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EMPLOYEE JOB SATISFACTION AND IT'S IMPACT ON PRODUCTIVITY – A THEORETICAL STUDY

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ABSTRACT

Employees are the foremost assets of any organization. They play a pivotal role in the growth of the organization as long as they are satisfied with their jobs. Job satisfactions form a major part in an organization's development or otherwise as it has direct impact in the productivity. This study reveals various factors influencing an employee's job satisfaction, its effect on productivity and steps to improve the employee's level of satisfaction.

INNOVATIVE WORK CULTURE AT INDIAN PHARMA INDUSTRY LEADING/ MOTIVATING TO NEW PRODUCT DEVELOPMENT IN INDIA

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ABSTRACT

Indian pharmaceutical sector is a growing and competitive sector so to remain in market not only development of new drugs and new molecular entity is necessary but launching of new products in less span of time using minimum expense also necessary. Therefore, creation of innovative environment in workplace, hiring a suitable candidate and keeping them motivated, is vital for the companies. Pharmaceutical Research and Development centres(R&D) in India are facing challenges like low output, long product development time, high failure rate and high expense to output ratio. This study is done to identify the attributes responsible for low efficiency of research and development and lack of innovation in work culture in Indian pharmaceutical industry and also compare the increase in the spending of pharma companies on R&D year on year. The main purpose of this paper to explore the role of HR for improving R&D innovation ability, reducing cost and increase the potential success rate and provide vital contribution in changing the R&D model. Based on literature review and analysis of secondary data, it has been observed that Multiple Decision-Making (MCDM) tools like AHP (Analytical Hierarchy Process) is useful tool for HR in decision making. HR can use AHP tool for creating innovative work culture and skill inventory through right employee selection in R&D. This paper gives you the overview of the use of AHP in employees selection process so that Pharmaceutical R&D can boost the success rate in development of new product.

**STUDY OF MIGRANT TRIBAL WOMEN WITH SOCIO ECONOMICS STATUS - WITH
SPECIAL REFERENCE TO SOCIAL INTERVENTION**

**Dr. B. P. ADHAU
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TAKSHASHILA MAHAVIDYALAYA
AMRAVATI**

ABSTRACT

Thousands of tribal women from their hinterlands in tribal area to Urban city centers mainly in search of Employment. They are new to the city life style and environment and find it difficult to make adjustment with the changed situation and environment. They have to face a number of problems in the cities they get migrated moreover they are exploited both financially and sexually by the non-tribal in the cities with a view to examine the socio- economic condition of these migrant tribal women in the cities and to study the problems faced by them it was proposed to conduct a research study.

PERSONALITY TRAITS AND BEHAVIOURAL BIASES OF EQUITY INVESTORS OF INDIAN CAPITAL MARKET – A STRUCTURAL EQUATION MODELLING AND CLUSTER ANALYSIS

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ABSTRACT

According to the traditional economic theory which is based on efficient market hypothesis, the stock prices can fully reflect all the relevant information of the capital market. Individual investors can only earn normal returns by analyzing available information in the public domain. In reality, investors are likely to make different decisions or they may follow the recommendations of the portfolio managers. Though the individual investors are able to obtain better information about the capital market, their decisions are not completely rational due to the existence of various investment biases. This study sought to determine the relationships among investor personality traits, investor behavioural biases, investment style and individual investor Investment performance at the Indian Equity Market. A Purposive sampling method was used and data was collected from 727 respondents. Statistical techniques such as Factor analysis, Structure Equation Model, Cluster analysis are used. The primary objective of Cluster Analysis is to classify objects into relatively homogeneous groups based on the set of variables considered. This study also serves as a reference point for investors to understand how their behaviour affects their Investment performance and thus learn to avoid those behaviors that negatively impact the value of their investment and also incorporate fundamental information in their buying and selling decisions.

A STUDY ON THE CONSTRAINS FACED BY THE SCHEDULED CASTE (SC) WOMEN UNDER NATIONAL RURAL LIVELIHOODS MISSION (NRLM) IN LAKHIMPUR DISTRICT OF ASSAM

**Dr. DIGANTA KUMAR DAS
ASST. PROFESSOR
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ABSTRACT

The National Rural Livelihood Mission (NRLM) aims at to reduce poverty among rural BPL through promotion of diversified and gainful self-employment and wage employment opportunities to provide appreciable increase in income on sustainable basis. During the last few decades, it is observed that the plans and programmes which have been introduced by the government in India for alleviating the poverty has not totally reached the weaker section of the society particularly the STs and the SCs. Since women are considered as the family caretaker, their development is thus very much concentrated. Thus, the present research paper has made an attempt to study the working of microfinance under NRLM in rural areas particularly its impact on the Schedule Caste (SC) women in an economically backward place like Lakhimpur district of Assam. The study is based on secondary data collected from books, journal and internet.

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