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Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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# HIGH PERFORMANCE ORGANIZATION AND ORGANIZATIONAL EFFECTIVENESS IN BAPPEDA (DEVELOPMENT AND PLANNING BOARD), ACEH- INDONESIA

FIFI YUSMITA **STUDENT COLLEGE OF BUSINESS** UNIVERSITI UTARA MALAYSIA

DR. VIMALASANJEEVKUMAR ASSOCIATE PROFESSOR **COLLEGE OF BUSINESS** UNIVERSITI OF UTARA MALAYSIA

### **ABSTRACT**

The purpose of this paper is to identify the factors that effects High Performance Organizations and examining the relationship between High Performance Organization and organizational effectiveness. A model was designed based on the literature, linking factors of High Performance Organization and organizational effectiveness. Two hypotheses were build based on the literature and the model and were tested in perspective of the previous studies and literature. The study focuses on the practice and observance of the two central factors, High Performance Organization which leads to organizational effectiveness. A total of 40 of usable questionnaire were distributed. The finding shows that the independent variable was an important in determining and influencing organizational effectiveness. Therefore, the organizations should design their rules, policies and organizational structures that give space to the employee to work well and appreciate them on their tasks fulfillment and achievements. This will surely lead to organizational growth.



### SOCIAL ENTREPRENEURS IN BANGLADESH

### **DEWAN MAHBOOB HOSSAIN** ASST. PROFESSOR **DEPARTMENT OF ACCOUNTING & INFORMATION SYSTEMS** UNIVERSITY OF DHAKA **DHAKA**

**MOINUL HOSSAIN** ASST. PROFESSOR DEPARTMENT OF CIVIL ENGINEERING UNIVERSITY OF ASIA PACIFIC DHAKA

### **ABSTRACT**

Over the years, the issue of entrepreneurship has gone beyond the conventional profit making theme. Besides the traditional/economic entrepreneurs, the social entrepreneurs are getting much importance. In the management literature, the issue of social entrepreneurship is a relatively new and fast-growing topic. The study focuses on the issue of 'social entrepreneurs' in Bangladesh with the help of two case studies of two individuals as founders of two prominent social entrepreneurship ventures. They are, Dr. Muhammad Yunus of Grameen Bank and Mr. Fazle Hasan Abed of BRAC. Their biographies and entrepreneurial journeys were analyzed and compared with those of the so called 'traditional' business/economic entrepreneurs basing on some published literature. In this study, it was found that though both these parties vary in their biographical background, entrepreneurial mission and motivation, at the end of the day, both these parties are 'entrepreneurs' as they are future-oriented, innovators, risk takers and good organizers.



## **IMPACT OF WORKING CAPITAL MANAGEMENT ON FIRM'S PERFORMANCE: EVIDENCES FROM LISTED COMPANIES OF INDIA**

DR. AVANISH KUMAR SHUKLA **ASST. PROFESSOR** SCHOOL OF ACCOUNTING **COLLEGE OF BUSINESS, HOSPITALITY & TOURISM STUDIES** FIJI NATIONAL UNIVERSITY VALELEVU, NASINU, FIJI ISLANDS

### **ABSTRACT**

Working capital management is very significant course of action for any organization which decides the flow and availability of cash and thus results in the effective firm's performance. An attempt has been done to investigate the established traditional relation between working capital management and organization's performance. For the study, a random purposive sample selection is done. All the selected samples are listed in Security Exchange Board of India, Mumbai. Annual reports were collected for the selected samples from the financial year 2006 to 2011. For the analysis purpose advanced statistical tools were rum to obtain the result.



## **ENGLISH TEACHERS' EMOTIONAL INTELLIGENCE AND ITS IMPACT ON THEIR** ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN SRI LANKAN SCHOOLS

U.W.M.R. SAMPATH KAPPAGODA SR. LECTURER **DEPARTMENT OF BUSINESS MANAGEMENT FACULTY OF MANAGEMENT STUDIES** RAJARATA UNIVERSITY OF SRI LANKA **MIHINTALE** 

### **ABSTRACT**

The purpose of this study was to investigate the impact of English teachers' Emotional Intelligence on their Organizational Citizenship Behaviour in Sri Lankan schools. The data were collected from a sample of 470 English teachers who work in North Central, Western and southern provinces in Sri Lanka using convenience sampling method. A standard questionnaire with two instruments was administered among the teachers. The collected data were analysed using regression analysis and correlation coefficient. The results of the study indicated that Emotional Intelligence of English teachers had a significant positive relationship with their Organizational Citizenship Behaviour and Emotional Intelligence had significantly correlated with altruism, conscientiousness and civic virtue.



# A QUALITATIVE INQUIRY OF LEADERSHIP PRACTICES AND ITS BEHAVIORAL AND PSYCHOLOGICAL OUTCOMES

### **MADIHAREHMANFAROOQUI INSTRUCTOR FACULTY OF MANAGEMENT SCIENCES** VIRTUAL UNIVERSITY OF PAKISTAN **PAKISTAN**

### **ABSTRACT**

The study aims to explore the leadership style and its related behavioral and psychological outcomes of the teachers. Leadership is an important predictor for the teacher's feeling and perceptions about their job. In this study, job satisfaction, commitment, citizenship behavior and teacher's morale are taken as the criterion variables. This is a qualitative cross-sectional case study based on 35 interviews from the faculty and head of the institutions and departments. The study employs the triangulation method for data sources to validate the findings. The study reveals interesting findings about the nature of the relationship between the leadership style and its related outcomes and a conceptual model is devised based on the empirical findings. Study in the end offers practical implications for future studies and recommends measures for the leaders under study.



## LINKING ORGANIZATIONAL CULTURE, STRUCTURE, AND ORGANIZATIONAL **EFFECTIVENESS**

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### **ABSTRACT**

This study examines the mediating role of knowledge management in the relationship between organizational culture, structure, and organizational effectiveness. A survey was conducted of 600 organizations. The results suggest that knowledge management mediates the impact of organizational culture on organizational effectiveness, and partly mediates the impact of organizational structure on organizational effectiveness. The findings carry theoretical implications for knowledge management as they extend the opportunity of research on knowledge management from examining a set of independent management practices to examining a system-wide mechanism that connects internal resources and competitive advantage.



### SWOT ANALYSIS: AN INSTRUMENT FOR STRATEGIC PLANNING - A CASE STUDY

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### **ABSTRACT**

SWOT (acronym for 'Strengths, Weakness, Opportunities and Threats) is an instrument for analysis and evaluating various aspects of the functioning of an organisation. It is a tool that not only generates the data regarding the internal functioning of an organisation but also helps to outline the future course of action for its growth and development. While 'Strengths' and 'Weaknesses' will help to realise the data on internal functioning, analysis of 'Opportunities' and 'Threats' depicts the external factors that impinge upon its present day working. SWOT can also influence the decisions on the future prospects and plan of action of an organisation. Thus while it evaluates existing situation in an organisation, it is also futuristic. It shows the road that an organisation can take and the difficulties and problems it is likely to face in its march towards growth and development. Thus this is a tool many organisations use for strategic planning as well. The present paper describes the different steps to carryout SWOT analysis of an educational institution with a case study of a rural engineering college. The paper puts forward major recommendations in the form of strategic actions for bringing about significant quality improvements for making an engineering college more efficient, effective and responsive.



## THE ROLE OF HRM PRACTICES IN ORGANIZED RETAILING A STUDY OF SELECT **RETAILERS IN BANGALORE CITY**

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#### **ABSTRACT**

Retailing displayed its significance in India's market with tremendous contribution to the Indian economy. The development in the organized retail sector has showed the perfect platform to the Indian companies to enter into this sector. The entry of global players in retailing business has created huge challenges to the Indian companies. The organized retailer's in order to respond to the competition, started to realize the need for efficient man power. The Human Resource practices and the employee satisfaction became the primary concern for the organized retailers. The present study will provide a clear picture on the issues related to the HR practices and its impact on employees. The study will also focus on the various problems and challenges faced by the HR department in procuring and retaining the employees of organized retailing companies.



# WATER CRISIS AT COAL CAPITAL OF INDIA: A PRAGMATIC STUDY OF ROOT CAUSES, IMPACT AND SOLUTION OF WATER CRISIS IN REGIONS OF WORKING COAL MINES OF BHARAT COKING COAL LIMITED DHANBAD

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### **ABSTRACT**

Blessed to be a prime mineral belt the geography of Dhanbad is similar to a Peninsula which is surrounded by water from three sides. In North is in touch with Maithon Dam, a reservoir for hydro electricity. In south it is River Damodar and in west it is touching the beds of River Barakar. The demography of Dhanbad is a fusion or rural and urban both in a composite scale. As many developed portions are in cluster of developed colonies and many large population are residing in the rural areas of the District of Dhanbad. But still the crisis of Drinking water is prevailing at a high scale in surroundings of Dhanbad. The main reasons for water crisis are lack of technological re-engineering, weak administrative control of local law and order, delay in implementation of policies. These all results the water crisis for drinking as well as for the Industrial demands too.



# PORTFOLIO MANAGEMENT OF INDIAN MUTUAL FUNDS: A STUDY ON DIVERSIFIED EQUITY FUNDS PERFORMANCE

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### **ABSTRACT**

Actively managed fund aims at outperforming its corresponding benchmark index. Equity diversified mutual fund's performance in comparison with broad based index like S&P CNX 500 definitely investigates the activism shown in the fund management. In this paper attempt has been made to find out whether actively managed equity diversified funds in India have achieved superior performance through their stock selection and timing abilities. It is observed that one third of the sample funds delivered positive alpha and remaining funds were satisfied with zero Alphas. However these positive alpha funds failed to time the market movement.



# A STUDY OF DIFFERENCES IN PERCEPTION OF EMPLOYEES ABOUT THE HRD CLIMATE PREVAILS IN THE ENGINEERING INSTITUTE ON THE BASIS OF AGE GROUP

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### **ABSTRACT**

The organizations are attaching great importance to human resources because human resources are the biggest source of competitive advantage and have the capability of converting all the other resources into product and services. The effective performance of this human resource depends on the type of HRD climate that prevails in the organization, if it is good, than the employee's performance will be high but if it is average or poor then the performance will be low. The study of HRD climate is very important for all the organizations and the Education sector is not an exception, especially in the present situation of grooming of professional studies. The present study is an attempt to find out the type of HRD climate that is prevailing in Shri Vaishnav Institute of Technology & Science a private engineering college in Indore. The researchers have also tried to find out the perception of employees regarding HRD climate prevailing in the institute and difference in the perception of employees on the basis of their age group. The researcher collected the data from the employees of a reputed engineering institute using structured HRD climate questionnaire. The values of various test scores indicate that the Shri Vaishnav Institute of Technology & Science does not provide an appropriate overall HRD climate to their employees belong to all age groups, which enables them to acquire adequate capabilities for their present job. The result also shows that there is no significant difference in perception of employees belong to different age groups about prevailing HRD climate in Shri Vaishnav Institute of Technology & Science.



# INSTITUTIONAL FINANCING OF AGRICULTURE IN INDIA WITH SPECIAL REFERENCE TO COMMERCIAL BANKS: PROBLEMS FACED BY FARMERS – AN EMPIRICAL STUDY

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### **ABSTRACT**

Indian economy is still dominated by agriculture. It is a core sector of economy. Development of agriculture is a necessary prequisite for the over all development of Indian economy. But the growth of this sector is lagging behind in comparison to other sector's growth. A break through in this sector is thus essential for placing the economy on a sound footing. Credit is leverage for development and adequate finance is a panacea for this. Presently under priority sector, Govt. and RBI are guiding to commercial banks channelizing more and more funds to farmers at easy terms. Indian banking is shaping the rural economy. Impact of agricultural credit on the economy of farmers is positive. Banks are now catalyst of development. Institutional financing of agriculture or multi agency approach (MAA) is a complex approach. It includes Govt. agencies, co-operatives, regional rural banks and commercial banks. NABARD (National bank for agriculture and rural development) is the apex institution providing refinance to rural credit. The role of commercial banks is increasing year to year after nationalization and share of moneylenders is decreasing. It shows a success of govt. efforts towards rural credit yet the system faces some problems like financial inclusion especially for landless and marginal farmers, high rate of interest and cumbersome process of getting loan. Author suggests more deployment of funds through micro financing (bank linkage self help group scheme) and use of I.T. solutions in cost effective manner. Government schemes like NAREGA(National rural employment grauntee act) and PMGSY(Pradhan mantri aramin sadak yojna) should go through banks .This paper highlights the present comparative position of institutional financing and reveals some primary problems faced by farmers in getting agricultural credit through an empirical study and explores the new avenues for commercial banks financing agriculture.



# MULTIPLE FACETS OF ORGAN TRANSPLANTATION IN A TERTIARY CARE HOSPITAL MANAGEMENT, INDIA

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### **ABSTRACT**

First successful kidney transplantation occurred in 1954 & Liver transplant occurred in 1967, at U.S.A. Organs for transplantation comes from either from live donor or brain dead person. The major donor organs and tissues harvested from brain dead are heart, lungs, liver, pancreas, kidneys, eyes, heart valves, skin, bones, bone marrow, connective tissues, middle ear and blood vessels. Developed countries have pursued organ transplantation in a proactive manner as this is the only hope for end stage diseases. Allocation of donated organs of a brain dead person goes to their own citizens as the organ availability is scarce. Hence each nation has to promote the organ allocation fairly through transplantation committees and also has to provide the legal platform. The introduction of Act Transplantation of Human Organ facilitated the Indian perspective of organ transplantations. India has huge number of patients requiring organ transplantation, only handful of hospitals has infrastructure for transplantations. In western countries organs are transported to the patient site in contrast to India where patient is shifted to the place where organ is retrieved due to legal, transportation and infrastructure problems. The objective of this paper is to refine managerial plans and preparedness to have smooth operation of transplantation programme in a tertiary care hospital by look back of earlier efforts. Data of transplantation BGS Global Hospital, Bangalore, Media reports, Important Judgments in medico legal cases of transplantations has been used. Transplantation programmes in India are in upward phase. Problems faced are lack of organ donation awareness among public, patients and police, stringent laws and finance. Medical professionals working in transplantation field need to be facilitated legally, managerially and infrastructure wise to continue the highly skilled transplantation surgeries in India.

# FDI, TRADE, AND ECONOMIC GROWTH IN SINGAPORE--EVIDENCE FROM TIME-SERIES CAUSALITY ANALYSES

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### **ABSTRACT**

This paper investigates the relationship between Trade, Foreign Direct Investment (FDI), and Gross Domestic Product (GDP) for Singapore over the period 1970-2010. The literature on Foreign Direct Investment (FDI), Trade and economic growth generally points to a positive Trade and Foreign Direct Investment (FDI)-Growth relationship. However, very few studies offer direct tests of causality to the three variables. The economic growth may induce trade and Foreign Direct Investment (FDI) stimulates economic growth. The present analysis focuses on Singapore, where growth of Exports has been the most pronounced. The Cointegration analysis suggested that there is a long-run equilibrium relationship. The results of Granger causality test showed that there is a causal relationship between the examined variables.



# AN EVALUATION OF MICRO CREDIT IMPACT ON RURAL POOR WOMEN – A CASE STUDY IN BELLARY DISTRICT, KARNATAKA

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### **ABSTRACT**

The micro credit is an effective and financially viable alternative to the existing methods of addressing rural poverty through the provision of credit. Micro credit through Self-Help Groups succeeded in reducing transaction costs both for banks and rural poor, apart from posting high loan recovery rates. The large number of women SHGs has also enabled women to have easy access to credit in recent years. The promotion and development of Self-Help groups has to provide opportunities for self-employment on a sustained basis for the rural poor women. In view of the importance and magnitude of Micro Credit, and its implications —this research paper made an attempt to evaluate the impact of Micro Credit on rural poor women in divergent areas in Bellary district of Karnataka under the title "An Evaluation of Micro Credit impact on Rural Poor Women — A case study in Bellary district, Karnataka".



# APPRECIATION AND APPREHENSIONS OF INDIAN CORPORATE SECTOR ABOUT CORPORATE SOCIAL RESPONSIBILITY

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### **ABSTRACT**

Corporate Social Responsibility (CSR) is the buzz word even to-day! Leading business houses are placing society ahead of profits. Sustainable development, having been seen as the corollary of corporate social responsibility, the primacy of this dimension remains to be at the top of every business's agenda. This study attempts to seek the perceptions and apprehensions of the Indian corporate sector towards CSR. The respondents are corporate CEOs and other executives of the top 1000 companies in India as per the list published in Business Today. The study uses seventeen parameters to elicit the responses. The findings show a mixed scenario - some companies are mostly aware of the concept, whereas others are yet to understand the complete scope of CSR. For instance, one observation is that respondents agree that companies committed to social cause find their sales figures rising. It may be concluded that CSR still remains to be appreciated in its total sense by the Indian corporate sector. This paper provides leads for further research on question whether companies which are not committed to social cause are losing business or are not growing to the extent their counterparts are growing.

# SOCIAL MEDIA MARKETING: THE NEXT FRONTIER (AN EXPLORATORY STUDY ON SOCIAL MEDIA MARKETING PROSPECTIVE WITH REFERENCE TO PUNE CITY)

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### **ABSTRACT**

Internet is becoming the town square for the global village of tomorrow." said Bill Gates and so right was Peter Ducker in anticipating that, "The new IT... Internet and e-mail... have eliminated the physical costs of communications." Jack Welch called internet as, "the Viagra of big business". Today tapping the online resources is not the only option but the need for every business organization. This study is very important as it has been done on the end users, it will help to understand the psyche of customers and help the organizations to build their product marketing strategies and policies accordingly. Even this study will work as a basic guideline for future research, so it will be of great importance for the academicians as well as researchers also. The data is collected from 100 respondents through questionnaire as well as interview format. The data is analyzed through Cross tabulation, Chi-square Test and Percentage Analysis. Statistical calculations and computations will be done through IBM SPSS statistical package (version 19.0). Through this research paper we come to know that in today's scenario due to technological advancement every one is an active member on social networking websites. Respondents are spending ample amount of time on these websites, which represents an opportunity for the organizations to lure the customer through this media. The size of a social network on an average is of around 300 persons per respondent, which is very suitable scenario for reference marketing activities to a marketing manager.



# ROLE OF INFORMATION TECHNOLOGY IN AGRICULTURE AND AGRO-BASED INDUSTRIES

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### **ABSTRACT**

In the light of globalisation, it is necessary for the industry related to agriculture, to review their present IT infrastructure with respect to marketing function and, undertake measures to strengthen the same. No single institution or organization can succeed in the task of e-powering farmers and rural India. At the same time, scattered and half hearted attempts cannot be successful in meeting the objective. Industries with major stake in villages, should come together to provide the initial impetus. Information technology has a major role to play in all facets of Indian agriculture in addition to facilitating farmers in improving the efficiency and productivity of agriculture and allied activities; the potential of information technology lies in bringing about an overall qualitative improvement in life by providing timely and quality information inputs for decision making. It can be argued that the next revolution in urgent need of focus is IT revolution in field of Indian farming.



# **ADVENTURE TOURISM POTENTIAL: A STUDY OF KASHMIR**

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### **ABSTRACT**

Tourism continues to be a critical source of economic investment in the state. The tourism trade is one component of the economy organization and marketing. Adventure tourism is one of the strongest cores within tourism. The variety of landscape is a vital component of local tourist trade. Land use policies and economic development strategies in the future can have a significant impact on the maintenance of these critical natural resources. Adventure tourism is fastest growing segment and turned out to be an immense business opportunity for Kashmir region. The paper examines the psyche of the adventure tourist in the region. The present research looks at those who come into the region for a brief period as visitors. The paper is conceptual in nature and the main focus of the paper is to discuss on the adventure tourism which is still in the early phase of development in the valley. The study explores the important adventure tourist destinations in Kashmir. The study therefore recommends various strategies in order to broaden the base of tourist arrivals on one hand and sustained the growth on the other hand.



# INVENTORY MODEL IN A FUZZY ENVIRONMENT WITH ITS ASSOCIATED COSTS IN EXPONENTIAL MEMBERSHIP FUNCTIONS

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### **ABSTRACT**

In this paper, an EOQ Model has been analyzed in a fuzzy environment. Its objective goal, holding cost, shortage cost, set-up cost and storage area are all represented by means of exponential membership functions. Fuzzy non-linear programming (FNLP) method with Lagrange multipliers is applied. This method has been illustrated by means of numerical examples. The variations of the results with those of the crisp model have been pointed out. Sensitivity analysis of the model has been carried out.



# EMPLOYEES PERSPECTIVE VIEW TOWARDS PERFORMANCE APPRAISAL AND TRAINING PROGRAMMES PRACTICED IN SUGAR INDUSTRIES IN ERODE DISTRICT

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### **ABSTRACT**

Performance appraisal is one of the most broadly researched human resource management practices. This paper research on employees' perspective view towards performance appraisal and training programmes practised in sugar industries in Erode District. This paper examined the interdependence of Independent factors and the respondents' level of satisfaction on Performance Appraisal and Training Programmes aspect of technical measurement issues and problems, and was followed by an attack of research related to the contact of Cognitive processes on performance appraisals system. The sample was selected on the basis of stratified random sampling method. The study used self-administered structured questionnaire as the research instrument. The data obtained were analyzed using descriptive and inferential statistics. The focus of the performance appraisals and training programmes are turning towards career development relying on the dialogues and discussions with the superiors. Hence, the present study concentrated in aspects/ measure the interdependence of the independent factors of the respondents' level of satisfaction with the Performance Appraisal and Training Programmes practises, the results were subjected to multiple regression analysis. If satisfaction accounts for the merits of the respondents' performance appraisal, dissatisfaction accounts for the problems in using it. Hence, the routine problems faced by the respondents in using performance appraisal system and training programmes were studied under Henry Garrett ranking method.



# INTEREST IN MANAGEMENT EDUCATION: THE CURRENT TREND AND ITS IMPLICATIONS

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### **ABSTRACT**

In recent years, management education is considered as elitist in higher education in India. Many young men and women with high scholastic records have been attracted to pursuing higher education in management field. The obvious reason for this trend is the high and lucrative remuneration and other positive consequences associated with MBA. The authors came across a number of cases of MBA pursuing students, who feel stressed out and have difficulty in coping with the non passionate subjects. And they become less motivated to perform in the academics. These in turn resulted in adjustment difficulties, anxiety and low self-esteem. All these dynamics could affect their academic performance in one hand and personality on the other hand. The present study explores career interest of the prospective MBA students in a popular B-School in India. The Thurstone's Interest Schedule (TIS) was administered to these subjects. The total sample size was 241. The ten core interest dimensions were regrouped into two clusters, namely management education oriented and non management education oriented dimensions. The analysis shows that only 55% of aspirants have core interest in management education oriented dimensions. The remaining 45% of aspirants whose core interest is in non management oriented dimensions.



## IMPACT OF CORPORATE GOVERNANCE PRACTICES ON THE FIRM PERFORMANCE: AN EMPIRICAL EVIDENCE OF THE SMALL AND MEDIUM **ENTERPRISES IN INDIA**

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### **ABSTRACT**

The present paper throws light on the various factors influencing changes occurring in organizational climate and culture by the adoption of corporate governance in small and medium enterprises in India and several external forces affecting this practice. Attempts have been made to identify the relationship between the corporate strategy development and the relative increase in the performances in such firms using factor analysis and regression analysis techniques. In these contexts, corporate governance data are grouped into four different factors: ownership component, board development, committee component and board procedure component. Tobin's Q-method is used to evaluate the firm's performance.



### A REVIEW OF HUMAN ERROR IN MAINTENANCE AND SAFETY

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### **ABSTRACT**

Industrial safety mainly depends on the performance of equipments and operations of the organization. The performance of the equipment and operations are highly dependent on the maintenance activity. The maintenance activity is heavily reliant on humans. Various studies have proved that human error is a major factor for the premature failure of equipments after the maintenance activities has been performed on them. The role of humans in maintenance has received much importance; recently more attention has been towards reducing human error in maintenance and inspection. Maintenance and inspection tasks are an inevitable part of an organization, where individuals perform varied tasks in a non conducive environment and difficult ambient conditions. These situational characteristics, in combination with generic human behaviors, results in error and leads to accidents. This also impede productivity and efficiency of the operations. As the maintenance quality is largely dependent on the conditions of the maintenance staff. These conditions, along with many others, which are called human factors will lead directly lead to failures. Even though it is never possible to eliminate human error totally, it is possible to reduce these errors through a good maintenance management. This paper overviews the various constituents of human factors that affect maintenance and analyzes various methodologies which can be used to reduce errors and thereby improve safety, reliability and availability of the organization. This paper also reviews current strategies in identifying, and managing human error in maintenance and inspection for a better industrial safety.



### SEARCH-EXPERIENCE FRAMEWORK: A CASE OF MOVIE INDUSTRY

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### **ABSTRACT**

A very important criterion that differentiates a service and a product is the associated tangibility/intangibility. When new products are launched in the market, customers have the benefit of seeing, touching and feeling the product. Any associated incongruity can be resolved once they are able to examine the products on their own. But this is not the case with services, because lots of intangibility is associated with the services being provided and the consumer finds it tough to resolve any incongruity associated with the service. The present study tries to identify elements of a movie's success at the box office. The mainobjective of this paper is to recognize the effect of various search-experience framework on performance of a movie at the box office. Using the multivariate regression analysis with short-term and long-term box office performance of a movie as dependent variables, hypothesis developed with regard to various factors are tested against a sample of 201 movies. The results show that factors considered in the study explain a significant amount of a movie's box office success. The study helps in better understanding of the movie industry, there by contributing to reducing the number of movie failures at box office.



# **GENDER EQUALITY AND INCLUSIVE GROWTH: IN CASE OF PUNJAB**

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### **ABSTRACT**

This paper reviews the recent progress toward gender equality in Punjab by examining a number of indicators, focusing on gender inequalities in education and health outcomes (capability) and in labor market (access to resources and opportunities) and security. Despite the improvement observed in education and, to a lesser extent, in health, the paper finds that women's improved capabilities do not seem to have been translated into an equal participation between men and women in economic activities. Empirical evidence also suggests that gender inequality is greater when a country's economic opportunities are more limited or households are in greater economic hardship. In conclusion, the paper argues that along with efforts in removing cultural, social, and institutional obstacles by educating the public and introducing/enforcing antidiscrimination legislations, promoting economic development to generate economic opportunities and improving women's capabilities and access to the opportunities are the key ingredients of a policy package for greater progress toward gender equality and inclusive growth.



### **ESTIMATION OF POPULATION MEAN USING RANKED SET SAMPLING**

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### **ABSTRACT**

In the present study, a modified ratio cum product type estimate for estimating the population mean in rank set sampling has been suggested. The bias and MSE (mean squared error) of all the discussed estimators are obtained. Comparison of the proposed estimator with the Samawi and Muttlak (1996) estimator is carried out. By comparison, the condition which make the proposed more efficient than the other estimators are found.



# A GOAL PROGRAMMING FORMULATION IN NUTRIENT MANAGEMENT OF FERTILIZERS USED FOR RUBBER PLANTATION IN TRIPURA

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### **ABSTRACT**

Natural rubber is the dominant cash crop of Tripura. Proper nitrogen, phosphorus and potassium applications to the soil are necessary to increase the production of latex and improve the Socio-economic position of the planters. Application of nutrients to the soil is commonly done by using fertilizers. In this paper, a goal programming model is formulated for nutrient management by determining the optimum fertilizer combination for rubber plantation in Tripura.



# A STUDY ON THE FACTORS INFLUENCING INDIVIDUAL INVESTOR BEHAVIOR IN IT SECTOR

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MYSORF

### **ABSTRACT**

This study investigated factors influencing on individual investors behaviour in IT sectors and the most predominant and least factors that influence the individual investor to invest in IT sector. The study evidenced showing to understand how investors make their investment decisions in IT stocks. The study methodologically may be nested as a quantitative exploratory research wherein cross-sectional design with survey method using face to face personal interview with structured questionnaire was utilized to understand the proposed relationship. The study revealed that four factors that seem to be influencing the investor behaviour. They are Classical wealth maximisation, Firm Status, Neutral information and Commitment and recommendation. According to the respondents One factor was found the most influencing factor, where it was more than 50% of i.e. reputation of the it firm. Two factors were found the least influencing factors, where less than 20% of total respondents consider these factors as the least affecting factors on their behaviour. The least influencing factor was by order of importance: expected losses in other local investments, minimizing risk, expected losses in international financial markets, , family member opinions and gut feeling on the economy. The study mainly centred to understand the behaviour of investors while purchasing IT stocks. and therefore is limited to investors who are aware and competent to understand financial news and information.



# **RELIGION, LAW & THE ROLE OF STATE**

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### **ABSTRACT**

The interrelationship of religion and law has always been a complex and considerably a matter of dispute. As an admitted fact, the origin of religion is time immemorial and it's also a common observance and a proved fact that every religion has specific and exclusive legal provisions. In fact, initially, the society was administered by religious beliefs, not by legal provisions. With the passage of time, efforts were made to segregate law from religion because it was found difficult to administer multi-religious society through any particular religion. Though, the basic tenets of every religion is less or more similar but many aspects of religions differ and herefrom the dispute aroused. It is the common belief of religious persons that religion has been revealed by any super natural power i.e. God. But, there is no dispute regarding the fact that law has been evolved by human rationale and experience. Now ,with the emergence of State as a political governing body, the question of reconciliation among the various religions inter se and between religion and law became acute because the State came into existence as a common political guardian of its subjects. So, it had to either protect the interests of its all subjects irrespective of their race, caste, creed, language or religion or to discard the identity of multi-religious society by declaring it as a specific religious - State and the third path whereby the State may provide special preference to any particular religious group but also recognize the religious-freedom of other Community. In this paper, the effort has been made to study the interrelationship of religion and law and instant, how different political States are harmonizing the interests of multi-religious society.



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