television, newspaper and banner advertisements were found to have significant influence upon the perceptions of youth.

NATURE BASED TOURISM AND PROTECTED AREA (PA) MANAGEMENT**U.N. SHUKLA****READER****INSTITUTE OF TOURISM & HOTEL MANAGEMENT****DR. B. R. AMBEDKAR UNIVERSITY****AGRA****ALTAF AHMAD LONE****ASST. PROFESSOR****DEPARTMENT OF TOURISM STUDIES****CENTRAL UNIVERSITY OF KASHMIR****KASHMIR****ABSTRACT**

This study analyzes the keen behind the involvement of visitors in nature-based tourism and identifies the associated protected area (PA) management regimes, including the social and cultural consequences of it on local communities. Nature-based tourism (NBT), also known as ecotourism, is a faster growing area in the tourism sector. It can prove as a complementary factor of development for both rural and well established urban-based tourism industries as well. The protected area network in India has grown steadily. As of May, 2008, India has 97 NPs covering 38199.47km² and 508 WLSs covering 118,236.94 km² representing 1.16% and 3.60% respectively of the country's geographical area (National Wildlife Database Cell, 2008). The areas are adopted in-situ and ex-situ conservation strategies for conservation of populations of many endangered species, especially rhino, birds, bears, elephant and tigers etc. and also ecology of the area being maintained, despite high biotic pressures and random disturbances at the sites by mass tourism. However, in spite of being hubs of population conservation and ecological integrity, they also bring about several management challenges. The most difficult assessed challenge facing by PA managers was the anger among locals against the bans on their access for biomass and required revenue from the PA for biodiversity conservation.

PRODUCTION TREND OF MAJOR AGRICULTURAL CROPS IN BANGLADESH

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ABSTRACT

The study use secondary data from Bangladesh Bureau of Statistics to capture the production trend of major crops in Bangladesh during 1990-2010. The findings of the study suggested that except pulses and oilseed production of different crops increased during the period. Positive and significant growth of production achieved during 1990-2010 for most of the crops. Among all the crops highest positive growth rate was achieved by Maize (37.9%). Negative production growth rate was found for different pulses and oilseed. Further steps need to be taken to increase the production all the crops to solve the food shortage problem in the country.

APPRAISAL OF SOCIAL MEDIA AS A STRATEGIC MARKETING TOOL

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ABSTRACT

In this technology driven era, marketers understand that they need to keep pace with changes taking place or risk being outdated. Social media as a marketing tool is garnering huge attention. In the present scenario it is not possible to devise a marketing strategy without including social networks. Social media has become an essential element in marketing mix in general and promotion mix in particular. It has made it possible for one person to communicate with thousands of other people about the products or services that are available in the market and the companies that are providing it. Social media has magnified consumer to consumer communication in the marketplace. Companies have realised that a properly executed social media marketing campaign can take a company to new heights.

A BRIEF ANALYSIS OF INDIA-JAPAN BILATERAL TRADE: A TRADE INTENSITY APPROACH

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ABSTRACT

Bilateral trade between India and Japan have maintained over a period of time. But the volume of trade between them is at a low level, relative to the size of their economies. This paper is an attempt to measure strength and nature of bilateral trading relationship between India and Japan. Several statistical indices can be used to measure trade relations between two nations. This paper has used one such index such as trade intensity. Trade intensity indices have been calculated for the period from 2001 to 2011. Both countries' bilateral trade relationship described in terms of intensity indices helps to identify how intensively the countries are trading with each other. Thus, this study found that intensity between two countries is low. However, from the analysis made it is obvious that both countries have much trade potential to reap between them.

TALENT MANAGEMENT AS A NEVER-ENDING WAR FOR TALENT: AN ANALYSIS

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ABSTRACT

Human capital is a precious and scarce resource and management of it is considered as a tough and crucial job for Human Resource Personnel. Nowadays the organizational environment has become global, complex, dynamic, highly competitive and extremely volatile and due to these factors long run survival of corporate entities became difficult. To overcome such problems, the enterprises have to adopt sound personnel policies and strategies for the smooth operation of the organization as talented employee occupies a key role in the achievement of organizational goals. The organizations have to be global and systematic in managing their human capital with a hope of gaining and sustaining a competitive advantage in future. Globally the Human Resource Professionals recognized the importance of efficient and effective talent management practices for sound and healthy operation of an organization and making more investment into talent development initiatives which currently is a challenge. By considering the human capital as an important component for the Nation's growth, the Indian Government has placed utmost importance for talent management prospects. Talent Management in organizations is not just limited to attracting the best people from the industry but it is a continuous process that involves sourcing, hiring, developing, retaining and promoting them while meeting the organization's requirements simultaneously. On the above backdrop, the present study is undertaken to analyze the talent management practices for the best of the organisations in particular and the nation as a whole.

A STUDY ON HUMAN RESOURCE ACCOUNTING

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ABSTRACT

Human resource accounting has very high significance not only for the management, but also for analyst and even for employees. It helps management in better utilization, planning management of human resources in the organization while for analyst, Even today, when a good deal of work has been done in this field, it is very much unfortunate that there is not only set pattern or generally accepted method either for valuation of human resource or for their recording in books of accounts or for the disclosure of information by means of different statements. In the present paper conclusions are drawn from literature whose goal was to put information on intangibles into financial and non-financial frameworks. The analysis primarily focuses on two concepts: The human resource management oriented concept called Human Resource Cost Accounting (HRCA) and Human Resources Value Accounting (HRVA) and the strategic management oriented concept called Balanced Scorecard (BSC). Measurement of the investment in human resources will help to evaluate the charges in human resource investment over a period of time. This paper aims at analyzing the application of Human Resource Accounting in large scale industries.

DETERMINANTS OF TOBACCO OUTPUT IN ZIMBABWE

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ABSTRACT

The study attempts to model the determinants of tobacco output in Zimbabwe over the period 1980 to 2012. An Ordinary Least Squares estimation technique is adopted and some necessary statistical and econometric specification tests are performed. The findings reveal that acreage is a positive determinant of tobacco output while the number of growers and the price of a substitute crop (soya beans) have a negative effect on tobacco output. Although these variables are significant, their influence on tobacco output is minimal as depicted by the elasticities estimates which are less than one. Tobacco prices and rainfall have an insignificant effect on output at the 5% level of significance. The study recommends the expansion of acreage and irrigation facilities in order to boost tobacco output.

NATURAL RESOURCE ENDOWMENT AND ECONOMIC GROWTH IN AN OIL EXPORTING COUNTRY: THE CASE OF NIGERIA

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ABSTRACT

The question of whether natural resource endowment in a country is necessary or sufficient for economic growth has been an issue of debate since the contribution of Sachs and Warner (1995). Thus, this study examines the long-run impact of natural resource (oil) endowment on economic growth in Nigeria. The result indicates that the variables are inter-related, and that they have long-run relationship. We therefore proceed to estimate the long-run impact of oil resource endowment on economic growth using the fully modified ordinary least square (OLS), because the conventional OLS can yield results that are biased and inconsistent. The result showed that net oil export has a positive and significant impact on economic growth in Nigeria in the long-run. The implication of this is that even though it seems that a resource curse exists in Nigeria now, in the long-run, oil resource "curse" can be converted into resource "blessings". However, when oil resource endowment is measured with oil export, it was observed that although the coefficient had positive relationship with economic growth, it was not statistically significant implying that there is neither a resource "curse" or "blessing" in Nigeria in the long-run. Overall, we conclude that that good governance is necessary to achieve economic growth in the long-run.

CONSUMER BEHAVIOUR WITH REFERENCE TO HOME APPLIANCES IN TIRUVARUR TOWN

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ABSTRACT

The present study Consumer behaviour – A study with reference to home appliances is aimed analyzing the role of consumers involving pre-purchase activities and making the final decision. Consumer behaviour is the corner stone of marketing strategy. Business units aiming at increasing sales must understand the behaviour of consumers. The study is based on survey method. The primary data were collected from the respondents using an interview schedule. The study was a stupendous task because of large number of households. A sample of 150 respondents possessing Indian made home-appliances covered in the study was selected, by using convenience sampling method. The convenience sampling is one of the non-probability sampling methods. The reason of using this method was the non-availability of the list of universe. The study was conducted in Tiruvarur Town. In a competitive economic system, the success of the business units depends on an accurate knowledge of the consumers. An understanding of consumer behaviour is essential in Marketing planning and programmes and one of the most important keys to successful marketing. The increase in population, the increase in the diversity of population and the ever expanding choices and freedom, and the study of consumer behaviour are must for the marketing function.

SELF HELP GROUP-BANK LINKAGE PROGRAMME AS AN INSTRUMENT OF ECONOMIC UPLIFTMENT OF POOR WOMEN OF ASSAM: A CASE STUDY OF RAHA BLOCK OF NAGAON DISTRICT

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ABSTRACT

Indian society has always placed a very respectable position to the women. Ensuring gender equality in different socio economic sphere has always remained the top priority of policy makers. Notions of women empowerment and their security can always be observed in the manifestos of all the political parties. Despite this, the present socio economic status of women in India is very miserable. Except the women belonging to the high class group, the entire class of poor women is surviving in the worst possible socio economic condition. In this context the Self Help Group (SHG) -bank linkage programme as launched by NABARD in 1992 can become a very effective tool of uplifting the socio economic status of poor women. There are enough evidences across the globe to show, how the SHG- bank linkage programme through its functioning can provide productive employment opportunity, safe credit facility, saving opportunity and thereby can eradicate poverty. However this programme had started quite late in Assam in compare to other states of the country. Therefore in order to access the success of this particular programme in Assam, an attempt is going to be made to study the pre and post economic condition of women SHG member of Raha block of Nagaon district.



HUMAN RESOURCE MANAGEMENT SCENARIO IN INDIA

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ABSTRACT

The human resource management is a proactive central strategic management activity which is different from conventional personnel management. So now a day's Human resource is considered as the backbone of any economic enterprise. In recent years the economist has added "Human resource" besides land, capital and technology as the key factor for building and developing the nation. The HRM is a growing concept. Indian economic scenario is undergoing a basic structural change affecting all walks of life. Physical, behavioral and psychological differences among individuals have increased with rapid changes taking place in the management process of the organizations. These have implications in the design of recruitment, selection, training and development, compensation, programme, performance appraisal, employee discipline, promotion and transfers etc., are becoming difficult for implementation due to poor understanding of personnel management by the employees so it represent a new model of HRM has been focused on the HR policies and practices followed in company related to HRP Recruitment, Performance Appraisal, HRA, DA, Labor Welfare Measures. The success of the company is purely based on the Human Resource Policies and Practices.

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Thanking you profoundly

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