

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5504 Cities in 190 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN ANALYSIS ON THE PERCEPTIONS AND INITIATIVES OF CSR IN IT INDUSTRIES OF SOUTHERN INDIA <i>A. K. NEERAJA RANI &amp; DR. G. SUNITHA</i>	1
2.	TRENDS AND INNOVATION IN MALE GROOMING INDUSTRY <i>DR. SANGEETA KOHLI &amp; NIGAAR PATEL</i>	3
3.	METRICS & ASSESSMENT OF EMPLOYER BRANDING <i>VENKATESH NAGA DEVAGUPTAPU</i>	5
4.	TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS: AN AREA CENTRIC ANALYSIS <i>ABHISHEK PANDEY &amp; B.P. SINGHAL</i>	9
5.	THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON EMPLOYEE PERFORMANCE <i>T PRAVEEN KUMAR &amp; DR. R. S. MANI</i>	13
6.	MANAGING HOSPITALITY WORKFORCE – VICIOUSLY WORRISOME FOR HUMAN CAPITAL SPECIALISTS IN VARIOUS RESORTS OF UTTARAKHAND <i>SHIKHA CHANDNA &amp; DR. J. K. TANDON</i>	18
7.	LEADER SETS OFF THE CULTURE <i>DR. S. KRISHNAMURTHY NAIDU, D. SATYANARAYANA &amp; E. SURESH</i>	21
8.	TRAINING OF YOUTH FOOTBALL PROJECTS AND ITS CONTRIBUTION TO THE MAIN CLUB REFERS TO KEMBATA TEMBARO ZONE TOWNS PARTICIPANT CLUBS <i>DR. MILKYAS BASSA MUKULO</i>	23
9.	FACTORS AFFECTING THE BUYING BEHAVIOR AND BUYING PREFERENCES FOR RESIDENTIAL HOUSES IN BANGALORE CITY <i>D. M. ARVIND MALLIK</i>	26
10.	JOB STRESS AND QWL OF EMPLOYEE'S IN TIRUPUR TEXTILE INDUSTRY <i>DR. R. KANAKARATHINAM</i>	33
11.	CHALLENGES AND OPPORTUNITIES IN HUMAN RESOURCES <i>ARCHANA RAMCHANDRA PATIL</i>	37
12.	A STUDY ON STRESS LEVEL OF WORKERS IN CONSTRUCTION SECTOR (WITH SPECIAL REFERENCE TO NRI'S IN UAE) <i>AKHILA.P.S</i>	39
13.	e-PAYMENT: A SOLUTION IN POST DEMONETISATION ERA <i>MEENAKSHI MITTAL &amp; NANCY BANSAL</i>	44
14.	ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI <i>DR. M. RIFAYA MEERA &amp; H. SAKTHI VADIVEL PANDIAN</i>	47
15.	A STUDY ON FINANCIAL HEALTH OF BALRAMPUR CHINI MILLS LTD., UTTAR PRADESH <i>A. ROJAMMAL &amp; DR. S. BABU</i>	60
16.	DIMENSIONS OF JOB SATISFACTION AND ITS IMPACT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AT THE SRI LANKA ADVANCED TECHNOLOGICAL EDUCATION (SLIATE) <i>P.P.G.T. GURUGE</i>	66
17.	A STUDY ON 'ECONOMIC AND INDUSTRIAL DEVELOPMENT' ROLE OF TAMILNADU INDUSTRIAL INVESTMENT CORPORATION IN RAMANATHAPURAM DISTRICT <i>R. MUTHUSAMY</i>	71
18.	A STUDY ON CUSTOMER PREFERENTIAL FACTORS TOWARDS LIFE INSURANCE CORPORATION OF INDIA PRODUCTS IN MADURAI DISTRICT <i>S. KUMARESAN</i>	79
19.	MONITORING AND SURVEILLANCE (MOS) OF BANKING OPERATIONS: A TECHNOLOGICAL PERSPECTIVE <i>Y. GEETHA DEVI</i>	85
20.	STUDY ON EMPLOYEE JOB SATISFACTION <i>K.V.S. SREEDHAR</i>	87
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>92</b>

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON****LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**FORMER CO-ORDINATOR****DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISOR****PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****PROF. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR****DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD****PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**DR. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**DR. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**DR. CLIFFORD OBIYO OFURUM**

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

**DR. KAUP MOHAMED**

Dean &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**DR. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

**DR. S. TABASSUM SULTANA**

Principal, Matrusri Institute of P.G. Studies, Hyderabad

**DR. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**PROF. SANJIV MITTAL**

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**DR. ANA ŠTAMBUK**

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**DR. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**PROF. NAWAB ALI KHAN**

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**MUDENDA COLLINS**

Head of the Department of Operations &amp; Supply Chain, The Copperbelt University, Zambia

**DR. EGWAKHE A. JOHNSON**

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

**Dr. A. SURYANARAYANA**

Professor, Department of Business Management, Osmania University, Hyderabad

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**PROF. ABHAY BANSAL**

Head, Department of I.T., Amity School of Engineering &amp; Technology, Amity University, Noida

**DR. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**DR. JAYASHREE SHANTARAM PATIL (DAKE)**

Head of the Department, Badruka PG Centre, Hyderabad

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**DR. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**DR. OKAN VELI ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**DR. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**DR. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**DR. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**DR. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**DR. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**SURJEET SINGH**

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

**DR. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**DR. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**FORMER TECHNICAL ADVISOR****AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

#### **THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

#### **DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

#### **NAME OF CORRESPONDING AUTHOR**

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**



12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- 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.

**JOURNAL AND OTHER ARTICLES**

- 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.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## TRAINING OF YOUTH FOOTBALL PROJECTS AND ITS CONTRIBUTION TO THE MAIN CLUB REFERS TO KEMBATA TEMBARO ZONE TOWNS PARTICIPANT CLUBS

**DR. MILKYAS BASSA MUKULO**  
**ASST. PROFESSOR**  
**WOLAITA SODO UNIVERSITY**  
**SODO TOWN**

### ABSTRACT

*This study was conducted with ultimate objective of exploring the training of youth football project and its contribution to the main clubs refers to Kembata Tembaro zone town's participant clubs. Three sample youth (junior-B) projects were selected, from five town participant clubs, Thus, the subjects in the study were 75 players, 3 coaches, and 3 administrative officials. In this study descriptive survey method was used. The data gathered through interview and observation was analyzed through descriptive statements. The major findings indicate that failure of coaches to manage and follow players throughout the training session, inappropriate or wrong methods of warm-up and cool-down by players, affect the training program of youth football projects and its contribution to the main clubs.*

### KEYWORDS

youth football project, warm-up, cool-down.

### INTRODUCTION

Football is the world's most popular form of sport being played in every nation without expectation. Sport has become a popular pastime among the people. Above all, interest in football has been growing in the country over the years. The rapidly increasing popularity of football has also need a demand of excellent performance. Football is essentially a simple game based on intelligent interposing. For youth project player's skills, techniques and good movement are most easily grasped in a simple form. However, the program of youth football training should be capable of producing players who are beneficial to the main clubs. This can be achieved through a well-organized and structured youth football development program.

Training of youth football program is the base and the main source for a club and the future elite players will be equipped with the fundamental and basic components as technical, tactical, physical and psychological demands of the modern football. Therefore, highly organized and well-structured youth football training program is very important. Clubs to be a good competent and successful at national and international level, it is mandatory to train and cultivate youth players from early age with such a continual and consecutive program. Since the demands of the main club in the modern football cannot be addressed with only a well-structured program of youth football, the systematic control and assessment of the program in relation to its contribution to the main club is very important. In relation to this Hedstrom and Gould (2004:9) states that, "The youth sport coach can have a dramatic influence on young athlete's development and enjoyment of sport." The researchers were interested to fill the gap and conduct this research to exploring the training program of youth football project and its contribution to the main clubs refers to Kembata Tembaro zone town's participant clubs in Ethiopia.

### OBJECTIVES OF THE STUDY

Youth football development program is the most important time in which players acquire different skills and knowledge that facilitates the development of player's performance which can raise the status of the main clubs. When clubs improve their status depending on the supply of their youth projects this also has a direct impact on the development of national league competitions standard. The objectives of the study were:

1. To assess and evaluate the training of youth football projects.
2. To assess the availability of equipment's and facilities of youth football training projects.
3. To provide possible suggestions to improve the current situation.

### REVIEW OF RELATED LITERATURE

#### BASIC PRINCIPLES OF FOOTBALL TRAINING

Kacany (1987:33) defines training as a complex, long and conscious educational process, with the aim of making use of specific means, to contribute to the achievement of maximum sports performance by a player on the basis of balanced development of his/her personality and further explains training as a systematic process of repetitive, progressive exercise and acclimatization. For this purpose, the principles of training help ensure that sensible, realistic and safe training programs are developed. Therefore, the principles of specificity, overload, progression, variance, and principles of long-term training are the basic principles of training specific to football/soccer. The details of each principle are discussed as follows:

- **Principles of Specificity:** every activity requires a specific mix of fitness components and the training should reflect the contribution made by each component. However, before attempt any specific training it is mandatory to develop a general level of fitness. Here, three main factors must be considered:  
**The individual:** training should be specific to the individual. It is important to assess the initial stage of fitness so that the workload can be accurately estimated.  
**The activity:** first identify the mix of fitness components required and then identify the major joints and muscles that are used or more active.  
**The energy systems:** identify the energy systems used during the activity and their overall contribution to total energy expenditure.
- **Principles of Overload:** this principle indicates that whole point of training is to improve level of fitness, but the level of fitness will have improved only if the body is overloaded. In other words, the body should work harder than normal by increasing the amount of work to be performed. This can be applied through increasing the number of times of the training, increasing the intensity of the activity and Increasing the duration of each individual session.
- **Principles of Progression:** regarding this principle, the body will improve only if it put under stress, but the principle of progression underlines the fact that the amount of overload attempted should be progressively made more difficult. The workload should be increased only once some adaptations have occurred, so it is important to monitor the players or trainee's performance closely so that the coach does not put too much stress on the players too.
- **Principles of Variance:** variety is the spice of life! Doing the same thing week after week becomes monotonous and boring. The principle of variance suggests that a training program should include a variety of training methods. This will help to maintain interest and motivation, and makes sure that the loads of training are varied.
- **Principles of Long-term Training:** footballers experience long-term training effects by overloading regularly and progressively their body systems. Gradual improvements in physiological parameters contribute to enhanced performances. This principle reminds coaches to be patient as they monitor the progress of the footballers and cares them against pushing youngsters too hard, too fast and too soon (Wondimu and Damen, 2004).

**METHODOLOGY**

**SELECTION OF THE PARTICIPANTS**

In this study 75 (60%) of players of 3 (junior-B) projects three/3/ coaches of them and 3/three/ administrative staffs were included. The selection of 3 (junior-B) youth projects was conducted by using simple random sampling techniques. Three town participant clubs (Shinshicho Durame and Damboya) at kembata Tembaro zone youth (junior-B) projects were included in the sample area of the study.

**INSTRUMENTS**

In order to collect the necessary data, the researcher used observation, unstructured questionnaire and interview. A multi-method approach implemented to maintain the validity of the study and to acquire information from different sources.

**PROCEDURES OF DATA COLLECTION**

After designing the research instruments the research was identifying the sample size of the participants. Then, observation of the training session took the first step in data collection. Secondly, date and time of contact were determined and questionnaires were distributed to selected team players and their coaches.

**METHODS OF DATA ANALYSIS**

Participants were given the opportunity to clarify any of the responses. They were also asked whether they had any comment, questions or concerns about the interviews. To ensure that participants responses and ideas have been fairly represented are accurate and complete. The results of data collected through questionnaire, interview and observation were interpreted by using percentage, count and descriptive statements.

**RESULTS**

**APPLICATION OF WARM-UP EXERCISE**

Warming-up is part of the training session, which is practiced at the beginning of the training. This phase of the training session has both physiological and psychological benefits by gently raising the pulse rate to increase the cardiac output and rate of ventilation is dominated by male coaches. Therefore, application of warm up exercise is presented below in the table.

**TABLE 1: RESPONSES ON APPLICATION OF WARM-UP EXERCISE**

No	Activities	Alternatives	Players	
			No. of respondents	%
1	Did you always warm-up your body before the training session?	1. Yes	75	100
		2. No	-	-
2	If your answer for question number 1 is yes, for how many minutes?	1. 10-15 minutes	12	16
		2. 16-20 minutes	43	57.3
		3. 21-25 minutes	20	26.7

As indicated in table 1. Application of warm-up or limbering-up exercise, 75(100%) of players were responded that they warm-up their body before the performance phase or the main session. With regard to the duration (time) of warm-up phase, 12(16%), 43(57.3%) and 20(26.7%) of players were responded 10-15 minutes, 16-20 minutes and 21-25 minutes respectively.

In addition, data from open-ended questions shows awareness difference or gap among players about warm-up. From observation in the training area, coaches do not lead and follow the warm-up phase. As a result, players were not warm-up properly merely they stretch without proper jogging and rushing to the balls concerning the age of coaches. However, John, Michael and Helen (2000:224) suggest that warm-up should start with jogging to gently raise the pulse rate. And this is followed by stretching by giving particular attention to joints and muscles that will be most active. Therefore, coaches should follow and guide while player's warm-up and create awareness about the advantage of proper warm-up or limbering-up exercise.

**APPLICATION OF COOLING-DOWN EXERCISE**

Cool-down exercise is the third phase of the training session. This exercise has been done at the end of the training session because it helps to prevent players from blood pooling and muscle damage. In this phase players are relaxed both physically and mentally from the stress of the main session. Thus, the application of cool-down is presented below in the table.

**TABLE 2: RESPONSES ON APPLICATION OF COOLING-DOWN EXERCISE**

No	Activities Item	Alternatives	Players	
			No. of Respondents	%
1	Did you always cool-down your body after the end of the training session?	1. Yes	75	100
		2. No		
2	If your answer for question number 3 is yes for how many minutes?	1. 1-5 minutes	23	30.7
		2. 6-10 minutes	42	58
		3. 11-15 minutes	10	13.3

Regarding the application of cooling-down exercise after the end of performance phase or main session, 75 (100%) of players cool-down their body. However, with regarded to the duration of cool-down phase 23(30.7%) 42(58%) and 10(13.3%) Of the players were responded 1-5 minutes 5-10 minutes and 10-15 minutes respectively. This indicated that player was directly stretching their body without any simple jogging. This implies that their muscle does not turn to its normal temperature slowly. As a result, a sudden drop in muscle temperature could cause damage players muscle.

**SUMMARY AND CONCLUSION**

The study has indicated that the training session going with the problem of lack of appropriate warming-up at the beginning and cooling-down at the end. Thus, the training session such as in technical-tactical application and relevant skill development with various training create negative effect on the success of the training.

**RECOMMENDATIONS**

Based on the conclusions derived from the findings of the data analyzed, the following recommendations were made as possible ways of curbing the problems observed.

- As findings indicated there is a problem in the application of warming-up before the beginning of the main session and cooling-down exercise at the end of the training session. Therefore, it recommended that, first coaches should create awareness on their players about the advantage of warming-up exercise and cooling-down exercise as well as its duration and procedure. Second, starting from the beginning of the training session up to the end coaches should follow and lead players.

- It was founded that the contribution of majority youth (junior-B) projects as a source of players for the main clubs was low. Therefore, to increase the contribution of youth (junior-B) projects as a source of players, top management officials and the clubs should create suitable environment for players such as living in the camps nearer to the training area or building football academies. In addition to these, all concerned bodies should exert unreserved effort to create suitable training environment.

#### REFERENCES

1. Hedstrom, R. and Gould, D. (2004). **Research in Youth Sports**. Michigan State University Press.
2. Jack H. Wilmore and David L. Costill (1999). **Physiology of Sport and Exercise**. Human Kinetics, USA.
3. John H., Michael H., and Helen M. (2000). **Advanced physical Education and Sport**, Stanley Thornes (publisher) Ltd.
4. John, J. (1978). **Junior Soccer**. Film type Services Ltd. Great Britain. Official U.S. Soccer Coaching Manual (2002).
5. Wondemu and Damen (2004). **Football Performance-with Specific Reference to the National Team of Ethiopia**. (Unpublished).
6. Yougesh, K. Singh. (2006). **Research Methodology and Statistics**. New Age International Publisher Ltd.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

