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BRAND PRIDE AS A CONSTRUCT CONTRIBUTING TO RETAINING MISSION CRITICAL TALENT OF THE ORGANIZATION: A COMPARATIVE STUDY OF SELECTED ORGANIZATIONS

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ABSTRACT

The present study is an endeavor to find out the significance of brand pride as a major construct which plays a tremendous role in retaining what we call the star performers of the organization, which is a result of multiple organizational practices to create an employer brand image & to ensure the delivery of the brand promise to the employees, leading to the creation of stable organizations. In this quest a comparative study of the selected organizations in the IT sector was conducted. The study followed the grounded theory methodology wherein the raw qualitative data was chunked under the one critical antecedent dimension of organizational people practices; i.e the brand pride. The sampled organizations; Genpact, Infosys and Google were finalized through incidental sampling within theoretical sampling. The qualitative data was collected through 95 long interviews, participant observation and secondary data. The software, Atlas. ti was used to content analyze the data. The main findings of the qualitative study showed that retaining the star performers of the organization is a function of creating a brand pride amongst the executives at all levels in the organization which manifests itself in the brand delivery and the brand image of the organization. The sub-constructs that evolved under brand delivery were: I. Employee care (1) first experiences, (2) experience of exceptional employee care through life cycle in the job, (3) experiences of infrastructural & recreational facilities, (4) Employee friendly policies & processes ('Rigorous' in the context of ITES & 'Flexible' in the context of IT product companies). II. Perceived fairness (5) Equal opportunity, (6) Transparent processes. III. Opportunities for learning & Development IV. Growth path for each performer through seamless opportunities for growth & advancement.

CONSUMER ATTITUDE AND PERCEPTION TOWARD BRANDS OF EDIBLE OIL: AN EMPIRICAL STUDY

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ABSTRACT

Opening of Indian economy has enhanced the brand consciousness of customers. Today different brands of edible oil are available in the market. Consumers have specific preferences & choice & they evaluate them on the basis of aspects like price, quality, health & packaging etc. The present study undertaken to examine the consumer attitude and perception toward brands of edible oil. Researcher has tried to establish relationship between product quality with consumer satisfaction and brand loyalty. Data was collected from 323 customers in Dehradun city to analyse the demographic profile of customer and its relationship with brand preferences. It was found that quality is the main consideration in selecting the brand of edible oil. It is also seen that quality leads to satisfaction and further enhances the brand loyalty.

CAPITAL STRUCTURE AND ITS IMPACT ON PROFITABILITY OF AUTOMOTIVE INDUSTRY: THE INDIAN CASE

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ABSTRACT

Capital structure represents the proportion in which equity capital and debt capital is employed to finance the assets of the companies. Over the years capital structure decision is very crucial and important because of the fact that it affects net profit, earning per share, cost of capital, dividend pay-out ratio and liquidity position of the companies and consequently the value of the companies. The purpose of this paper to measure, evaluate and empirically studies the relationship between capital structure and financial performance of automotive companies in India. The data of nine major companies from automotive industry, listed in Indian Stock Exchange (BSE/NSE) has been taken as sample for the study. Study depicts that there is a weak negative correlation between proxies of capital structure and proxies of financial performance. A linear regression model has been developed and it is observed that there is negative and low degree of relationship between the variables under study and there are many other elements and factors apart from capital structure which determine and affect the financial performance of the companies under study.

MERGERS AND ACQUISITIONS IN INDIAN BANKING SECTOR: AN IMPACT ANALYSIS WITH SPECIAL REFERENCE TO SELECT SURVIVING COMMERCIAL BANKS (INDIAN OVERSEAS BANK AND FEDERAL BANK LIMITED)

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ABSTRACT

It is generally held opinion that flowing water is free from contamination; and stagnant water is the fulcrum of contamination. This can be encapsulated in relation to corporate sector as growth is the essence of corporate life; and stagnation is death of corporate life. Hence, growth strategies are imperative to keep the wheels of organization on a growth track on continuous basis. The banking sector in India is not an exception to it as banks are operating not under static and stabilized conditions but under ever changing condition since the implementation of LPG policy in 1991. In this backdrop, the present paper aims to evaluate the impact of external growth strategy namely mergers and acquisitions in the banking sector. It aims to determine the impact of mergers on Profitability, Efficiency and Solvency of acquiring banks or bidder banks. For this purpose several relevant and critical financial parameters are used such as Interest spread ratio, Net profit margin, Return on net worth, Interest income/Total fund, Interest expended/Total fund, Operating expenses/Total fund, Net income/Total fund, Credit deposit ratio, Interest coverage ratio and Cash deposit ratio. Data required to evaluate the impact of mergers on surviving banks are collected by dividing study 10 years in to pre-merger period of 5 years and post-merger period of 5 years excluding the year of merger. And so categorized data is systematically Compiled, Classified, Tabulated, and Analyzed and interpreted by using appropriate statistical tools and techniques. To be more specific Paired T-test has been applied to conclude the hypotheses set for the present study. In the ultimate analysis, it can be inferred that there is a positive impact of the event of merger on both Indian overseas Bank and Federal Bank. But the extent of positive impact is found more in case Indian Overseas Bank than Federal Bank.

EXAMINING WEAK FORM EFFICIENCIES IN STOCK MARKETS OF INDIA AND CHINA

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ABSTRACT

This paper reports the results of a test on the weak form market efficiency applied to Sensex of Bombay Stock Exchange (BSE) of India and SSE of China from January 2009 to June 2014. We use variance ratio test on daily return data to test the hypothesis that the stock price index follows random walk. Our results show that the Sensex and SSE are not weak form efficient.

THE MARKET FOR GREEN BUILDINGS IN EMERGING INDIA: A LITERATURE REVIEW AND RESEARCH AGENDA

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ABSTRACT

We reside and work in the buildings which protect us from nature's extremes, but they also affect our well-being in countless ways. Buildings have a major impact on the environment and human health. "Green Building" is gaining momentum in India, as a result of environmental impacts of building activities are becoming more apparent. Green buildings transform the buildings' design and operations to create more comfortable, healthier and sustainable built environments while reducing energy and water consumption, greenhouse gas emission and solid waste generation. Green buildings reduce costs, increase value, and achieve better results in the design, construction, and operation of built environments taking life cycle of buildings in a holistic sense. It includes consideration like, where building materials are sourced, the energy and water sources used and the effect on the buildings' surroundings. Green Building practices and techniques reduce the impacts of buildings on environment and human health. Sustainable building design concepts are increasingly being incorporated into building design and construction through green building rating systems. In the light of above, this paper makes an earnest attempt to gain insight into the various concepts and critically examines the relevant literature on market situation for Green Buildings and provides broad guidelines for the future research.

COMPARATIVE STUDY ON AMWAY & AVON ON THE BASIS OF MLM

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ABSTRACT

Multi-level marketing is a strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of others they recruit, creating a chain of distributors and a hierarchy of multiple levels of compensation. Other terms for such concept include network marketing, pyramid selling and referral marketing. Salesmen are expected to sell products directly to consumers by means of relationship referrals and word of mouth marketing. Some people equate MLM with direct selling, although MLM is only a part of direct selling. MLM companies had been subject to criticism as well as the target of lawsuits. Criticism has focused on their similarity to illegal pyramid schemes, high initial start-up costs, encouraging if not requiring salespeople to purchase and use the company's products, potential exploitation of personal relationships which are used as new sales and recruiting targets, tedious and sometimes exaggerated compensation schemes. However not all MLM companies operate the same way, and MLM groups have persistently denied that their techniques are anything but legitimate business practices. Companies like Amway and Avon have been frontrunner in this concept and people have always relied and had faith on such companies. This Paper has been done to find out the perception of the people of Haryana regarding these MLM Companies with the help of Chi-Square Test.

CREDIT RISK MANAGEMENT IN SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI)

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ABSTRACT

Development Financial Institutions now provide primarily direct finance, and as a part of it, they provide project finance. Generally they have earned positive operating and net profits; all of them have fulfilled Capital Risk Asset Ratio requirements; they have diversified their activities till 1998-99, after which they have suffered from the lowering of their asset quality, which is reflected in their high Non-performing Assets. At present the performance of banks would be judged not by conventional indicators such as deposit growth and credit expansion, but by their success in recovery and reduction in Non Performing Assets. Small Industries Development Bank of India (SIDBI) an All India Development Financial Institution was established, to function as an apex bank for tiny and small industries, under takes the Promotional and Developmental measures designed to achieve enterprise promotion resulting in setting up new units and enterprise and strengthening to enable Micro Small and Medium Enterprises (MSMEs) to face the emerging challenges of globalization and growing competition through select interventions. As any financial institution is confronted with the credit risk for the nonpayment, Small Industries Development Bank of India is also not an exception to this. The more prudent a bank is managing its risk, the better is its image and prospects of survival and growth. Since the Non-performing advances or Non Performing Assets is constantly referred to for indicating the performance and the state of health of various types of financial institutions and loans are the largest and most obvious source of credit risk, an attempt is made to analyse the Non-performing assets of Small Industries Development Bank in relation to its outstanding portfolio. The objective of risk management in bank operations is to minimize negative effects the risks can have on the efficiency of a bank. As such, in the present study, the impact of Non Performing Assets on the efficiency variables identified is also assessed. The result of regression analysis shows that the impact of Gross Non Performing Assets ratio as well as Net Non Performing Assets ratio on the efficiency indicators is lesser in SIDBI. Hence the credit risks are better managed by SIDBI.

OBSTACLES FOR AGRICULTURAL COOPERATIVES DEVELOPMENT IN AMBO ZURIA WOREDA/DISTRICT/, OROMIYA REGION, ETHIOPIA

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ABSTRACT

Cooperatives have been accepted as a major vehicle for rural development. A little research has been done on obstacles for the development of primary agricultural cooperatives at grassroots level. The objectives of the study were: to study the participation of cooperative members towards cooperative development; to study the major problems affecting the development of agricultural cooperatives in Ambo Zuria Woreda and to identify the suitable measures to overcome the inherent weaknesses of agricultural cooperatives development. Survey strategy was adopted for the study. In addition, some Participatory Appraisal Tools and techniques-mainly group discussions were employed to complement the survey statements, and multistage sampling procedure was used for selecting sample. Major findings of the research revealed that the vast majority of members' economic conditions didn't improve after joining cooperatives. Lack of cash credit led 52.2 % of the members to borrow from friends and 34.3 % from relatives while 50.7 % borrowed from moneylenders. Credit in kind was low except for fertilizer. In addition to the above constraints, lack of regular purchase of grain, lack of timely supply of inputs, high price of inputs, low support from union and poor management of cooperative were identified. The majority of the members didn't sell their produce to the cooperatives because the cooperatives occasionally purchased grain, were not paying good prices, were not giving dividends and significant number of farmers were not in a position to produce marketable surplus. Establishing rural saving and credit associations, establishing market linkage for farmers' products with private businesses, timely supply of inputs, expansion of intensive agriculture, improving the fertility status of the soil and improved support of unions will increase the number of members in cooperatives and result in improved living standard of the rural mass. Stakeholders of agricultural cooperatives with the participation of farmers should, however carefully evaluate the situation, prioritize and solve the obstacles of agricultural cooperatives development.

ESTIMATION OF PARAMETERS OF STRUCTURAL CHANGE UNDER SMALL SIGMA APPROXIMATION THEORY

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ABSTRACT

In this paper, the structural change in a linear regression model over two different periods of time is estimated. The ordinary least squares and Stein-rule estimators are employed to estimate the structural change. Their efficiency properties are derived using the small sigma theory and dominance conditions are derived.

ROLE OF NGOS FOR SOCIO-ECONOMIC DEVELOPMENT IN RURAL AREAS THROUGH ICT: AN EMPIRICAL STUDY

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ABSTRACT

Information and Communication Technology (ICT) is constantly evolving in our daily lives. Rural development in India is one of the important factors for the growth of Indian economy. To enhance Rural Development, government and Non- Government Organizations (NGOs) are extensively involved in educating and training the rural population. ICTs are quite easily used by the urban peoples and also ICT plays a great role in their daily life. Does ICT also play a great role in the social and economic life of rural people? The main aim of this study is to find out the role of NGOs for Socio-Economic development in rural areas through ICT in Coimbatore District.

MICRO FINANCE AND WOMEN EMPOWERMENT: AN INDIAN PERSPECTIVE

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ABSTRACT

In India, the emergence of liberalization and globalization in early 1990's aggravated the problem of women workers in unorganized sectors from bad to worse almost of the women who were engaged in various self-employment activities have lost their livelihood. Despite in tremendous contribution of women to the agriculture sector, their work is considered just an extension of household domain and remains non-monetized. Microfinance is emerging as a powerful instrument for poverty alleviation in the new economy. Economic empowerment results in women's ability to influence or make decision, increased self-confidence, better status and role in house hold etc. Micro finance is necessary to overcome exploitation, create confidence for economic self-reliance of the rural poor, particularly among rural women who are mostly invisible in the social structure. This paper seeks to examine the impact of Micro finance with respect to poverty alleviation and socioeconomic empowerment of rural women.

CONSUMER DEMOGRAPHICS AND ITS INFLUENCE ON THEIR CAR PREFERENCES IN INDIAN FOUR WHEELER MARKET

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ABSTRACT

The automobile industry today is the most lucrative industry. Due to the increase in income of both rural and urban sector and easy finance being provided by all the financial institutes, more number of consumers are purchasing four wheeler based on the income level and needs. Competition is heating up in the sector with a host of new players coming in and others like Audi, BMW all set to venture in the Indian markets. One factor that could help the companies in the marketing of their car products is by knowing their customers' four wheeler preferences. However, the customers' four wheeler preference is based on their demographics influence such as age, gender, occupation, income level. Hence, this research attempts to answer this question regarding four wheeler preferences of Indian consumers based on their demographic profiles. This research will be helpful for the new car entrants and existing car companies in India to find new ways to market their products by understanding customers' tastes and preferences based on their demographics.

ANALYSIS OF WORKING CAPITAL MANAGEMENT IN INDIAN INDUSTRY: A COMPARATIVE STUDY OF SELECTED INDUSTRIES

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ABSTRACT

Working Capital position not only is important from an internal standpoint; it also is widely used as one measure of the firm's risk. Risk, as used in this context, deals with the probability that a firm will encounter financial difficulties, such as the inability to pay bills on time. All other things being equal, the more net working capital a firm has, the more likely that it will be able to meet current financial obligations. The present paper is an attempt to study the size, liquidity and efficiency of working capital components in Cotton Textile Industry, Man Made Textile Industry, Cement Industry, Chemical Industry and Iron & Steel Industry during 1999-2000 and 2010-11(12 years period). For this purpose, current assets to total net assets Ratio, Current Ratio, Quick Ratio, Inventories to Sales Ratio, Sundry Debtors to Sales Ratio, which have been published in various issues of monthly bulletins of RBI are used. For the purpose of comparison and drawing meaningful conclusions, statistical techniques such as, Mean, Standard Deviation, Co-efficient of Variance, t-test, etc., have been used and concluded that (1) the ratio of current assets to total net assets was low in all selected industries, except in Chemical Industry (2) the liquidity position was poor in all selected industries, except in Chemical Industry, (3)The efficiency in utilizing the inventories was very poor in all selected industries, except in Chemical Industry (4) the efficiency in utilizing the sundry debtors was very poor in Chemical Industry.

DISCIPLINARY ACTION TAKEN ON EMPLOYEES AND ITS IMPACT ON THE MORALE OF THE EMPLOYEES: A STUDY

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ABSTRACT

Discipline must be maintained in any culture, including the culture of any private sector organization. An employer has a legitimate right, if not an obligation, to expect employees to meet acceptable standards of performance and behavior, including maintaining satisfactory attendance, performing work in a careful, accurate and efficient manner, following job instructions, following safety rules and practices, and accepting job assignments or instructions from supervisors. Management should always keep in mind the educational function of corrective discipline. Consistent discipline helps to set limits: It lets employees know what they can and cannot do. Inconsistent discipline inevitably leads to confusion and uncertainty. When some rules are permitted to go unenforced, employees may either (1) decide to ignore all rules, or (2) become confused about what is really required of them. However, exceptions to the consistent application of discipline should be limited to extraordinary situations. The exception should not, in other words, "swallow the rule." Also, when there is a well-deserved departure from standards, the employee should be told that (s)he is being given extra consideration and that his/her conduct would normally result in a more severe disciplinary action. The action taken should, in turn, be documented as "the exception." Discipline is a must for every organization that wants to move forward. It is very essential for the smooth running of any firm. It is also very important for peace and harmony in an organization. Peace between employees, customers and clients. It is always necessary for discipline to be instilled in employees to get the best out of your workforce.

INFORMATION TECHNOLOGY IN BANKING SECTOR

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ABSTRACT

Financial institutions, particularly banks rely heavily on gathering, processing, analyzing, and providing information in order to meet the needs of customers. The last decade the banking industry has been in the process of fundamental changes. These changes brought new competitors into the marketplace. Banks have become more customer-orientated aiming at the satisfaction of their customers. Initiation of Information Technology and Communications networking system is set to change the operating environment of banks drastically. Technology has already enabled some of the banks to introduce innovative products to their customers in the form of ATM facility, Telebanking, Home Banking, 'Anytime' and 'Anywhere' banking, etc. Technological advances have allowed banks to provide innovative, new services or improvements in quality and convenience that attract new customers and increase demand. Technological innovations have enabled the industry to open up efficient delivery channels. It is said that IT has helped the banking industry to deal with the challenges the new economy poses. In this paper, an attempt has been made to discuss the various developments done in Banking Sector with their applications in different areas like customer, working of banks and employees. Also various services which are being offered by the banks to the customers is the focus of this paper. But these innovations produce some challenges as well which are also the part of this research paper.

NON-GOVERNMENTAL ORGANIZATIONS AND THEIR ACCOUNTABILITY

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ABSTRACT

Non-governmental organizations (NGOs) have overtaken a wider variety of roles from the government. Also a lot of social welfare measures have been delegated to them by the government or even by the private sector for implementation. Bu there has also been increase in cases of misappropriation and mismanagement of grants provided for welfare schemes. So, it becomes essential to assess to accountability of NGOs in terms of utilization of funds as well as their impact on the target groups. This paper delves into the issues of how, why and in what measures accountability of NGOs should be instituted in the contemporary scenario.

LEGAL FRAMEWORK OF ENVIRONMENTAL ACCOUNTING IN INDIA

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ABSTRACT

The Study Focused on the legal Framework of environmental accounting in India. The main purpose of this paper is the effect of environmental accounting on the companies. The study described the all the rules and regulations related to the environmental accounting. It also examined the why the companies are used the environmental accounting. The study analyzed environmental accounting benefit able for the companies as well as customers. The study based on descriptive nature. It also observed that the environmental accounting had positive effect on the companies.

CORPORATE SOCIAL RESPONSIBILITY: AN INDIAN PERSPECTIVE

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ABSTRACT

India had a robust history of philanthropy. Corporate sector philanthropy can be traced in 20th century when companies provide huge funds for social welfare activities. But now in 21st century there is a need to distinguish between philanthropy and corporate social responsibility. As philanthropy is voluntary in nature, so very less companies were there who recognised their responsibility towards the stakeholders. So Companies Act, 2013 introduced the concept of corporate social responsibility under section 135 that makes it mandatory for companies of a certain size and profitability to spend 2% of their average net profits of previous 3 years on corporate social responsibility. Insertion of this section legally acknowledges that corporate sector needs to take a balanced view of the components of corporate social responsibility and implement the strategies in coherence with their vision, mission and values. In this paper an attempt has been made to highlight the need of legal recognition of corporate social responsibility provision by studying a sample of top 30 companies in India.

PONZI SCHEMES: A FRAUDULENT BITE

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ABSTRACT

The paper deals with the origin of ponzi scheme and the factors which have been largely responsible for mushrooming of these schemes in India. The financial impact of the schemes in India has been also analyzed along with the steps taken by the regulators for controlling the illegal flow of money in hands of fraudulent companies. The effect the Prime Minister's Jan Dhan Yojna may have on reducing the siphoning of money from hands of unbanked sector of Indian society has also been discussed.

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Thanking you profoundly

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